

# Fleet Risk Management

## Developing a Driver Safety Culture

ETSC

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# Agenda

- Introduction
- Road Safety, Brief History
- Risk Management Cycle
- Safety Culture
- Selecting Appropriate Risk Mitigation
- Risk Mitigation and Training Activities
- Case Studies of Success
- Benefits of addressing Driver and Fleet Safety
- Summary

# Introduction

Andy Phillips

Director, Risk Management

– Responsible for

- Strategic Planning, Project Implementation, Risk Management Consultancy, Partner / Supplier Management, Key Account Management & System & Product Development

– Experience

- 18 Years Fleet Risk Management and Fleet Training experience
- Experienced in developing Bespoke Risk Management & Training Solutions
- Over 12 Years' experience working with Telematics organisations
- Currently overseeing Programmes in 37 Countries all with varying levels of challenges & safety cultures

# Road Safety – Brief History

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**1896**

The first fatal road accident occurred in Croydon London

**1916**

The 'Safety First' Council was formed

**1930**

1<sup>st</sup> Driving Test takes place with an examiner

**1931**

First Highway code published

**1967**

First roadside drink drive breathalysers were introduced

**1970**

The first HGV and PSV driving tests were conducted

**1973**

Crash helmets made compulsory

**1980**

Reform of bus licensing

**1983**

Seat belts become law

**1987**

Government plan to reduce accidents by 1/3 by the year 2000

**1988**

Wide angle mirrors must be fitted to all HGVs

**1988**

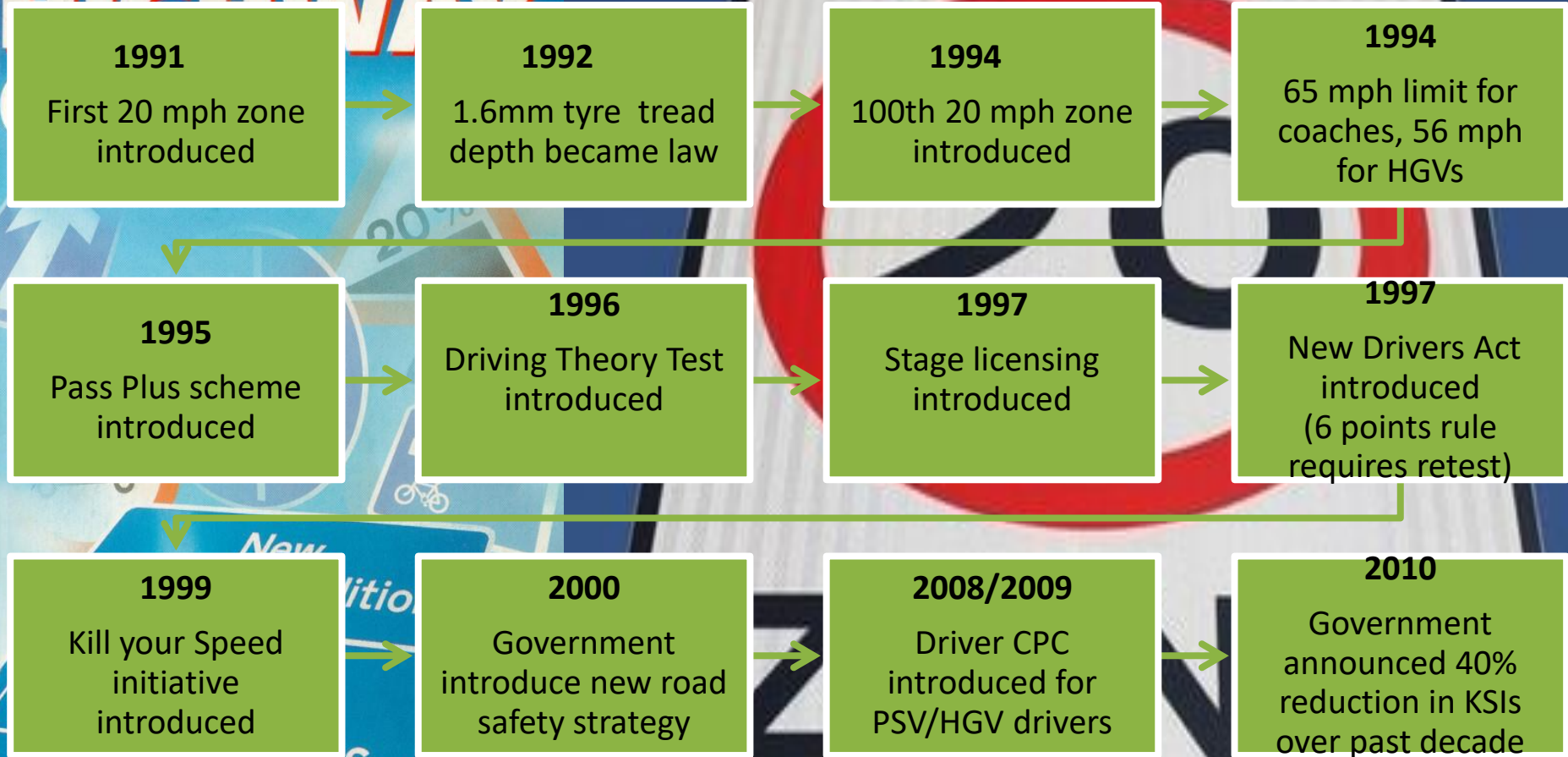
All coaches and buses to be fitted with speed limiters

To be purchased directly from H.M. Stationery Office at the following addresses:  
Adastral House, Kingsway, London, W.C.2; 120, George St., Edinburgh;  
York Street, Manchester; 1, St. Andrew's Crescent, Cardiff;  
15, Donegall Square West, Belfast;  
or through any Bookseller.

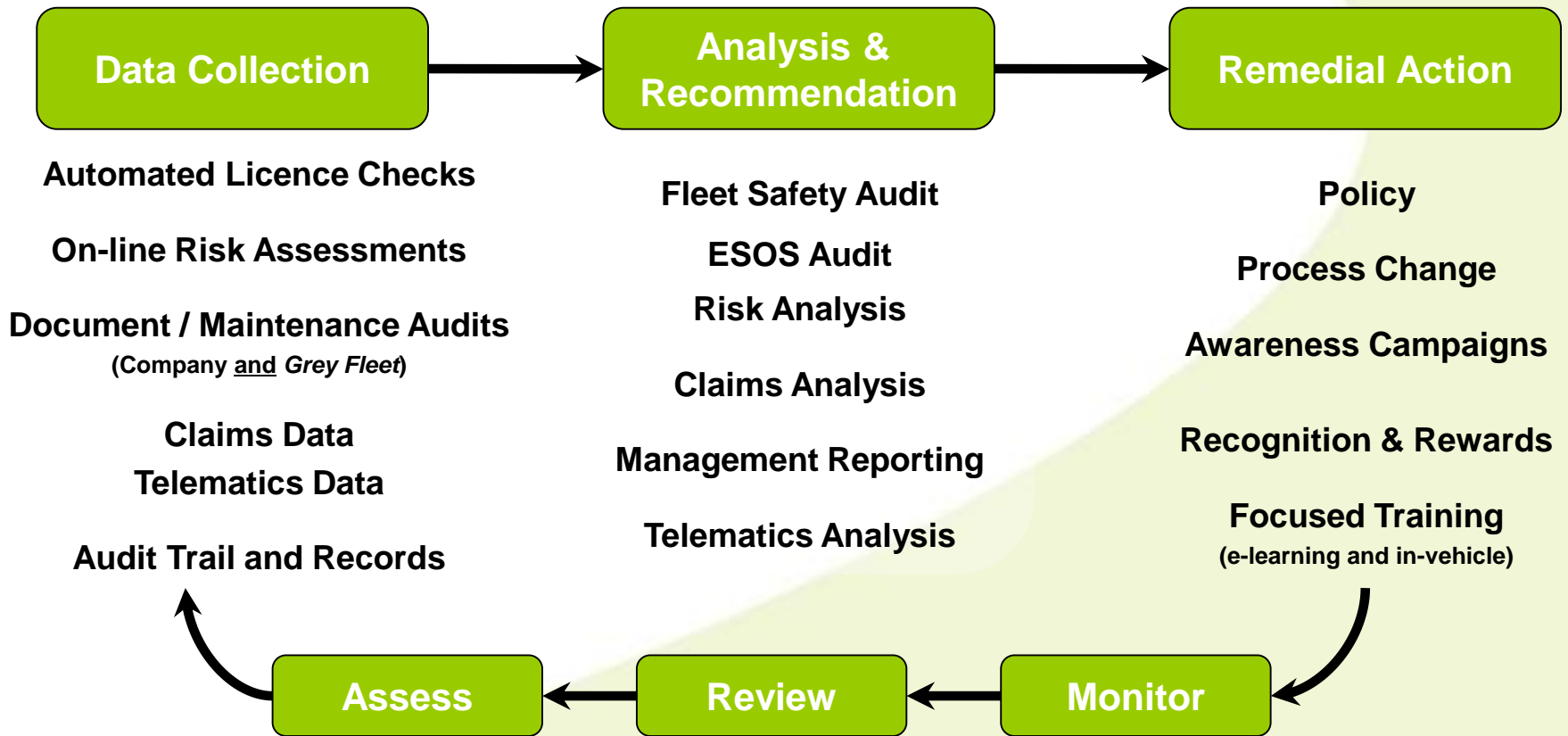
1931.

Price 1d. net.

# Road Safety – Brief History



# Continuous Risk Management Process



## Transfer of Safety Culture

- Safety Culture will exist in other areas of the business
  - Site, office, warehouse etc...
- Continuous awareness will develop good habits
  - Reverse Parking
  - Vehicle Checks
- Campaigns to highlight importance of Driver Safety
- Must have 'Buy in' at all levels
  - Senior management must lead by example
- Risk Management & Training is a continuous process
- Culture should allow and accept challenges
- Driving should be seen as a key work activity
  - Safety starts here?

# Driver Risk Profiling

## – Risk Assessment

- Should NOT be a training needs analysis
- Should ascertain exposure to risk
- Interventions at a Group / Company level will have greater impact
  - Create a safe environment & Culture
- Interventions should use the Hierarchy of Control
  - Remove, Substitute, Manage
- Driver, Journey, Vehicle
- Driver Profile will provide focal point for future interventions & process
- Will allow for targeted training
  - Training should only be the correct intervention when proven risk is evident

## – Telematics Data

- Must be regularly reviewed and acted upon



# Selecting Appropriate Risk Mitigation Activities

- Telematics Data
  - Driver has multiple speeding events
  - Does this mean speed awareness is the most appropriate?
- Route Cause Analysis
  - Collision in poor weather conditions?
- Why do collisions occur?
  - Lack of ability?
  - Lack of Knowledge / Understanding?
  - Pressure?
  - Stress?
  - Fatigue?
  - Attitude?
  - Culture?
- Interventions must combat the cause
  - Regular re-enforcement of safety messages
  - Improve and maintain culture through habit forming
    - Seat Belts
    - Mobile Phones

## Risk Mitigation Activities

- Hazard Perception / E-Learning Modules
  - Targeted E-Learning Modules based on results
  - Fully interactive modules with full management reporting and audit trail
  - Country Familiarisation
  
- Practical Behind the Wheel
  - Used to target identified risks – i.e. cyclist, dealing with large vehicles
  - Also used for awareness campaigns – i.e. distracted driving
  - Can be site specific – i.e. difficult delivery or access point

## Risk Mitigation Activities (cont)

- Classroom Theory Workshops
  - Bespoke content to manage identified risks
  - Typical subjects; Hazard Awareness, Security, Vehicle Systems, ECO-Driving, Winter / Seasonal Driving, Speed Awareness
  
- Virtual Reality Training
  - Site specific
  - Risk Specific / Targeted
  
- Targeted Simulator Training
  - Used to target identified risks – i.e. cyclist, dealing with large vehicles
  - Also used for awareness campaigns – i.e. distracted driving
  - Can be site specific – i.e. difficult delivery or access point

## Case Study – SSE Safety Culture

- Telematics Data
  - Monthly Review of data
  - Repeat offenders reviewed with Line Manager
  - Driver ID not important
  - Safety Culture – Challenge unsafe behaviour
  
- Interventions
  - Review with Line Manager(s)
  - Targeted training
  - On-line modules based around influencing behaviour and attitude
  - Monitoring of future telemetry to effectiveness
  
- Results
  - Increased ‘buy in’ around the process
  - More challenges to continually drive the safety culture
  - Reduction in RTC’s
  - Team approach to safety responsibility

## Case Study – ADT and Jacobs (UK & Ireland)

- Selected as preferred supplier in Jan 2015
- Implementation & Communication plan rolled out from Feb 2015 including;
  - Series of e-mail notifications and awareness campaigns
- Service launched April 2015 – Circa 4,000 Drivers
  - Significantly improved Compliance
  - 34% reduction in claims - year one
  - 46% reduction in claims - year two
  - Cost saving of over £500,000 per year
- Case Study is currently being used as an example of best practice by the ETSC & HSA Ireland
- Jacobs highly commended at UK Brake Awards and ETSC Safety Awards 2017

## Summary

- Risk Management
  - Ongoing Process
  - Based on a full understanding of risk
  - Must have 'Buy in' at all levels
  - Safety Culture – Challenge unsafe behaviour
  
- Interventions
  - Group interventions will have highest impact
    - Creation of safe working environment
  - Targeted based on full understanding of risk
  - Effectiveness should be measurable
    - Telemetry Data
    - Claims Data
    - Improved Safety Culture
  
- Results
  - Compliance with Local Legislation & Best Practice
  - Develop and improve Safety Culture
  - Reduce Costs
  - Compliance with Improved Corporate Social Responsibility

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