



Driving for Better Business

A FREE government-backed programme from  national
highways

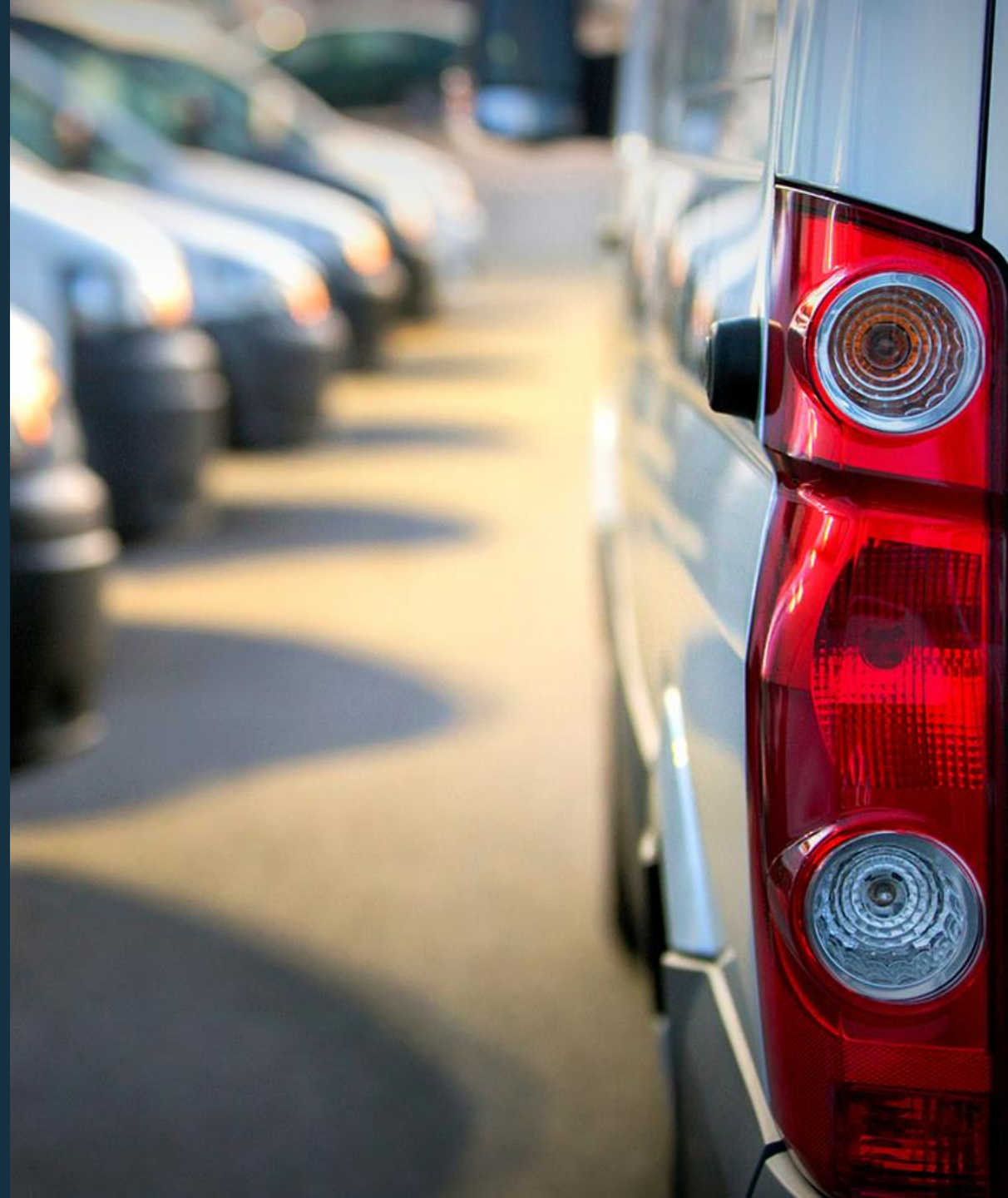
TRL & CLOCS
9th May 2024

Anne-Marie Penny Senior Road Safety Policy Adviser, National Highways

www.drivingforbetterbusiness.com

Driving for Better Business

1. Background to work-related road risk and the DfBB programme
2. Why focus on health & wellbeing for drivers?
3. DfBB - Supporting suicide prevention



Background:

Work-related road risk and the DfBB programme

What is work-related road risk?



**COMPANY
CARS**

Over 700,000



**COMPANY
VANS/LCVs**

Almost 5 million



**TRUCKS
& HGVs**

Over 600,000



**GREY
FLEET**

14 million+ ?



**POWERED
2 WHEELERS**

Unknown ?

The risk that employee may be involved in a collision while driving for work, putting themselves and other road users at risk

- Any employee – fully employed or self-employed
- Travelling to a location that is not the usual place of work
- Using a vehicle owned by employers or by drivers/riders

Driving for work: **UK statistics**

**OVER
35,000**
Reported casualties
in collisions involving
someone driving for work

2019

- 35,309 casualties from collisions involving someone driving for work
 - 16,647 at work drivers and passengers
 - 18,862 other road users

£ 2.6b cost to UK PLC

Odds of winning the national lottery jackpot: **1 in 45 million**

Odds of being involved in an injury collision driving for work: **1 in 500**

Employer responsibilities



LEGAL



MORAL



FINANCIAL

Employers have a **legal obligation** to manage road risk

Health and Safety at Work Act sections 2, 3, 7 & 37

The Driving for Better Business Programme



Driving for Better Business is a multi-award-winning, National Highways programme to help employers reduce work-related road risk.



The Driving for Better Business Programme

What we're not...

- A standard
- A consultancy
- An audit service

What we are...

- Central hub for work-related road risk
- Collaborative and inclusive
- Provider of practical resources for employers
- Provider of resources for employers to share with drivers

The Driving for Better Business Programme

Our Vision

“A world where those who drive or ride for work do so safely, efficiently, and sustainably.”

Our Mission

“to improve safety for all those who drive or ride for work by sharing good management practice and demonstrating the significant business benefits.”

Driving for Better Business: What do we do

Portal Registration: to create the company WRRR 'digital briefcase', map progress, and share resources

Gap Analysis: to identify where the improvement focus is needed

Driving for work policy builder: to create or refresh your driving for work policy – launched in April 2024

Case Studies: practical examples to reduce road risk

Employer resources: e.g., policy templates, understanding the risks

Driver Resources: for employers to share with staff



Driving for Better Business
Reducing Risk • Cutting Cost • Improving Compliance

highways england

SECTION 1: YOUR ORGANISATION

This sections starts to build a picture of your organisation's understanding of work-related road risk as

		INFO	YES	NO
	Red Questions = Legal Compliance Green Questions = Good or Standard Practice			
Q1	Are all owners, directors and managers in the business aware of their legal obligations to manage work-related road risk?	Hover for Guidance		
Q2	Does your business have a documented HSE-compliant 'Driving at Work' road safety policy?	Hover for Guidance		
Q3	Is a named Director responsible for managing this policy?	Hover for Guidance		

Free Work Related Road Safety Resources

Home > Free Work Related Road Safety Resources

What are you looking for?

Or search by resource provider

Search by category

- Evaluating Procedures
- Strengthening Culture
- Improving Performance
- Demonstrating Leadership

Driving for Better Business: **business benefits**



Case studies have indicated that when good management practices promoted by DfBB are implemented a wide range of benefits are realised

Business benefits: reductions in costs for collisions/insurance claims



DOWN
64%
↓

 **Gateshead Council**



DOWN
43%
↓

 **HILLS** Hertfordshire Independent Living Service
Supporting your independence



 **amey**

DOWN
38%
↓



 **British Gas**

DOWN
33%
↓



DOWN
54%
↓

 **McLaren**



DOWN
48%
↓

 **TARMAC**
A CRH COMPANY



 **Metropolitan Thames Valley**

DOWN
30%
↓



 **JOHN RAYMOND TRANSPORT LTD**
www.jrt.co.uk

DOWN
24%
↓

Collision and incident reduction examples



Key Fleet Figures

- 3,500+ vehicles
 - 1,100 cars
 - 1,300 vans
 - 1,200 HGVs
- 8,000 drivers



Incidents

DOWN 38%
over 3 years



Key Fleet Figures

- 140 LCVs



Speeding PCNs

DOWN 96%



Vehicle Collisions

DOWN 45%
in just 16 months



Key Fleet Figures

- 120 HGVs



PCNs

DOWN 33%
Over 12 months



Incidents

DOWN 24%
Over 12 months



Key Fleet Figures

- 949 company cars & grey fleet
- 724 LCVs
- HGVs 509



Incidents

DOWN 51%
over 3 years



Key Fleet Figures

- 517 LCVs including 3.5t welfare vans, tippers, & flatbeds
- 1,050 grey fleet



Net Savings

OVER £200K
In the first year



At-fault collisions

DOWN 19%
In the first year

Business benefits: reducing the impact on the environment



REDUCE

FUEL USE



DOWN 50%

M M
MOTT MACDONALD



wj
think exceptional

DOWN £65k




platform
housing group

DOWN 9%



REDUCE

CO2



DOWN 1500t

M M
MOTT MACDONALD



amey

DOWN 25g/Km



platform
housing group

DOWN 1413t

DfBB Collaboration: stakeholders & partners

- Our Key Stakeholders are those organisations who are actively engaged in improving work-related road safety and risk management. They include national and local government, regulators, emergency services, trade associations and the media.



- Our partners are commercial organisations whose work contributes to the improvement of work-related road safety and risk management. They share insight and guidance with our community and promote Driving for Better Business within their own business networks.



Why focus on: Health & wellbeing for drivers?

Driving for Better Business: supporting suicide prevention

Why is Driving for Better Business developing a focus on Suicide prevention?

- 92% of van drivers say they are feeling stressed, with issues including spending less time with their family, not getting enough sleep, and suffering poor mental health
- Research by the Office for National Statistics has revealed that the suicide rate for van drivers is 25% higher than the national average and 20% higher for truck drivers - <https://www.reflexvehiclehire.com/driver-mental-health>
- Mates in Mind charity says suicide rate in transport sector is 'above average' - <https://www.shponline.co.uk/road-safety/road-safety-week-mates-in-mind-says-suicide-rate-in-transport-sector-is-above-average/>
- Commercial drivers are also more likely to have a poor diet and take less exercise which can contribute to poor mental health



Mental health & wellbeing: **current resources**



Leaflets and stickers with mental health support information for employers to share with their drivers

<https://www.drivingforbetterbusiness.com/resources/search-results/?search=calm>

Mental Health & Suicide prevention support examples from the DfBB community:

Rail Safety & Standards Board

<https://www.networkrail.co.uk/communities/safety-in-the-community/suicide-prevention-on-the-railway/>

Driver Hire: Professional Drivers Mental Health

<https://www.driverhire.co.uk/resources/professional-drivers-mental-health/>



Mental Health & Driver Wellbeing

Best practice tips

- ✓ Tell someone when you are not feeling fine or having a tough day/week.
- ✓ Make time to listen to someone you know that appears down or distracted.
- ✓ Trust your instincts.
- ✓ Share information and resources and support.
- ✓ Regular and sufficient sleep reduces worry.
- ✓ Make a note of things that are worrying you as it will help to address them.
- ✓ Every day, take a moment to think of one positive, good thing in your life.



Regular exercise improves mood and increases endorphins in the system.

Try running, swimming, cycling,

Mental health & driver wellbeing resources in the Van Driver Toolkit

<https://vandrivertoolkit.co.uk/>



DfBB: Supporting Suicide Prevention

Driving for Better Business: supporting suicide prevention

Goal:

- To support the National Highways Suicide Prevention Team to reduce the number of people who reach a point in their lives where they wish to take their own life, de-stigmatise mental ill-health, and equip businesses with the knowledge and resources to support their drivers

Objectives:

- To increase awareness of suicide prevention resources and support services available to driver managers and commercial drivers
- To instil the concept that suicide is everybody's business, and together we can help to support each other to prevent suicide and attempted suicide



The Driving for Better Business team are not experts in suicide prevention and the programme will signpost to existing resources and support services from established organisations and experts in the field.

Driving for Better Business: supporting suicide prevention

Draft deliverables:

- A dedicated area on the Driving for Better Business website
- Signpost to support helplines
- Share existing resources from mental health organisations to support the understanding of suicide and to dispel myths
- Link to the existing CVIP toolkit for making the best possible 999 call in case of a crisis
- Education to support drivers in knowing where they are on the network in case of a crisis
- An employers' toolkit:
 - Resources to use and share with drivers
 - Guidance for managers to spot the signs of crises



Driving for Better Business: supporting suicide prevention



Thank you