



# Occupational Road Risk

a continuing journey

Dave Wallington, Group Safety Adviser

# “There are lots of reasons why this isn’t an issue for me”

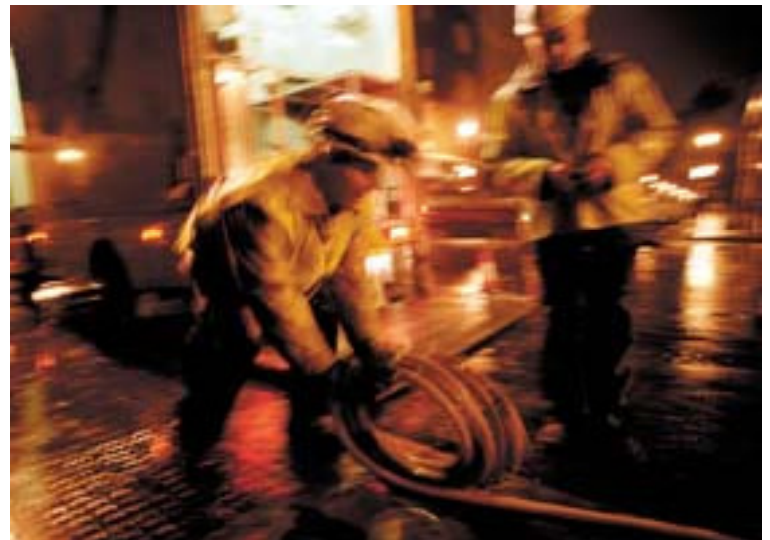
- My drivers know how to handle their vehicles
- Everyone has passed a driving test
- Everyone has a driving license before we let them drive
- I can’t influence the behaviour of people when they drive
- Driving isn’t anything to do with health and safety
- Driver training will fix the problem
- My insurance covers the costs so why worry
- Some Road Traffic Accidents are inevitable and there is nothing I can do about that.



# “What’s the worst that could happen?”

In the UK more people die at work due to driving than all other causes combined. We have a national strategy to combat less than 200 deaths a year in construction, what about the 600 work related deaths on the road?

Think about the effort you put into protecting the safety of your employees – how much effort does your most hazardous business activity justify?



# Why is it an issue for business?

- Duty of Care
- Time pressures
- High mileage
- In car distraction
- Vehicle types
- Someone else's property
- Non productive time



# Apart from less accidents are there any other benefits?

- Protecting your reputation with...
  - your employees
  - the public at large
  - your customers?
- Environmental impact
  - safety - environmental synergies
  - managing your carbon footprint
  - fuel saving implications
- Cost savings and Efficiency



# What are the real costs?

- For every £1 recovered through insurance, there are £8-53 in uninsured losses
- What are the hidden costs?
  - absenteeism
  - lost productivity, late deliveries, brand damage, high staff turnover, etc.
- We use a conservative 2x multiplier

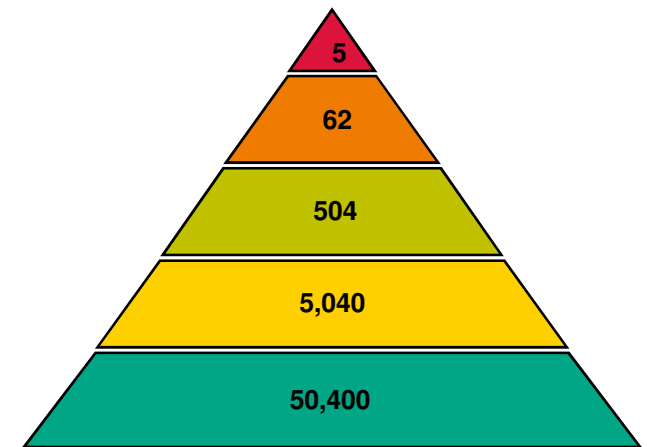
Fatalities\*

Serious Injuries\*

Minor Injuries\*

Damage Only?

Near Hits?





Profits from 1 million phone lines is needed to repair  
our fleet every year



# What do we try to achieve?

SFY/HSH/C021 - Issue 1 - 20/07/2001 - Microsoft Internet Explorer provided by BT [build60A]

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**Article Pages**

- 1: Managing Occupational Road Risk
- 2: Managing Occupational Road Risk - Responsibilities
- 3: Pre-conditions to driving on company business
- 4: Driving standards
- 5: Mobile Phones / Driver distraction
- 6: Restrictions on driving time
- 7: Performance review
- 8: Reporting of road traffic accidents and incidents
- 9: Care and maintenance of your vehicle
- 10: Tips for driving in snow and ice

**Downloads**

- Driving licence check form
- Hire Car Checklist
- Managing Occupational Road Risk - Appendix 1
- Managing

Home > Health & Safety Handbook > Section 4 - General Responsibilities

**SFY/HSH/C021 - Issue 5 - 10/05/2006**

**1: Managing Occupational Road Risk**

BT recognises that Occupational Road Safety has a very significant potential impact on the health, safety and well-being of our people and their families. There are more than 17,000 incidents per year involving BT vehicles, causing injury, asset damage and financial loss. Unacceptable and irresponsible driving while at work is also a significant threat to BT's brand and reputation, with significant impact on our Corporate Social Responsibility commitments. To reduce these risks BT is committed to the road safety of all it's people and their families by the introduction of a programme of interventions, communications and initiatives to promote safe driving practices under the banner of 'Reducing Risks on the Road'.

The BT Occupational Road Risk strategy is founded on a shared responsibility between the Company and the driver to reduce risks on the road, while being geared to changing the behaviours of the driver behind the wheel. Driving behaviour is influenced by the way in which both the Company and the individual view their responsibility for the condition and use of the vehicle as an asset. If a casual attitude is adopted toward overall vehicle condition, similar behaviour might be expected from the driver when operating the vehicle. The end result is both unsatisfactory and potentially dangerous.

>> [Next page](#)

Local intranet



# Who is involved?

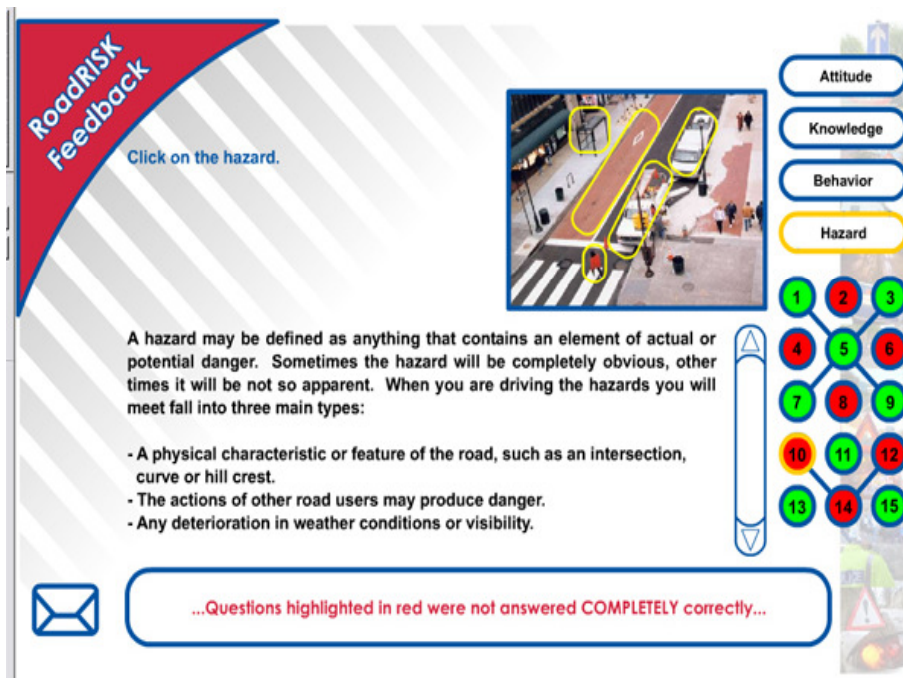
- Drivers
- Line Managers
- Senior Managers and Policy Ma
- Health and Safety Specialists
- Risk Managers
- External Consultants
- Fleet Managers
- Insurers
- Trades Unions



# What do we do?

- Set standards
- Bring road risk issues into the business mainstream
- Encourage personal responsibility
- Select the right tools for the job
- Assess the risks
- Intervene to stop things going wrong
- React when things have gone wrong
- Monitor performance
- Learn from our experience
- Learn from the experience of others
- Seek to continuously improve our methods

# Driver Assessment



## On Line Assessment

Evaluates Drivers based on

- Age
- Accident History
- Mileage
- Hazard Perception
- Attitude
- Behaviour
- Knowledge

# Interventions



## **On Road Training**

SAFED Programme

Back in Control

Van Familiarisation

Personal Focus Courses

# Interventions



## Administrative

- Manager led 1:1
- Vehicle condition checks
- License check
- Pledge

http://www.virtualriskmanager.net - VIRM - Microsoft Internet Explorer

### BT Safe Driving Pledge

Through its investment in a comprehensive occupational road risk policy and program, BT has pledged to do everything it can to protect the road safety and wellbeing of its people and other road users.

As a key element of this program, BT is looking for the very best from its people who are required to drive part of their work and it would like your commitment to be the best driver possible. To that end everyone who drives is being asked to abide by the following pledge at all times. It is a straightforward statement of the standards BT would like you to maintain.

*I pledge to:*

- Endeavour to drive within the requirements of the BT Driving Policy and the Highway Code at all times.
- Not drive if I am medically unfit for any reason (such as medication, illness, incapacity, stress or fatigue) or if my Driving License is not valid.
- Ensure to the best of my ability that any vehicle I drive is roadworthy, taxed and within the conditions of its insurance.
- Drive courteously and considerately at all times as a positive example to other road-users.

☐ I Agree ☐ I Disagree

**Brake** the national road safety charity  
the road safety charity  
www.brake.org.uk

**CLOSE** **NEXT**

Brake, the national road safety charity, is pleased to endorse BT's safe driving pledge, and BT is proud to be a corporate partner of Brake. For more details about Brake's work, please see [www.brake.org.uk](http://www.brake.org.uk)

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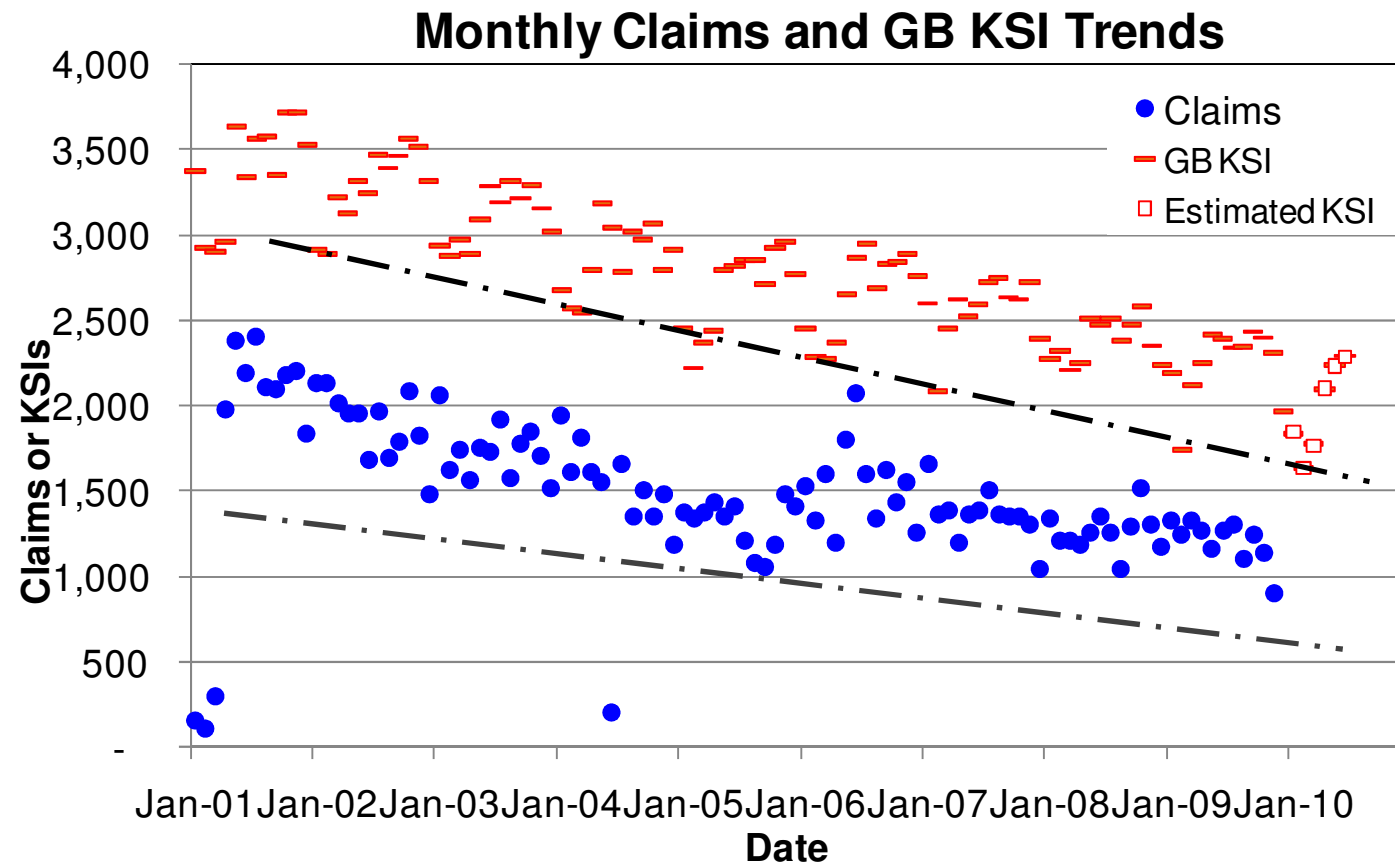
# Interventions



## Education

- One More Second
- Road Skills
- Whose Risk is it Anyway
- Risk Foundation
- Driver of the Year
- Communications Programme
- Friends and Families Programme

# What difference will it make?



A large PLC with a long term road risk management programme has a lower rate of all claims (mostly minor bent metal type incidents) than the rate of people killed or seriously injured on the UK roads


If you are doing nothing you are likely to be performing at the national average.

How much avoidable suffering and cost does this mean for your business?



# The future

- Licensing checks
- Reward and Recognition
- Telematics
- Data Led Interventions and Profiles



"The greatest danger for most of us  
is not that our aim is too high  
and we miss it  
but that it is too low  
and we reach it."

Michelangelo