

Developing a road safety culture



PRAISE Winner 2011

Electricity Supply Board

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ETSC PRAISE Seminar Wednesday 7th March 2012



Presentation Outline



- ESB Organisation Overview
- ESB Safety Culture
- Safe Driving Bureau
- Safe Driving Strategy
 - Education & Awareness
 - Enforcement
 - Assessment & Training
 - Vehicle Improvements
 - Collision Investigation
- Benefits & Results





About ESB

Our history, our people and our principles

- > [ESB group](#)
- > [History of ESB](#)
- > [Company profile](#)
- > [Official Languages Act](#)
- > [Corporate Governance](#)
- > [Procurement](#)
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ESB group

Details on the various businesses that make up the [ESB group](#).

History of ESB

Read about ESB and how it has evolved from its foundation in 1927 to today

- > [History of ESB](#)

Company profile

Learn about the ESB Board and download annual reports and accounts in our [Company profile](#).

Official Languages Act

Read about the ESB Official Languages Scheme, 2008-2011.

- > [Official Languages Act](#)

Corporate Governance

- > [Code of ethics](#)
- > [Audit committee](#)
- > [Internal audit charter](#)
- > [Internal controls](#)

Procurement

- > [What we procure](#)
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- > [Procurement policy](#)
- > [FAQs](#)

Infrastructure

- > [EirGrid](#)

Power stations

- > [Power stations](#)

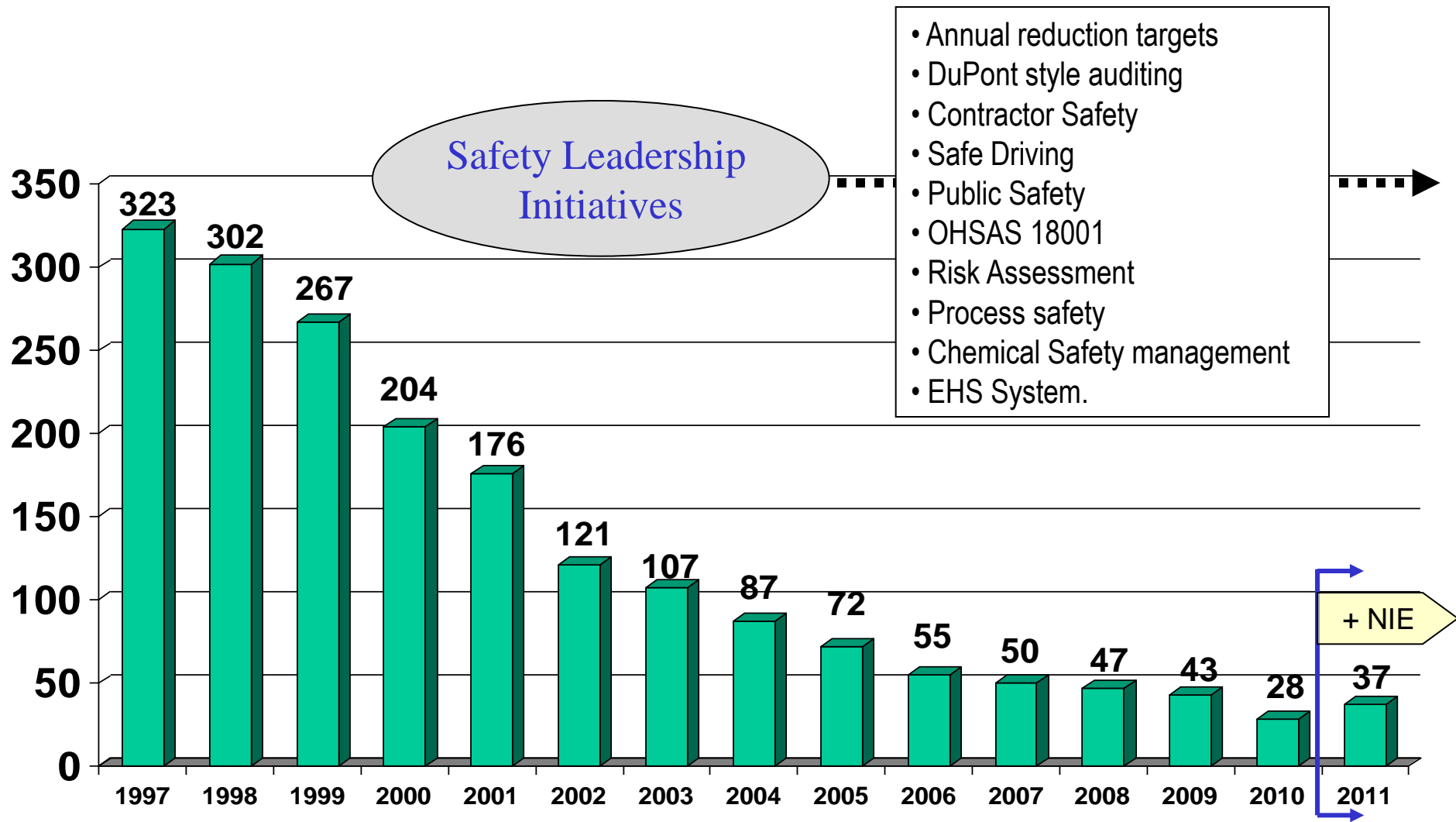
Contact us

Got a question, comment or feedback?

- > [Find out who to contact](#)



ESB Staff Safety Improvement



ESB Organisation



7,000 employees

1900 Commercial Vehicles

50M km/ annum

4000+ people driving cars on business

22M km/annum

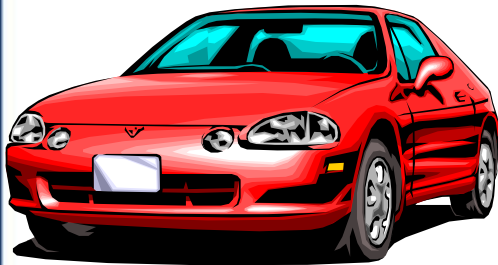
Overseas

Staff working abroad on consultancy

Commuting Survey

81% Motor Vehicles; 7% Public Transport

11% Walk/ Bicycle



ESB Safe Driving Bureau



Set-up in 2004 to research, manage and reduce occupational road risk

EDUCATION e.g. newsletters, core briefs, the safe driving road-show, events etc.

AWARENESS e.g. advice columns, intranet site, promotional campaigns;

ENFORCEMENT e.g. safe driving policies, guidelines, collision investigations, specialist vehicle driving licences;

ASSESSMENT e.g. online and on-road risk assessment;

TRAINING e.g. specialist vehicle driving training and advanced driving training



ESB Safe Driving Bureau

SAFE DRIVING STEERING GROUP

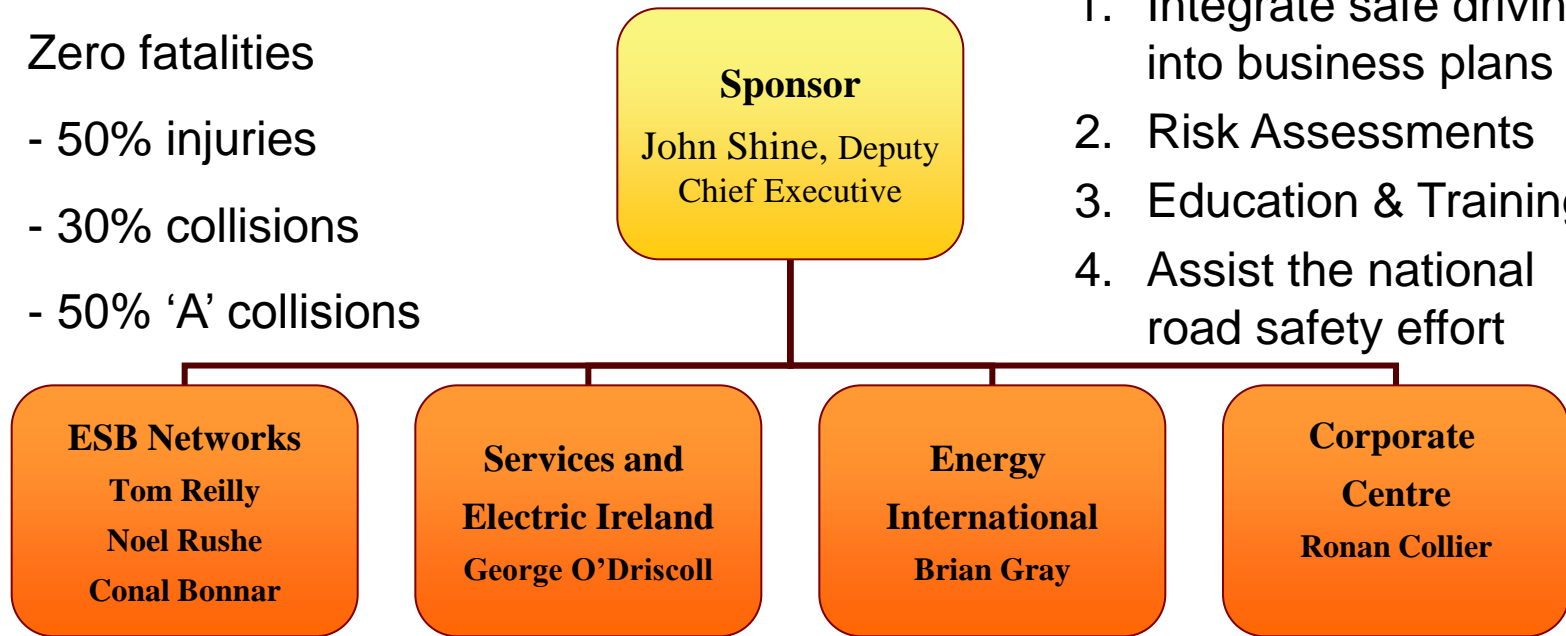


Targets:

1. Zero fatalities
2. - 50% injuries
3. - 30% collisions
4. - 50% 'A' collisions

Objectives:

1. Integrate safe driving into business plans
2. Risk Assessments
3. Education & Training
4. Assist the national road safety effort



Supported by ESB Safe Driving Bureau

RA No.

CC10-10

THIS MUST BE USED IN CONJUNCTION WITH JOB AIDS XX AND YY

Associated RA No. / Continuation sheets:

Task description:

Driving from Head Office

ESB JobAid

DRIVING RISK ASSESSMENT – HOW TO MANAGE WORKPLACE TRANSPORT AND ROAD SAFETY RISK ASSESSMENT

7 STEPS TO DRIVE



Policies / Procedures

To **DRIVE** this vehicle, the **LICENCE** required is:

B

To **TOW** a load where the:

- The Design GVW does not exceed the unladen weight of the drawing vehicle and the Total design GVW of the combination does not exceed 3,500kg.
- The design GVW of the trailer does not exceed 750kg

B

To **TOW** a heavier load.

EB

Never exceed the manufacturer's instructions as to maximum permitted

Reverse In – Drive Out Policy

Step 4: Decide who is at risk: Consider driver, passenger, pedestrians.

Vertical banner for 'Safe Reversing' with text: 'ESB Safe Driving Bureau', 'Safe Reversing', 'Hand Signals & Verbal Commands', 'ESB Safe Driving Bureau', 'Safe Reversing', 'Hand Signals & Verbal Commands'.

Horizontal banner for 'Reversing' with text: 'Reversing', 'ESB Safe Driving Bureau', 'Safe Reversing', 'Hand Signals & Verbal Commands', 'ESB Safe Driving Bureau', 'Safe Reversing', 'Hand Signals & Verbal Commands'.

Vertical banner for 'SAFETY - IT'S MY RESPONSIBILITY' with text: 'SAFETY - IT'S MY RESPONSIBILITY', 'DRIVERS - VEHICLE SAFETY CHECK LIST', 'This 60 seconds could save a life!', 'DRIVERS CHECK DAILY', 'DRIVERS CHECK WEEKLY', 'MIRRORS FOR ALL DIRECTIONS', 'WINDSCREEN WIPERS & WASHERS', 'LIGHTS & HORN (in Working Order?)', 'FUEL LEVELS', 'SAFETY OF LOAD & EASE (WEIGH)', 'TYRES (Condition, Spare Permitted?)', 'FAB LOADS? WEIGHING LOADS?', 'SEAT BELTS', 'THIRD (Passing, Slow, Road, Emergency?)', 'WINDSCREEN (Cracks or Chips?)', 'LIGHTS (Speed on & Closed?)', 'TOOLKIT (is a Pressure, Oil, Tire, Have a Working Airbag?)', 'OIL & FLUID LEVELS (Screen Wipers?)', 'WASHER RESERVOIR (Clean & Full Vehicle?)'.

ALL DRIVING TASKS

Vehicle Safety Checks



Education / Awareness

A collage of images on a green background. It includes: a white van, a red car, a dark car, a hand holding a white device near a tire, a child in a high-visibility vest, a traffic light, a person walking, and a silver car. There are also several blue squares interspersed in the collage.

Private Drivers' HANDBOOK

The ESB logo, consisting of the letters 'ESB' in white inside a blue oval.

www.esb.ie



ENFORCEMENT - Audits



JobAid Job Aids

Driving Audit
To be carried out by an accompanying colleague

For revised business journey 4-2008 Road vehicles and private vehicles. These can be used for commercial vehicles. For more information see the manual.

Vehicle Safety Check

SAFETY - IS AN INDICATOR

The 3 point system of driving is operative:

VEHICLE SAFETY CHECK CARRIED OUT?

Checked if seat is adjusted?	Yes	No
Checked use of 3 point seat belt?	Yes	No
Checked that 3 doors are closed?	Yes	No
Checked if gear is in neutral?	Yes	No
Checked if handbrake is fully applied?	Yes	No
Checked if engine is off?	Yes	No

DRIVER SAFETY CHECK CARRIED OUT?

Has journey been checked?	Yes	No
Has position of driver?	Yes	No
Headrest too low? (top of head?)	Yes	No
Head too far out?	Yes	No
Checked if handbrake is fully applied?	Yes	No
Checked if engine is off?	Yes	No

SECURE OFF

Wheels checked?	Yes	No
Has 3 gears checked (eg. other placed over clutch checked)?	Yes	No

ON THE ROAD

Use the 3 Point System of driving correctly?

Information	Yes	No
Who checked eye line marking when checked?	Yes	No
Who checked eye line marking when checked?	Yes	No
Who checked eye line marking when checked?	Yes	No

Position

After giving a signal, correct position in road was adopted. Mirrors & blind spots checked before changing lanes.	Yes	No
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Speed

Speed indicated to the correct limits. The speed limited by using navigation and looking ahead checked.	Yes	No
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Use

Use involving at correct speed, appropriate gear selected. When gear change may be needed.	Yes	No
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Distraction

Use mobile in an illegal manner after having other considered to adjust speed.	Yes	No
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80 km/h

For revised business journey 4-2008 Road vehicles and private vehicles. These can be used for commercial vehicles. For more information see the manual.

80 km/h

Use of mobile phones, even with a hands free device, leads to serious driver distraction.

When speed limit indicated?

Always Mostly Rarely Never

Did driver adjust speed according to prevailing conditions e.g. weather, road work?

Always Mostly Rarely Never

Was there a safe distance between the driver's vehicle and the vehicle in front e.g. the "Two Second Rule" was applied?

Always Mostly Rarely Never

Did the driver have two hands on the steering wheel at all times? (Does other change gear etc.)

Yes No

STOPPED AT RED LIGHTS

Has rear view mirror been checked prior to leaving?	Yes	No
Has 3 gears been checked?	Yes	No
Has handbrake applied when stopped at red?	Yes	No
When stopped at traffic lights under green lights was there sufficient space between a driver's vehicle and vehicle in front and 2 seconds before start?	Yes	No

MOBILE PHONES & TWO-WAY RADIO

Made a phone call in a busy area?	Yes	No
Made a phone call in a busy area?	Yes	No
Two-way radio used while driving?	Yes	No
Two-way radio used while driving?	Yes	No

OTHER ROAD USERS

Was a nearby vehicle in a bad road user?

Always Mostly Rarely Never

YOUR BUSINESS UNIT

Issued 17 November 2008 Version 8 DTG 11100 008

100 000 Driving Issues

Driver Training



Specialist Vehicle Training

Advanced Driver Training



Driver Development Training



Vehicle Improvements



FACTORY FITTED BULKHEADS

REVERSING and VISUAL AIDS

AIRBAGS

ABS BRAKES WHERE POSSIBLE

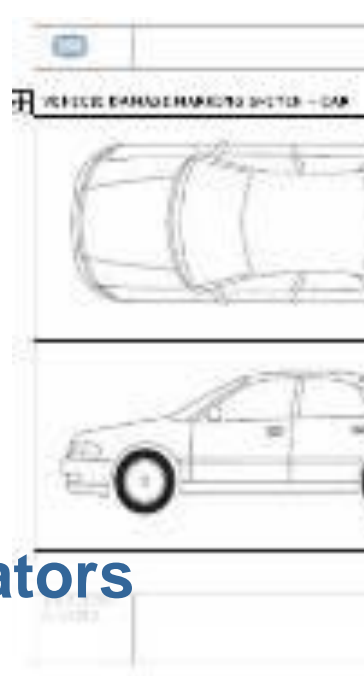
WHEEL NUT INDICATORS



Collision Investigation



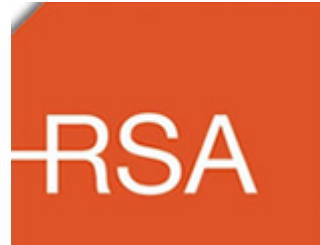
- Reporting all collisions
- Investigation procedure
- Reports
- Use of external investigators
- Risk Assessment of Drivers (Class A)



Safe Driving Programme



- Strategic Alliance

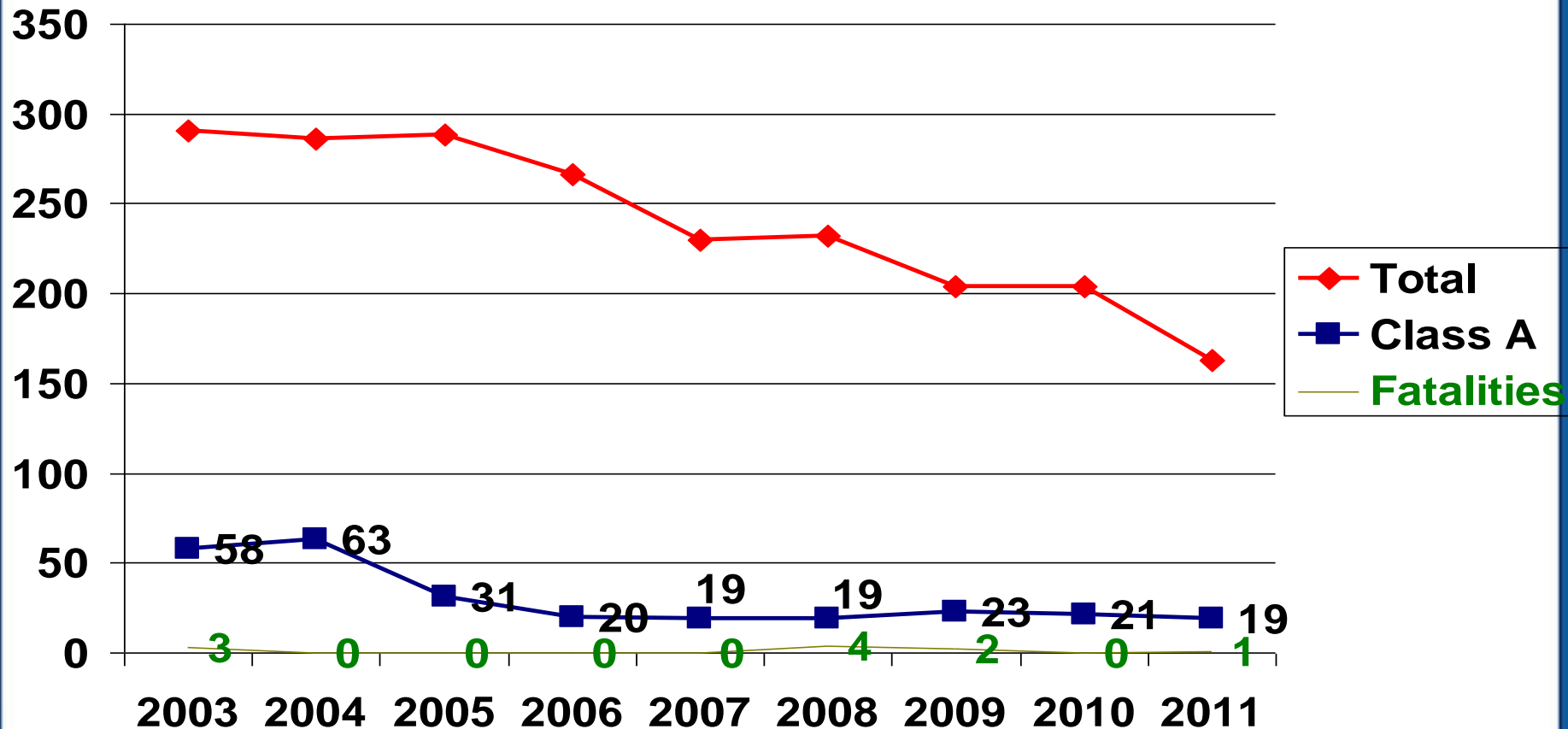


- ESB Commitment to the European Road Safety Charter.



Benefits & Results

Collision Reduction



Benefits & Results

Financial Benefits



- Reduction in Fatalities = €11.6M
- Reduction in Class A (Serious) Collisions = €14.5M
- Motor Insurance premiums fell to 25% of 2003 levels

Table A2: Total Cost of Road Collisions In 2007

Type	Number of collisions	Cost per collision	Total cost (€)
Fatal	309	€2,891,435	€893,453,472
Serious	618	€386,286	€238,724,498
Minor	4,540	€38,045	€172,725,207
Material Damage	23,770	€3,044	€72,346,752
Total	29,237	N/A	€1,377,249,928

¹ Source of GNP per person employed Growth rate = CSO

Source Goodbody Economic Consultants, Report for Dept. Transport.

Summary



- ESB committed to road safety
- Continuous Improvement & development of new programs
- Road safety culture established & supported
- Recognition of efforts both in Ireland with Leading Lights Award and from ETSC with the PRAISE Award



Thank You

