

Driving for Work in the UK-Leadership Challenge

15 November 2011, Brussels – The UK has some of the safest roads in the world and is well known as an innovator for safe driving for work. “It should continue to work hard to maintain this top position and inspire others throughout the EU to adopt its well proven good practices.” said Antonio Avenoso, ETSC¹ Executive Director during the PRAISE country seminar held in London in co-operation with Road Safe’s Driving for Better Business Campaign Road² and the Parliamentary Advisory Council for Transport Safety (PACTS)³.

The PRAISE seminar in London provided an opportunity to assess work-related road safety in the UK, and examine existing and possible future initiatives from governments and employers to secure better road safety standards at work. Work-related road safety is a source of concern throughout Europe, requiring renewed commitment from all actors involved. The PRAISE project aims to increase road safety in the work context and to “praise” good practices in order to help employers secure high road safety standards for their employees. The seminar brought together international and national experts who presented measures and good practice examples to improve work related road safety in the UK.

With 31 road deaths per million inhabitants the overall number of deaths on UK roads is considerably lower than the EU average.⁴ The number of people killed in road collisions in Great Britain fell by 17 per cent from 2,337 in 2009 to 1,943 in 2010.⁵

Speakers addressed how they manage work related road risk and also how UK employers export their good practice in the field of fleet safety. The UK is admired by many as an innovative leader in the special field of work related road safety. The Seminar also looked at potential next steps at a UK national level, for fleet safety and how to raise the bar in the context of the new strategic framework for road safety.

“It is up to all parties with an interest in improving road safety to tackle work-related road risk” said Rob Gifford of PACTS. “A stronger regulatory focus on work-related road safety could help reduce risk. Employers, and employees, also have a responsibility to do more and should include road safety risk education as part of their health and safety management system.”

Adrian Walsh of Road Safe’s Driving for Better Business Campaign concluded: “one in three crashes involves a driver who is at work. The conference brought together many business champions - those who take a message to businesses that managing this high risk area makes good business sense.”

For more information please contact ETSC Policy Director Ellen Townsend at ellen.townsend@etsc.eu, or Project Officer Julie Galbraith julie.galbraith@etsc.eu tel. +32 (0)2 230.41.06, fax +32 (0)2 230.42.15



PRAISE project is co-funded by the European Commission, the German Road Safety Council, the Swiss Council for Accident Prevention (bfu) and the MAPFRE Foundation.

Notes to editors:

¹ ETSC is a Brussels-based independent non-profit making organisation dedicated to reducing the numbers of deaths and injuries in transport in Europe. The ETSC seeks to identify and promote research-based measures with a high safety potential. It brings together 45 national and international organisations concerned with transport safety from across Europe. www.etsc.eu

²www.roadsafe.com

³www.pacts.org.uk

⁴ UK 2010:ETSC estimate for the whole UK based on EC Care Quick Indicator. More information at: <http://www.etsc.eu/documents/pin/report.pdf>

⁵ Department for Transport, 'Reported Road Casualties in Great Britain: Main Results 2010' June 2011