

Managing Work-Related Road Safety

How to manage drivers' safety whilst also benefiting your business.

'Road risk management' and 'duty of care' are terms that will crop up for any small business considering company vehicles, especially as the requirements to manage driver safety increase.

Yet although tackling road risk management can seem like a daunting task, it's worth looking at how your business can actually benefit from a few simple actions to address driver safety.

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Unfortunately accidents amongst fleet drivers are all too common on the UK's roads. The Royal Society for the Prevention of Accidents (RoSPA) estimates that every week more than 20 people are killed and 250 are seriously injured in at-work road crashes.

Not only can such crashes bring utter devastation to your drivers and their families but the human and financial penalties to your business and the wider community are also significant.

The good news is that there are tools available that can quickly identify which of your drivers fall into the 'high risk' category for accidents. Online risk assessments, from providers such as Lombard Vehicle Solutions (LVS), will identify which of your drivers fall into this category. You can then address any bad habits with on-road training, without the need for all employees to take time out.



A growing number of small businesses are also turning to telematics technology, such as the ProFleet2 system offered by LVS, to help with driver safety. Such technology gives you a comprehensive insight into driving behaviour and alerts you to any issues, such as frequent speeding, that need to be addressed through training.

Taking action in this way means that you should not only see benefits including reduced accident rates and lower insurance costs but also a saving in other vehicle-related costs such as maintenance and general wear and tear. It can also help slash your fuel bill – always an emotive issue.

Another possible area to look at is vehicle choice. This includes making sure that employees are driving appropriate vehicles, for example not providing a sporty car to a young member of staff who hasn't long passed their test, but also to see if there are more cost-effective or practical vehicle choices for your business.

Consider looking at vehicle crash ratings too. The Euro NCAP crash test ratings are regularly updated with results for new vehicles and it has been estimated that a vehicle with the full five-star rating has a 36% lower fatality risk than a vehicle that meets the minimum crash test regulations set out by the UN.

Happily enough such vehicles are likely to bring lower insurance premiums too.

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Finally, you should look at the issue of employees using their own vehicles for work. As the employer, your duty of care also extends to such vehicles, therefore you are well advised to make checks on everything from driver licences as well as vehicle insurance, MOTs and general roadworthiness.

Working with a third-party provider such as LVS can eliminate the administration involved in this but other alternatives to consider include running pool vehicles, using daily hire or even looking at other ways of staff working, such as tele- or video-conferencing – yet more examples of how companies can save costs and improve productivity whilst also addressing safety.

If you would like to find out more about what Lombard Vehicle Solutions could do for you, or would like to see our vehicle special offers, please click [here](#).

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