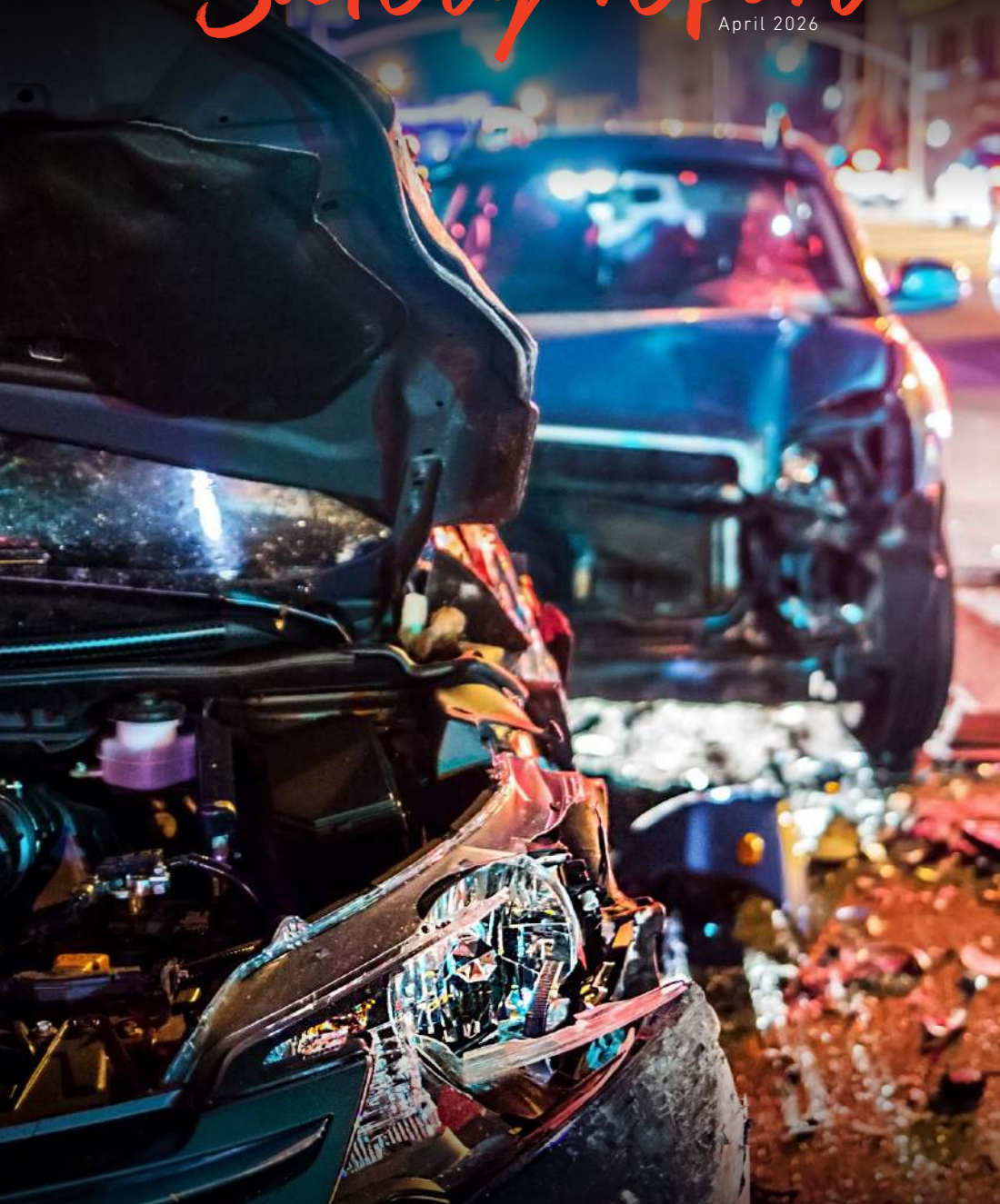


FleetNews

Safety report

April 2026



SOUND – AND SAFE?

Comprehensive guide to the key points decision-makers should consider when seeking to protect fleet drivers

ROAD SAFETY STRATEGY

A look at how Government's planned Road Safety Strategy will impact fleets

DRIVER DISTRACTION

Ways to address growing threat posed by advances in dashboard technologies

GAMIFICATION

The positive role gamification can play in encouraging safer driving practices

ROOT CAUSE ANALYSIS

Deep analysis of the causes of collisions can help achieve lasting improvements

SAFETY WEBINAR

Panel of experts swap experiences of steps taken towards driver wellbeing

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MJ QUINN CASE STUDY

'One less incident is potentially one life saved' is award-winner's philosophy

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WELCOME

Amid myriad responsibilities in a role growing increasingly complex – note energy management, connectivity and cybersecurity, autonomous technology and an ever-widening range of OEM brand options among the duties – safety remains the pinnacle priority in fleet: the one area where compromises should not (indeed, cannot) be made.

This was brought into sharp focus during the recent series of Fleet News Awards finalists roundtables, where the cream of the fleet crop discussed priorities and new initiatives introduced over the previous 12 months.

Safety and compliance dominated the conversation, which weaved from permits to driver training and engagement, and from the use of camera technology to in-cab coaching systems.

The basics remained front of mind for all fleets, while they also sought to adopt and integrate the latest ideas and next-gen concepts such as artificial intelligence and predictive tools.

One of those participants – Kerry Teesdale, head of fleet at MJ Quinn Integrated Services – would go on to collect the trophy for Excellence in Fleet Safety and Compliance. We spoke to her for this special safety report about the risk management policies she has introduced which have dramatically improved her company's safety record.

Elsewhere, we pick out the key bits from the Government's Road Safety Strategy, look at how fleets can address the growing threat of driver distraction and consider the positive role that gamification can play in encouraging safer driving practices.

Of course, no safety strategy will work unless it is embedded into the culture of the company and its employees, so we also advise how you can best get the message out to your drivers.

I hope you find this report useful to your risk and safety strategy.



Stephen Briers,
group editor,
Fleet News

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In-cab alerts: safety tool or distraction risk?



The fleet technology market is evolving rapidly, bringing an increasing array of in-cab interventions designed to improve driver behaviour. But some technology competes with safety while intending to support it. Are audible alerts making teams safer, or adding to an already complex driving environment?

At Quartix, our position is clear. When a driver is braking harshly or exceeding safe speeds, any form of in cab alert demands attention and can incite regret, resentment or frustration. That moment, when risk is already elevated, is precisely the wrong time to add to cognitive load. A more responsible approach is to review performance after the journey, not mid-drive.

The same logic applies to distraction detection. Many dashcam systems now flag phone use, fatigue, and inattention. These are valuable insights but audible in-cab warnings become yet another distraction. Fleets should also be prepared for the substantial data management commitment of reviewing camera alerts.

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Ultimately, telematics and dashcams naturally prompt drivers to consider how they drive, and that shift in awareness is powerful. What matters most is that the technology is supportive, reliable, and easy to manage.

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Understanding the driver behind the wheel



Leo Taylor,
Director of Drivetech

Safety is often framed around policy, compliance and process – all the essentials. But for many fleets, the next challenge sits elsewhere – and that’s in better understanding the people behind the wheel.

At Drivetech, we’re seeing an increase in requests for more accessible training, including a sharper focus on neurodiversity, and, for training more closely tailored to the specific circumstances of our customer’s drivers’ be that a new vehicle type or emerging risk.

For fleet managers, that raises important questions. How do you design training that resonates with different ways of thinking? How do you communicate risk in a way that lands consistently across a diverse workforce? And how do you create training that’s relevant to specific operating environments? There’s no single answer. But there is a clear direction of travel.

More fleets are beginning to move towards approaches that allow for greater flexibility. That might mean adapting how information is delivered, offering different learning formats, or simply recognising that drivers will engage with safety in different ways.

What’s emerging is a stronger link between understanding individuals and improving outcomes. When drivers feel more confident, more comfortable and better supported, behaviours tend to follow.

For us, that’s where quality comes into focus. Not in scale, but in how well solutions reflect real-world needs. The ability to adapt, refine and respond to those needs is becoming increasingly important.

Because safer fleets don’t come from uniform thinking. They come from understanding difference.



A safer fleet is about people as well as technology



Damian Penney, chief revenue officer, Optix



The most important factor in any fleet safety programme is still the driver - a fleet's most precious asset, but also its greatest source of risk.

Reducing that risk requires more than isolated tools. It demands a connected approach, bringing together safety, efficiency and intelligence to deliver real-world impact. This is what Optix is all about. By combining advanced technology with rich, actionable data and human insight, we help fleets move beyond reactive safety into proactive performance.

Our AI-powered video technology helps drivers stay in control by alerting them when it detects signs of distraction or fatigue. It also provides information to help managers identify each driver's needs - so a tailored coaching programme can be put in place.

Collaboration between humans is also essential to making safety technology work for a fleet. No one tech company has a silver bullet for safety and every fleet has its own specific requirements which will differ by country and region. Local expertise, combined with global capability, is therefore critical for implementation - particularly when it comes to zones where there is geopolitical instability or strict import regulations. That's why we work closely with our telematics partners to connect systems, data and insights across borders, unifying safety, efficiency and intelligence into a seamless solution. By combining our international implementation experience with best-in-class technologies, we enable fleets to deploy solutions that are not only effective, but adaptable, helping them operate smarter and get their drivers safely home.



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Five key ways new Road Safety Strategy will affect fleets

The Government's first road safety strategy in more than a decade will have a wide-ranging impact on fleet operations.

Andrew Ryan reports

Latest Department for Transport (DfT) figures show that an average of four people are killed every day on Britain's roads, with more than 70 seriously injured.

In 2024, this equated to 1,602 fatalities, with an estimated one-in-three of these involving someone driving or riding for work.

To tackle this, the Government announced its first road safety strategy for more than a decade earlier this year, with the aim of reducing the number of people killed or seriously injured by 65% by 2035.

It encompasses a wide range of measures, including mandating the fitting of the latest safety technology to new vehicles, as well as reducing drink-drive limits and mandatory eye tests for motorists aged 70 and over.

Many of the proposals will have a direct impact on how organisations operate their vehicles, with fleet decision-makers being encouraged to help shape the strategy through a consultation which runs until Monday, May 11.

The full road safety strategy and information on how fleet decision-makers can have their say can be found by visiting www.gov.uk/government/publications/road-safety-strategy

Here, we look at five key areas which will impact fleets.





1) STRONGER ENFORCEMENT

“In terms of on-road behaviour, the two areas in the strategy which are probably most likely to affect company car and van drivers are stricter drink-drive limits and tougher fines and penalties for the most dangerous road users,” says Paul Hollick, chair of the Association of Fleet Professionals (AFP).

The Government is consulting on lowering the drink-drive limit in England and Wales, including an even lower limit for novice drivers.

Currently, Scotland’s limits are almost half those of England, Wales and Northern Ireland, although Northern Ireland is planning to lower its limits to Scotland’s levels in the near future.

The DfT says estimates suggest that lowering the drink-drive limit in England and Wales could reduce fatalities by between 25 and 100 annually.

However, Scottish Government data indicates that it has not seen a significant reduction in casualties since lowering its limits back in 2014.

Drug-driving is also becoming an increasingly serious issue. Latest DfT figures show an increase in drug-related collisions over the past 10 years; between 2014 and 2023, there has been a 70% increase in driver fatalities where drugs were present.

To combat this, the strategy calls for exploring alternative methods for drug-driving evidence collection and processing, such as testing oral fluid, saliva or sweat.

The DfT says this is because there has been a “notable increase” in the number of forensic blood samples that are needed to investigate drug-driving offences, which has created significant challenges both in terms of cost and forensic capacity.

The strategy also proposes a review of the penalties and mandatory training for drink- and drug-driving offences, including consulting on the use of alcohol interlock devices.

The Government is considering bringing in new powers to suspend the driving licence of those suspected of committing a drink- and/or drug-driving offence until attendance at court or a guilty plea, or if bailed pending forensic analysis being undertaken; as well as those under investigation for the most serious motoring offences resulting in a fatality or serious injury.

However, fleet decision-makers at a recent Fleet200 Strategy Network raised concerns, with one stating: “Some court cases could be months, or even a year away – what do we do with our company drivers until that point?”

The consultation will also gather feedback on introducing penalty points for failure to wear a seat belt, taking tougher action on those who fail to stop and report collisions, those who choose to drive unlicensed or without insurance, and those with no MOT.

The Government intends to continue to work closely with the National Police Chiefs’ Council to highlight the importance of regular police roadside eyesight tests for all drivers, ensuring that those drivers who fail to meet the minimum eyesight standards required for driving will have their driving licence revoked by the Driver and Vehicle Licensing Agency.



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2) NATIONAL WORK-RELATED ROAD SAFETY CHARTER

The Government is proposing to pilot a National Work-Related Road Safety Charter for businesses that require people to drive and ride, including heavy goods vehicles (HGVs), large goods vehicles (LGVs), vans, cars, motorcycles, electric bikes and pedal cycles.

The charter, which aims to improve safety for all road users by reducing work-related road risk, will be developed in collaboration with business and industry.

It will be informed by schemes such as National Highways' Driving for Better Business (DfBB) programme, Transport for London's meal and grocery motorcycle road safety charter, the Driver and Vehicle Standards Agency (DVSA) Earned Recognition scheme and the Tyresafe programme.

It will promote good practice and accountability of organisations and their workers and its core principles will include clear organisational accountability, evidence-driven road risk policies, demonstrable compliance and governance and continuous monitoring and review.

"What happens with the charter could be huge," says Saul Jeavons, a director of The Transafe Network.

"I liken it to the charter they have in the oil and gas industry. In that, the International Association

of Oil and Gas Producers has a recommended practice which basically sets a baseline for things such as vehicle specifications.

"It's all the kind of things that good operators are already doing. It's all the kind of things which actually, if you're really serious about complying with the health and safety responsibilities you'll probably already be doing, but it's going to be interesting to see what level they pitch that at."

While the actual content of the charter has not been published, the concept has been warmly received across the fleet sector.

"The proposal for a National Work-Related Road Safety Charter to establish a national standard for any organisation that requires its employees to ride and drive for work could be an important strategic move and hopefully helpful in supporting fleet managers to get the resources they need to implement safety measures," says Paul Hollick, chair of the AFP.

"Certainly the idea has merit and actions designed to reduce work-related road risk are always welcome."

It is anticipated large organisations will incorporate the National Work-Related Charter into their procurement requirements, setting higher safety expectations across supply chains.

For many employers, compliance will become not just a regulatory consideration, but a commercial necessity.

"I think we will quickly see large companies demanding this from their supply chains," says Simon Turner, engagement manager at DfBB. "The public sector is also going to have to lead in this respect with its own supply chains."

Success will initially be measured on organisational engagement, initial safety impacts and culture change. The pilot will run for two years and will be monitored and fully evaluated.

"Fleets should be aware that the pilot initially will be voluntary, but ministers may regulate the sector if organisations do not sufficiently engage," says Nicholas Lyes, policy and standards director for IAM Roadsmart.

"Those responsible for health and safety should look to engage with officials – not just highlighting best practice, but also challenges."

Although it has not yet been launched, the consultation on the charter is already having an impact, including encouraging a cultural shift towards shared responsibility across organisations, says Mark Cartwright, head of commercial vehicle incident prevention at National Highways.

"We're aware that it's already starting to increase awareness across industry of their obligations and the risk that is attached to at-work driving," he adds.

"It starts the conversation. It also supports individuals in organisations who are already involved in the fleet safety fight and taking it to board level."



3) EXPANSION OF DVSA EARNED RECOGNITION

The Government will explore expanding DVSA's Earned Recognition scheme, which was launched in 2018. This is a voluntary scheme and is a way for businesses to prove they meet driver and vehicle standards, continuously assess their own compliance, use monitoring systems and are compliant with vehicle and road safety standards.

The DVSA says gaining earned recognition status allows companies to prove they are exemplary operators when they bid for contracts, are less likely to have their vehicles stopped at the roadside for

inspections (although some fleets dispute this) and are less likely to have DVSA enforcement staff visit their premises.

Earned recognition operators are proven to operate well-maintained and compliant vehicles. Data from FleetCheck last year, covering more than 72,000 HGV and trailer records from 2023 onwards, showed the MOT failure rate to be 1.56% for Earned Recognition fleets compared with 4.54% for others.

"Set alongside other operators, their performance is impressive," says the Road Safety Strategy. "Not only is there a marked difference in the failure rate, but in the pass rate too. Earned Recognition fleets

are hitting a 95.74% pass rate, against 91.97% for their non-ER counterparts. An MOT provides a snapshot in time, whereas ER delivers a continuous picture of performance."

There are currently 137 operators in the scheme, and 40 have been removed since it started.

DVSA removes operators from time to time, for example, when they stop trading as an operator, change company status, no longer meet the criteria for the scheme, or choose to leave.

Companies on the list include Automobile Association Developments, Cemex UK, Culina Logistics, Clean Linen, DPD, Fowler Welch, Gist, Sainsbury's, Tesco Distribution and Wincanton.

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4) MANDATED VEHICLE TECHNOLOGY

The road safety strategy also proposes mandating the fitment of 18 new vehicle safety technologies under the Great Britain Type Approval scheme.

The move would bring Britain in line with the EU, where they have been mandatory since 2024 under the General Safety Regulation 2 (GSR2) and, as such, many are already fitted as standard on new cars registered in the UK.

"Innovation is leading to new technologies in existing modes of transport which have enormous potential to improve safety for all road users if harnessed correctly," says the strategy.

"For example, advanced driver assistance systems (ADAS) include features such as advanced emergency braking, lane-keeping assistance and adaptive cruise control, all designed to reduce human error and prevent collisions.

"Embracing advancements can create a safer, more sustainable transport system that benefits everyone."

Other technologies covered by the proposal

include emergency stop signal, which indicates high braking deceleration to other road users by a rapid flashing of the brake lights or the indicators, along with new tests covering full-width frontal impact, with the intention of raising the baseline standard of safety for all vehicles on UK roads."

A study commissioned by the DfT which evaluated the costs and benefits of the safety technologies, found they had the potential to prevent more than 758,000 collisions and 65,000 casualties over a 15-year period.

Aaron Jarvis, vice-president EMEA at Geotab, says mandating the technologies is a "solid step".

"But fleets know that technology left unused, misunderstood or overridden delivers limited value," he adds.

"There's some work to do by OEMs and fleets as ADAS systems only have value when drivers trust them, understand them and use them as intended. In practice, that trust is uneven."

However, although the technology will prevent collisions, Kazimieras Urbonas, supplier excellence manager at online used car parts marketing

company Ovoko, warns that if they do occur the extra technology will increase repair costs.

"Industry data shows that a bumper repair on a modern sensor-equipped vehicle already costs between £800 and £1,500 or more, and a minor bump that once resulted in a £400 fix can now generate a bill of up to £2,000, simply because the sensors inside need specialist replacement and recalibration," he says.

"As the new strategy pushes more of this technology into more cars, those figures will only rise.

"Car insurers will increasingly write-off vehicles for what looks like minor cosmetic damage.

"When the cost of brand-new sensors adds up to more than the car is worth, perfectly good vehicles will be sent to the scrapyard long before they should be."

The Government is also consulting on the potential of collaborating with a range of stakeholders to maximise the safety benefits of ADAS technologies and to ensure provision of clear, accurate information about ADAS functionality, limitations and user responsibilities.



5) TRAILER AND TOWING SAFETY

National Highways data shows the number of incidents involving towed vehicles increased by 16% from 5,088 in 2022 to 5,913 in 2024.

Although some of these involved towed vehicles for personal use, such as caravans and horseboxes, trailers were the towed vehicles involved in the highest proportion – a little less than half (45%) of incidents.

"In Great Britain, there are a number of vehicle and trailer types that are frequently operated in an unsafe or non-compliant manner in terms of road-

worthiness, loading and driver skills," says the strategy. "There are a number of vehicles operated in an unsafe manner which do not require operator licences, such as vans, pick-ups and their trailers, despite being used commercially."

The UK Towing Safety Authority has identified that common towing-related risks include drivers lacking formal towing training, incorrect loading and weight distribution, poor observation and positioning on the road, and inadequate understanding of towing laws.

To tackle these shortcomings, the Government will explore the benefits and feasibility of financial

incentives for voluntary training, and awareness raising on trailer and towing safety.

It also plans to work with industry to develop and publish recommended maintenance standards for light trailers, large goods vehicles and agricultural trailers and refine the DVSA's approach to enforcement to target operators of LGVs and trailers who do not have robust systems to ensure safety.

An industry-led communications package on load security and roadworthiness could also be delivered, while the Government adds that it could explore the case for a wider safety review of LGVs.

Safe fleets start with supported drivers

A safe fleet is not built on policy alone. It's not simply created by having the most up to date and compliant vehicles. It starts with drivers. Drivers who feel supported, protected, and equipped to do their job safely every day. As fleet managers face growing pressure around compliance and duty of care, the most effective approach is one that brings driver safety, driver wellbeing and risk management together.

That focus feels especially timely following the Government's new National Road Safety Charter, which has put renewed emphasis on improving road safety outcomes across the UK. For fleets, this is a clear reminder that safer roads depend not only on vehicle standards and processes, but on the people behind the wheel.

Wellbeing and safety go hand in hand

Driver safety and driver wellbeing are closely linked. Fatigue, stress, poor communication, and unclear responsibilities can all increase risk on the road. Supporting drivers means making sure they are properly licensed, fit to drive, aware of their responsibilities and backed by robust systems when incidents occur.

For organisations running grey fleets or mixed vehicle operations, that can quickly become complex. Managing licences in one system, incident records in another and driver risk data somewhere else creates gaps that expose businesses to unnecessary risk.

A joined-up approach to safer fleets

This is where technology can make a real difference. Jaama's Key2 platform helps



organisations take a more proactive approach to fleet safety by bringing critical driver and compliance data into one place.

With Key2, fleet operators can manage licence checks, incident records and driver risk profiles through a single system, making it easier to maintain visibility across all the drivers in your organisation. That means every driver can be checked, monitored and supported consistently, helping to ensure they are legally covered to drive for work while reducing risk exposure across the wider customer base or organisation.

From reactive to proactive risk management

A safer fleet is one that spots issues early and acts before they become serious problems. Centralising driver information helps fleet managers identify patterns, respond to incidents more effectively and



target support where it's needed most. Whether that's flagging high-risk drivers or reviewing repeat incidents, better visibility leads to better decisions.

It also helps businesses demonstrate a stronger duty of care. In a climate of increasing scrutiny, being able to show that driver checks, records and risk management are handled consistently is essential.

Building safer fleets for the future

The direction of travel is clear: safer fleets will be those that put drivers at the centre of their strategy. Compliance matters, but so does creating an environment where drivers are properly supported and risks are actively managed.

With the expectations raised by the National Road Safety Charter, now is the time for fleets to review whether their systems are helping them stay ahead. Jaama's Key2 gives organisations the tools to manage driver safety more effectively, strengthen compliance and build a safer, more resilient fleet operation.

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How to tackle a growing menace

iPad-style dashboards and smartphones provide more opportunities for distraction than ever, but there are steps fleets can take to minimise this. *Jack Carfrae* reports...

It is rare to read a car review that does not mention whether the climate control buttons are physical dials or buried behind touchscreen menus.

Tesla, unquestionably, pioneered the dashboard iPad format, and other manufacturers followed suit to keep up with what was the trendy new kid on the block in the 2010s, and because one screen is cheaper than umpteen buttons.

While certain features, such as navigation, make sense on a screen, essentials that require a quick flick of a dial on the move do not, and cycling through menus is a major driver distraction.

In 2022, Swedish car magazine *Vi Bilägare* measured the response times of drivers in 11 cars with touchscreens and benchmarked them against a 2005 Volvo V70.

Drivers were able to familiarise themselves with the systems before the tests and were asked to perform four tasks while travelling at 68mph – activate the heated seats, switch on and tune the radio, reset the trip computer and dim and switch off the display.

The V70 trounced its rivals with a total time of 10 seconds, and the competition took between 13.5 seconds (Dacia Sandero) to 44.9 seconds (MG Marvel R) to do the same.

The ubiquity of screen-based controls means there is no easy fix for fleet operators, particularly with existing vehicles, but Fleetcheck's managing director, Peter Golding, believes fleets should give

interior controls the same consideration as they would key safety features.

"We're discouraging fleets to look at vehicles where they've moved everything onto a very large iPad," he says.

"There's a lot of cool functionality in there, but every single one of those requires the driver to be looking at a screen.

"In my view, the ergonomics of the cab or interior should be equally important as safety features.

"If you've got a choice list, limit it to the vehicles that you've proven are working, are safe and that you feel have the right amount of equipment in them without going mad.

"A lot of the manufacturers are recognising that drivers do want that tactile feel – buttons and dials that you can feel and twist – and if there's a manufacturer that offers that level of common-sense, manual control vis-à-vis a glorified iPad, then maybe take the second one off the list."

DISTRACTION NOT A NEW PROBLEM

Infotainment screens are relatively recent platforms for driver distraction, but the December 2003 ban on the use of phones at the wheel proves it is not a new problem.

There is no shortage of methods to deter drivers from handling their phones, including a tranche of apps that deactivate various functions when they detect that the vehicle is moving.

Fleet experts acknowledge that they are a good

idea, but generally believe the best approaches to be culture, policy and education.

"Our policy is that you are not allowed to make a phone call – hands-free or not – in a company car," explains Arval's head of insurance, Ian Pearson. "We don't mandate this part, but the educational piece is to put your phone in your bag or in the glovebox so that it isn't even a temptation.

"It just takes the distraction away. That's exactly the same message we would give to a corporate customer asking us about risk management."

Dissuading the static workforce from phoning mobile employees is another effective anti-distraction technique.

That includes deliberately avoiding outbound calls and, if employees receive an inbound call – from a colleague or an external party – and it sounds as though they are driving, politely ending the call and requesting that the individual phones them back when they have stopped.

If that sounds like a step too far for the sales team, there are examples of those that do this well.

Simon Turner, engagement manager at Driving for Better Business (DfBB), tells the story of a colleague who called British Gas when an engineer was late for a boiler appointment.

"The guy was about 15 minutes late, so she phoned British Gas, and they said 'we can see where he is on the telematics'.

"She asked, 'can you phone him?' they said, 'we know where he is, and he'll be with you in the"



next five minutes, but we're not phoning him because he's driving'. There are companies that do it right."

BLANKET BAN ON PHONES

Infrastructure giant Balfour Beatty introduced a blanket ban on phone use while driving in 2014 following a fatality that, though not related to phone use, was due to distraction.

Group transport compliance manager Adrian Wanford explains how the move was received after a mass of policy updates.

"A lot of the pushback was questions such as, 'how can I do my job if I can't ring my staff?'"

"(So) as part of the communication package, we had to give guidance on how to manage the ban.

"Things like telling drivers to switch their phone off and put it in the boot, or if they know they've got to make calls, try to plan them for prearranged stops where they're going to have a comfort break.

"We said to people, 'if you're expecting an urgent call, tell the caller to ring you three times in quick succession and then wait until you've found somewhere suitable and pull in and answer that call'.

"I think a lot of it, really, has forced better planning and preparation.

"I also think having the ban has probably cut down on an awful lot of chitter-chatter on the phone just to pass the time."

Phone policies often centre on calls, but they need to address other distractions.

In February, Jack Bentley was jailed for two years and four months after he crashed into the back of a stationary car while gambling on his phone driving on the A50 in Derbyshire in April 2025.

His Ford Focus veered into the grass verge, then hit the back of a Nissan X-Trail queuing in traffic.

Derbyshire Constabulary reported that the impact fractured the pelvis of a pregnant passenger in the X-Trail, who then went into labour and gave birth

prematurely, leaving her baby in intensive care with collapsed lungs.

The X-Trail's driver and two children were also injured, and the family's dog had to undergo emergency surgery.

Bentley's phone data showed he had been using online gambling sites while he was travelling from Blackpool to Derby.

He admitted two counts of causing serious injury by dangerous driving and was disqualified from driving for three years and two months.

OBSESSION WITH PHONE USE

"It fosters this obsession with mobile phone use, because you're constantly trying to recover your losses with the next bet – and people are driving," says Turner.

"Fleets typically just look at phone use in relation to work-related calls, but if someone has a gambling addiction and they're out in their company car or their van, they're going to be using their phone. To me, it really brings home the fact that companies have got to manage this."

Pearson, a staunch advocate of employing culture and policy to improve all the above, adds: "There are an awful lot of – even small – gaps you can fill with education."

There is a limit to a fleet manager's reach, because they are not physically sitting alongside the driver, but the likes of British Gas and Balfour Beatty prove it is possible to minimise distraction without impediment.

"IF YOU'VE GOT A CHOICE LIST, LIMIT IT TO THE VEHICLES THAT YOU'VE PROVEN ARE WORKING, ARE SAFE AND THAT YOU FEEL HAVE THE RIGHT AMOUNT OF EQUIPMENT IN THEM WITHOUT GOING MAD"

PETER GOLDING, FLEETCHECK

One fleet, many drivers: why flexibility is the future of safety

Safety and driver wellbeing remain at the top of the agenda for fleet decision-makers. But the way fleets manage risk is changing. Policy, process and periodic training alone are no longer enough. Today's fleets need a more responsive approach – one that reflects how vehicles are used in the real world and, crucially, the people behind the wheel.

Because drivers aren't a uniform group. They operate in different environments, under different pressures and with different levels of experience. They also think, process information and respond to risk in different ways. Managing risk effectively means recognising that – and responding with solutions that are flexible, data-led and genuinely tailored. That's where the industry is moving, and it's where Drivetech, from The AA, is focusing its efforts.

Turning insight into meaningful action

Access to data isn't the challenge anymore. The real value lies in how that data is used. Platforms like HALO Insights bring together driver, vehicle and operational data to give fleets a clearer picture of where risk sits – and why. That insight helps fleet managers move beyond reactive interventions, identifying patterns early and responding with targeted support.

Insight becomes most powerful when applied at an individual level. Behavioural nudges, delivered through timely, relevant communications, help drivers make small changes that reduce risk.

Different drivers need different interventions. Understanding those nuances allows fleets to respond with precision, rather than applying a uniform approach.

Training that reflects real-world complexity

The way drivers are trained is evolving. Traditional classroom learning still has a role to play, but it can't fully prepare drivers for the complexity of modern roads. That's why immersive tools like virtual reality are gaining traction. By placing drivers into realistic, high-



pressure scenarios within a safe environment, VR allows them to build experience without exposure to real-world risk.

It also enables more tailored learning. Training can be shaped around specific operational risks, vehicle types and individual driver needs, making it more relevant and effective. Used alongside classroom and on-road training, this approach helps drivers develop both technical skills and the judgement needed to handle challenging situations.

Recognising the individual behind the wheel

There's a growing recognition that safety and wellbeing are closely linked. Driving for work comes with pressures – time constraints, unfamiliar routes and new vehicle technologies. For many fleets, this is becoming more complex as driver populations become more diverse, including a growing awareness of neurodiversity and how this can influence behaviour, focus and decision-making.

Supporting drivers effectively requires understanding of their work environments, challenges, and how these shape their behaviour and decision-making. Forward-thinking fleets are responding with more personalised approaches—taking the time to identify specific issues and working with partners to tailor training and communications to different needs and circumstances.

A more flexible, higher-quality approach

There's no single route to better fleet safety. Every operation is different, and every driver brings their own variables. What matters is having the flexibility to respond and adapt. Quality shows in how well solutions are designed and delivered. The ability to tailor programmes, respond to complex needs and evolve alongside customers is what sets leading approaches apart. That's where the biggest gains are being made – through connected, personalised approaches that evolve with the fleet.

For more information,
visit drivetech.co.uk

sopp+sopp: Smarter damage detection for safer fleets and lower risk

For modern commercial fleets, unmanaged vehicle condition represents a failure in risk management. Vehicle safety can only be achieved with consistent, smarter and more complete inspections.

Callum Langan, sopp+sopp's managing director, discussed the challenges facing fleets in terms of ensuring safety and mitigating risk. He then explained how customers can rely on sopp+sopp's automated vehicle inspection system powered by artificial intelligence (AI) to enable predictive maintenance that improves safety, strengthens compliance and reduces operational risk and cost.

Safety and risk management: Reliant on vehicle condition visibility

For commercial fleets, risk is a complex and ever-evolving issue that requires consistent management. Modern fleet operators face increasing pressure to balance safety, operational efficiency, and cost control, while ensuring successful day-to-day operations and continued business growth.

To support increased customer demand, fleets are often required to grow and operate across multiple sites, where locations are not always optimal. Additionally, for some

fleets, light commercial vehicles (LCVs) are being operated by non-professional drivers. Such factors increase the risk for fleets and do not support the conditions required for safe operations.

With such pressures, maintaining the good condition of vehicles in a fleet becomes increasingly crucial.

Langan said: "Vehicle condition directly impacts many elements, such as road safety, legal compliance, duty of care, regulatory obligations, insurance exposure and operational uptime. All of those, effectively, have many complications and levels of impact.

Given the importance of vehicle condition to a fleet's operational success, Langan highlighted the need to maintain visibility into vehicle condition beyond manual inspection.

He said: "Inspection processes – to ensure a vehicle is road-compliant and the driver has certainty about the roadworthiness of the vehicle they're about to get into – are still manual and it leads to inconsistent reporting, delayed damage visibility and could contribute to human errors.

"There's very limited real-time vehicle condition data, which means the risk is hidden until it escalates and even a minor

Callum Langan,
managing
director,
sopp+sopp &
FleetScout



incident could have significant commercial impact.

"Unmanaged vehicle condition remains an unmanaged risk."

Predictive maintenance: Evolving best practice

The commercial fleet sector as a whole, Langan argued, is moving beyond traditional manual inspection towards predictive and proactive maintenance as best practice.

"Reactive maintenance is costly and disruptive; it comes with big risk and significant repair cost and time implications," he said.

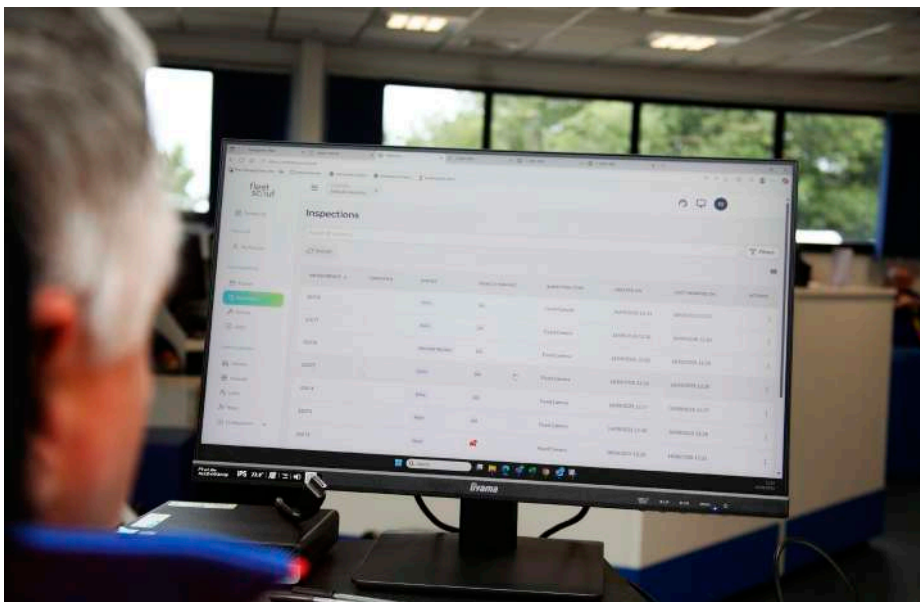
"With proactive maintenance you can identify issues early, which gives you choices you wouldn't otherwise have."

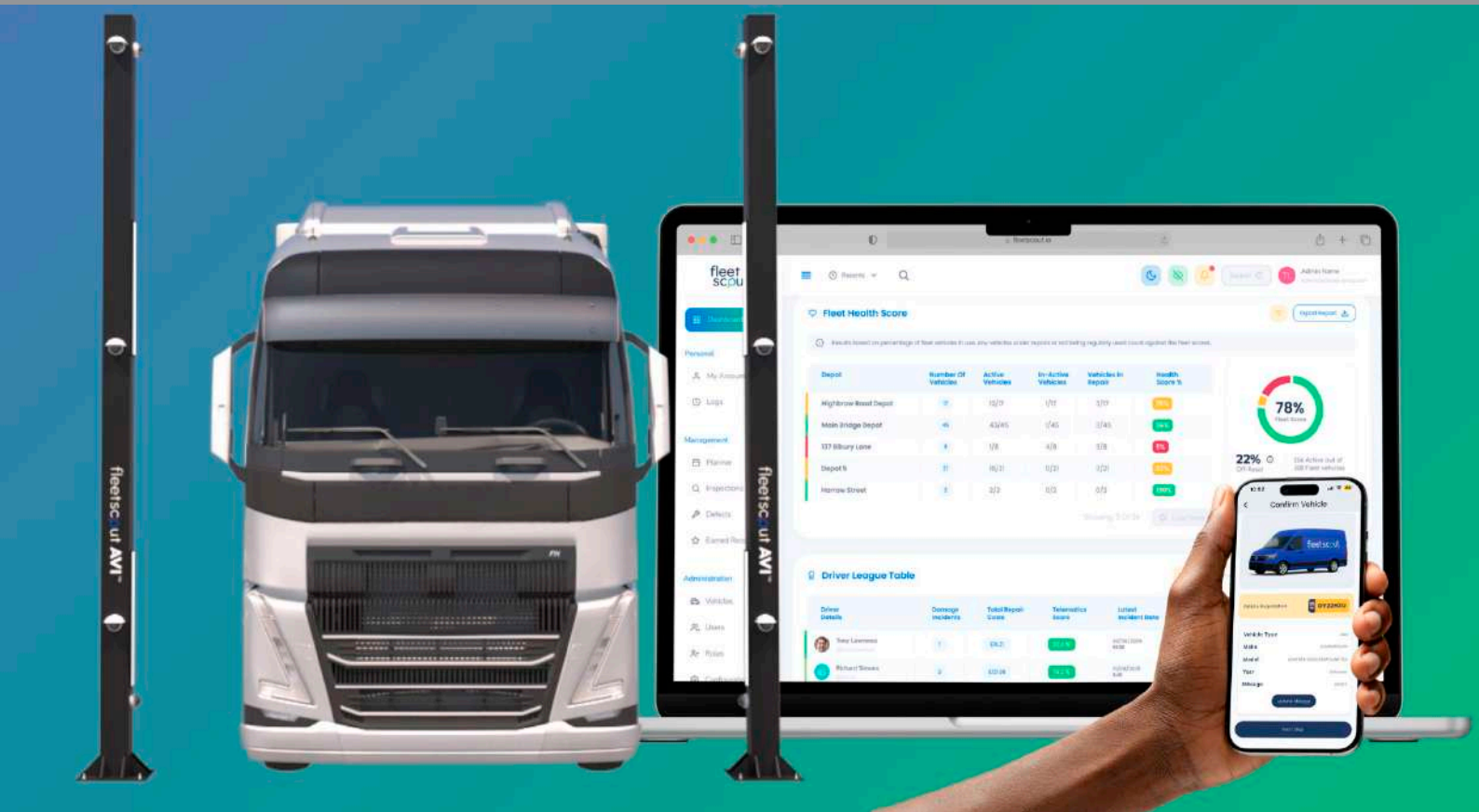
Embracing predictive maintenance enables fleet operators to anticipate issues before they lead to roadside breakdowns, compliance breaches, costly structural damage and wider safety incidents.

Langan explained: "It gives you the opportunity to be strategic in your decision-making, to understand the risks of repairing the damage or not. From a safety perspective, it allows you to be confident that you are complying with road and employee standards.

"Therefore, overall inspection becomes more of a strategic risk prevention tool."

However, for proactive maintenance to be achieved, the inspection process must shift





away from a subjective paper-based process to an automated and data-led method.

FleetScout: AI-powered inspections for a safer fleet

As part of its commitment to ensuring compliance and fleet safety through applied innovation, sopp+sopp has developed and launched FleetScout, an AI-powered automated vehicle inspection tool.

Langan explained: "It's a system delivered by our in-house development team designed to largely automate the inspection process and reduce the burden on the driver by removing elements of vehicle walk-around checks - ultimately resulting in more efficient fleets.

"It uses a sophisticated dual-tower camera structure, positioned at site entry and exit points and, as a vehicle drives through, AI technology scans the vehicle in real-time for scratches, dents, structural damage, windscreen damage, compliance defects and wear and tear indicators."

Within seconds, FleetScout automatically produces a digital inspection report that is sent directly to the required stakeholders via a central management system, inclusive of trend analysis and key areas of opportunity. With the system in place, this process would occur each time a vehicle enters or exits a site.

Currently, FleetScout is the only automated solution capable of inspecting heavy goods vehicles (HGVs).

Langan explained how FleetScout can help a business reduce human error and

inspection inconsistencies by facilitating a consistent and automated process with lower damage-related costs. It can improve vehicle insurability by managing the risk and demonstrating improved compliance monitoring.

"There's a full audit trail of the compliance, safety and damage to the vehicle," he said.

"It gives you clear damage timelines - it understands if there is damage identified previously, or if it's new damage - and then it categorises those levels of damage.

"So, if your fleet is going to be audited to ensure its compliance standards, you have a record from every single point that the vehicle left or returned. This shows overall fleet condition and gives you data to support predictive maintenance strategies."

For drivers, FleetScout encourages safety, positive behaviour, and accountability.

"It gives vehicle condition certainty," said Langan.

"The driver knows when they're leaving a site that their vehicle is road compliant, road safe and there's no damage that they didn't spot.

"If the vehicle is damaged en route, it's going to be identified. If it's a non-fault incident, it gives the fleet the opportunity to recover the outlay for that damage.

"Since installing FleetScout in some customer sites, accident rates and damage have been reduced by demonstrating that there's a process in place that will make drivers accountable if the vehicle has been damaged whilst within their control."

Fleet managers can take advantage of FleetScout's provision of previously unavailable fleet-wide condition data to support optimised decision-making - even in day-to-day operational elements, such as route-planning.

Langan added: "If there's a vehicle on the same route and every time it comes back with a scrape on the side, they might want to review the risk of the route. FleetScout gives them an opportunity to manage safety and, ultimately, reduce administrative burden."

By utilising FleetScout, fleet operators can make proactive decisions regarding repairs, reducing vehicle downtime and associated costs.

Langan concluded: "It's a measurable shift from reactive risk management to proactive risk prevention powered by AI inspection intelligence."



Book a demo here

Five steps to a successful

GAMIFICATION

scheme

Improving driver safety and performance by tapping into their competitive spirits has never been more popular. *Andrew Ryan* looks at how fleets can run a robust scheme.



Gamification is no longer a new concept in fleet, with the theory of using an employee's competitive instincts to improve their driving becoming a proven way to achieve a safer and more efficient fleet.

"Within the first four months of our reward scheme being introduced, we reduced our distracted driving by 92% and our severe speeding dropped by 25% as well," says Amber Kirkby, fleet systems manager at Lanes Group.

The experience of the utilities and infrastructure solutions provider, which has a fleet of around 4,000 vehicles, is not an outlier.

Driver performance company Lightfoot says customers using its gamification technology typically see 20% fewer harsh braking events, a 40% collision cut and an 84% drop in dangerous driving with some fleets – including Iceland – achieving reductions of as much as 94%.

Key to gamification's success is that, while drivers will react positively to the chance to be rewarded for their personal performance, their employer will also benefit from reduced collisions, costs and improved efficiency.

"When drivers feel involved and motivated to improve their driving, the results are far more compelling than when poor behaviour is addressed through criticism and retrospective training," says David Savage, chief revenue

officer at Lightfoot. "Our data shows that 89% of workers feel gamification makes them more productive," he adds.

A major reason for this is that it taps into human motivators such as competition and recognition.

"Safety or efficiency targets can seem abstract in the eyes of drivers, but when performance behind the wheel is writ large and can be compared with peers, it can bring the targets to life – drivers can see what 'good' actually looks like," says Alex Crane-Robinson, regional director UK & Ireland at Webfleet.

"The most successful programmes are those that help drivers to feel proud of doing a good job and that embrace a culture of safety.

"Because those that top driving performance league tables will invariably feel a sense of pride and achievement, gamification schemes can also have a role to play in boosting employee morale."

It is also easier to introduce and run a scheme than ever before, as the increasing uptake of technologies such as telematics and cameras mean it is simpler to access the necessary data needed, while more suppliers are offering it through their solutions.

However, there are still some pitfalls organisations need to avoid when introducing gamification. Here we look at the five steps a fleet decision-maker needs to take.

1 GET THE FUNDAMENTALS IN PLACE

A key starting point to introducing a gamification scheme is to decide what behaviours should be targeted for inclusion in the initiative.

Is your priority to reduce speeding? Driver distraction? Or, as is more likely, a wide spread of driving behaviours?

Whatever the decision, scoring can be weighted to allow some behaviours to be worth more points than others.

"We made sure we focused on what we felt were the most important areas such as speeding and mobile phone use, so we placed the biggest penalties on driver scores on those," says Ray Verschoyle, head of transport compliance at telecommunications infrastructure services company Cincet.

While any incentives may be enough to win buy-in from most employees, fleet decision-makers should also ensure all drivers understand how a gamification scheme works, why it is being introduced, and what is being targeted.

"Drivers need to understand what is being measured, why and how it is integral to their safety and the wider aims of the business," says Alex Crane-Robinson, regional director UK & Ireland at Webfleet. "Engagement is key," he adds.

Fleet decision-makers should also design schemes to include not only the top performers, but drivers who show the biggest improvements.

"Every month we use the Samsara dashboard to look at performance across the fleet – things like safety scores, speed limit compliance and driving improvements," says Lanes Group's Kirkby.

"We didn't just want to recognise the top drivers. We wanted to flag those who had made the most progress. Right from the beginning, we made sure to call out the most improved drivers, not just the top three, because sometimes the biggest change comes from someone who has been struggling, but manages to turn things around."

As well as individual driver performance, Lanes Group also focuses on team-level recognition.

"We realised it wasn't just about individual recognition," adds Kirkby. "It was also about a shift in culture.

"So we started doing a monthly newsletter that goes out across the group. It shares the top scores and the most improved drivers, as well as the team of the month.

"They don't win anything – it's just about acknowledging progress and effort.

"This might not seem like a lot, but getting a 'shout out' like this is great for morale and helps to build a sense of community.

"It makes people feel like they're part of something, especially in a job where you're often out on your own.

"Rewarding safe behaviours motivates our team and fosters a stronger safety culture where good practices are celebrated."

As well as driving behaviours, gamification can also be used to encourage wider driver health and well-being measures.

Many organisations expand their programmes to support whole-person wellbeing, says Nyanya Joof, head of UK at Motive. ➔

PLAYER 1



Safety a key priority to avoid unnecessary van downtime

Vehicle downtime poses a significant cost and operational challenge for commercial vehicle fleets. Consequently, driver training and risk management have seen notable increases in demand in recent years, as businesses look to minimise time off road.

According to Grosvenor, commercial vehicle operators are investing in targeted initiatives that will deliver a return on investment through improved vehicle uptime and availability.

"Even the smallest incident, such as driver hitting a fixed object or damaging a wing mirror can result in a van being off road for extended periods of time," said Lee Brown, Grosvenor's managing director.

"By improving driving standards through risk assessments and training programmes, we can keep vehicles where they belong – on the road and earning their keep.

"Regular online driver risk assessments will identify potential areas of concern and tailor training accordingly. This may involve online modules focusing on areas such as hazard perception, safe following distances, and manoeuvring safely.

"In-vehicle, on-road defensive driver training can further enhance these skills, equipping drivers with the knowledge and techniques to anticipate and avoid potential hazards."

As a leading commercial vehicle contract hire and fleet management specialist, Grosvenor funds and manages a diverse range of light



commercial fleets across many different sectors.

Grosvenor advises that it's not just unsafe driver behaviour behind the wheel that is resulting in vehicles being damaged and unavailable, there are other key factors too.

"Loads that are not properly secured can shift during transit, affecting the vehicle's handling, potentially leading to rollovers or loss of control," continues Lee. "Whilst, of course being illegal and attracting significant fines, overloading a vehicle also puts undue stress on the tyres, brakes, and suspension, increasing the risk of mechanical failure. Drivers should be trained in safe loading practices, including weight limits, load distribution, and the correct use of securing equipment such as straps and nets.

"The number of electric vans being delivered is also on the rise, and we are seeing many drivers being given an EV having never driven one before. In fact, some have never even driven an automatic, and it's vital to give them full training to avoid any incidents."

A proactive approach to vehicle safety and compliance is also essential, and this includes regular and timely maintenance.

Grosvenor's pioneering Advanced Remote Connectivity (ARC) solution has revolutionised time off road. Activated remotely, with no device installation, Grosvenor connects each vehicle's on board computer to its OSCAR fleet management system. This gives its maintenance team full visibility of all engine warning lights and service countdowns to ensure the swift resolution of issues and adherence to service schedules. It also reports on driving style which is essential for ongoing training and improved driving standards. This proactivity not only improves vehicle safety and compliance but can lead to a further 20% reduction in time off road.

"A comprehensive risk management solution will pay dividends in the long run," said Lee. "It's for this reason why we are seeing such a marked increase in schemes being implemented as businesses do everything in their power to keep their van fleets moving."



Visit: grosvenor-leasing.co.uk
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Email: info@grosvenor-leasing.co.uk



complement safety gamification, reinforcing that the organisation values drivers not only as operators, but as people," she adds.

Some examples Motive has seen working well include:

- Step challenges – drivers compete on daily or weekly step counts, with prizes for consistency or improvement.
- Healthy eating incentives – drivers log meals while on the road and earn points for healthier choices.
- Mindfulness and sleep challenges – using wellness apps to reward drivers for stress-reduction or healthy sleep patterns.

"Given the health pressures of long hours, sedentary work and variable schedules, these programmes can have a real impact on well-being and retention," says Joof.

Lightfoot's Savage says the versatility of gamification means it can also be applied to many other aspects of an employee's working life, from industry-specific tasks such as meter reading and quality control checks to routine behaviours such as turning the lights off at the end of the day or filing an expense report.

"It can also help to break down complex objectives into simple, more easily achievable tasks that the brain can learn and memorise over time, helping to reduce stress and fatigue for your employees," he adds.

2 GIVE APPROPRIATE REWARDS

Rewards should match the scale of the behavioural performance or improvements and can take many forms, such as cash, gift vouchers or company-branded merchandise.

In many cases, recognition – whether through internal communications, team briefings or informal awards – can be enough to motivate drivers and bring about positive change, says Webfleet's Crane-Robinson.

"Financial incentives can be highly motivating in the short-term, but can become expected over the longer-term," he adds. "Because of this, non-cash rewards often prove a better, more flexible option."

Motive says many organisations use a tiered rewards system in which, for example, smaller rewards such as company shirts, mugs or vouchers are given for quick wins; mid-tier rewards such as fitness gear, subscriptions and local experiences are given for consistent safe driving behaviour; and higher-tier rewards such as extra paid leave and company bonuses reward positive driving streaks.

Kelly Group Services uses the Samsara technology platform which scores drivers out of 100. "Anybody who scores 98, 99 or 100 every day for six months joins an elite driver club, which gives them kudos," says Dermot Coughlan, fleet director

at Kelly Fleet Services. "They also get a jacket, a backpack and some other gear, and when they walk around the yard wearing these items a lot of people see that and also want to be an elite driver."

"In 2024, we had 16 guys that hit 100 every single day for the entire year."

The company also has a monthly draw where one of the elite drivers will receive a £1,000 prize, while every six months a bigger prize, such as a weekend away, is up for grabs.

"The cost of this is offset by the accidents that aren't happening," says Coughlan. "Our overall costs have gone down significantly."

Lanes Group gives its top drivers cash rewards – "nothing that's going to break the bank, but amounts that actually mean something to them", says Kirkby – while Circet has a cash reward of £1,000 for top performers every three months.

Joof says that in Motive's experience, gamification programmes often pay for themselves. "When risky behaviours go down and positive habits go up, the benefits to organisations far outweigh the cost of the incentives," she adds.

Lightfoot uses a slightly different rewards model. Its scheme is funded as part of the company contract and is run across its customer base, with one-in-nine drivers winning prizes and rewards on a weekly basis.

It also runs a driver of the year competition which this year has a prize pot of £25,000, as well as other seasonal challenges. Some of its clients also top-up the prize pots by running their own competitions. ↻



3 COMPLY WITH GDPR RULES

Compliance with General Data Protection Regulation (GDPR) rules is key when a gamification initiative is introduced.

Birmingham City Council fell foul towards the end of last year with a scheme at its Smithfield depot.

A league table posted on the staffroom wall ranked named drivers in order of their infringements according to their tachograph readings.

This was a 'bullying tactic', said Unite union and was a serious contravention of GDPR legislation as the information contained was of a personal nature.

The council acknowledged the names should not have been published, although an overview of key performance indicators would continue to be shared to help promote improvement.

"GDPR compliance is essential, and in most cases quite straightforward with the right safeguards: use aggregated or anonymised data where possible, apply clear access controls and data-retention policies, ensure alignment with existing privacy frameworks, and be transparent with drivers about what is being measured and why," says Joof.

"Accuracy is also critical. If drivers receive false alerts or believe they're being evaluated unfairly, trust breaks down quickly. Gamification works best when drivers trust the system, the data and the intent behind it."

Crane-Robinson says fleet decision-makers can avoid GDPR issues by partnering with a technology provider that embeds security and data protection for gamification.

"League tables require particular care," he adds. "Instead of publishing rankings of individual named drivers, many fleets use team-based comparisons, anonymised scores or allow drivers to see their own performance against an average benchmark."

"If the plan is to name individuals, this should be limited to positive recognition and drivers should be informed in advance and given the chance to opt out."

4 ENSURE LONGEVITY

With any initiative, there is a risk that once the initial impact has subsided then its effectiveness will reduce.

The same is true for gamification, so it is vital drivers remain engaged over the long-term.

Circet has found that giving drivers access to their scores through its Geotab app helps to maintain driver interest.

"Our drivers can actually see why their scores are going up or down on our app," says Verschoyle. "It's great to get the interaction from drivers coming back to me and asking 'how come my score is only 95?'"

"You kind of go 'what do you expect? Ninety-five is really, really good', but people do get motivated by seeing their score. You can see it's not just the money aspect that motivates them."

Fewer repeats

Lanes Group has also found that enabling drivers to see their scores has led to ongoing improvements.

"We're seeing fewer repeat safety events and better driver engagement overall," says Kirkby. "Drivers are logging into the app, checking their scores and asking how they're doing."

"There's a real buzz about this and it's become a two-way conversation now."

Fleets can also keep gamification schemes fresh by changing, for example, the area of performance that is focused upon month-on-month or quarter-on-quarter, says Crane-Robinson.

"Regular communication – sharing updates and celebrating individual achievements – is also important to help maintain momentum and engagement," he adds.

5 GAMIFICATION SHOULD BE PART OF WIDER SAFE STRATEGIES

While gamification alone is a valuable tool to improve driver behaviour, it should form part of a wider safety strategy to have the most significant, long-lasting effect, warns Tony Greenridge, head of driver risk management at Fleet Operations.

"Gamification can help maintain engagement and keep safety on the agenda, but it should not be used in isolation or as a blunt incentive," he says.

"Simply presenting drivers with league tables or scores based on a narrow set of metrics risks missing the point."

"Data on harsh braking or acceleration might highlight what is happening, but, on its own, it rarely explains why."

"From a risk perspective, sustainable behaviour change comes from understanding the full picture."

"Telematics data can be valuable, but it should be considered alongside other indicators such as collision history, licence endorsements, fines, driver feedback, working patterns and the operating environment."

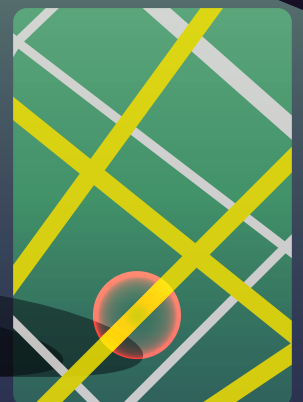
This data can be used to inform targeted engagement, such as one-to-one coaching or group interventions where common issues such as fatigue, urban driving pressure or workload demands are identified and addressed at a business level.

"The real value lies in using data to start better conversations, with drivers and employers, and in tackling the root causes of risk rather than just the symptoms," he adds.

"This is where meaningful, long-term safety improvements are delivered."

00:00:00

GAME OVER



DRIVING CHANGE



STARTS WITH THE DRIVER

Lightfoot was built on one powerful insight: technology alone doesn't change fleet performance. People do.

The biggest variable in vehicle efficiency is not the vehicles themselves. It is how they are driven. Rather than forcing improvement through monitoring and penalties, Lightfoot focuses on empowering drivers, motivating them to succeed, recognising consistency, and rewarding great driving.

Lightfoot pioneered driver gamification, making drivers the heroes of fleet performance rather than the targets of fleet control.

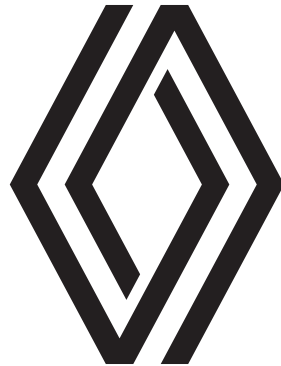
Driver-first thinking meets proven results

Lightfoot turns this model on its head.

By combining real-time, in-cab coaching with a rewards-based driver app, Lightfoot creates a high-performance culture built on motivation instead of monitoring. By empowering drivers rather than policing them, fleets achieve lasting improvements.



Scan the QR code to discover how Lightfoot can transform your fleet culture.



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multiple award-winners
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(1) Based on Master 87kWh E-Tech electric L2H2 4T version. WLTP test data shown for comparability purposes only. Actual real world driving results may vary depending on factors including the starting charge of the battery, accessories fitted after registration, weather conditions, driving styles and vehicle load.

(2) Usable cargo capacity based on Master 87kWh E-Tech electric L2H2 4T version.

Renault Pro+

[renault.co.uk](https://www.renault.co.uk)

Improve fleet safety with robust root cause analysis

Utilising a range of methods to determine the cause of collisions can help a fleet achieve long-lasting reductions in incidents. *Andrew Ryan* reports



Keeping a record of the number of collisions company vehicles are involved in is a vital step in improving the safety of a fleet.

It can be used to track overall trends and to benchmark against similar organisations. That said, on its own, its use is limited.

However, combined with robust root cause analysis to find out what actually caused the collisions is key to achieving lasting improvements.

"Unless fleets can identify those underlying patterns, there is a danger that they end up focusing too heavily on the event itself, rather than the behaviours and conditions that lie behind it," says Alex Crane-Robinson, regional director UK & Ireland at Webfleet.

This is where telematics comes into its own, he says. It can help fleet decision-makers spot behaviour patterns, such as speeding or harsh braking which may otherwise go unnoticed, while video telematics adds further context to what was happening at the time.

"This bigger picture can help make investigations more accurate and, in turn, enable fleets to respond more effectively," says Crane-Robinson.

"When fleet managers have a clearer picture of what has caused an incident, they are better placed to address the problem."

The latest AI-powered solutions can also incorporate other factors such as location, traffic conditions, a driver's licence and risk history, and vehicle issues into their analysis.

"What AI-enabled solutions can do is pull all this information into one platform and give drivers and fleet managers more context on what actually happened," says Johan Land, senior vice-president product at Samsara. "This is a step above what solutions historically provided."

THE HUMAN TOUCH

Human interaction through post-incident interviews can also be highly effective in detecting the root cause, often finding factors that technology is unable to discover.

"What these interviews show is that what is happening to the driver away from work has a big influence on what happens to them on the road," says Tony Greenidge, head of driver risk management at Fleet Operations.

A number of leading fleets do carry out post-collision interviews, including Kelly Group. Its engineers tend to start driving at 7am and arrive on site to start work an hour or two later.

At 9am, a member of the fleet team looks at all harsh driving alerts that morning. Any engineer with multiple events receives a phone call.

The first question isn't an accusatory 'what the hell is going on?' it's a more benevolent – 'are you okay?'

"A lot of the time you find they've had a bad morning," says Dermot Coughlan, fleet director at Kelly Fleet Services. "They didn't sleep very well the night before, or something's going on in their life, perhaps a problem with their manager or one of their colleagues.

"You can't have that many engineers out there without every day being a bad one for somebody.

"Often, it's a five-minute chat. We'll calm things down and then they go back to work. But we've had a few potential catastrophic situations where people were really not well, mentally, and in no fit state to work.

"At that point, we intervene. Get the vehicle picked up and get the engineer taken home. It's uncommon, but it happens."

Meanwhile, another member of the team is reviewing camera footage for dangerous driving with a similar intervention where necessary.

Larry McGrane, managing director at Kelly Fleet Services, adds: "That's quite a commitment by the company to put that sort of resource in. And then we have other people making the phone calls, but we feel there's a benefit to it; it results in a safer fleet and what really pays the dividends is that human interaction."

STRIKE THE RIGHT TONE

The tone of the interview is important. If the interviewer comes across as accusatory, then the driver may become defensive and the organisation may not learn anything useful from the interaction.

Instead of describing them as interviews, KeolisAmey Docklands refers to them as 'learning conversations'.

"If a driver has an incident, we don't start from the position of we're going to sit them down and tell them we need them to tell us what happened," says Jennie Suleyman, senior HSQE assurance manager at KeolisAmey Docklands.

"The conversation always starts with the human factors: 'tell me about your day – how did it start? Did you come into work really stressed? Were you stuck in traffic? Did you get a good night's sleep?'

"After we go into those factors, we kind of say 'right, go into what happened', because then you get

a proper picture as to what's going on in the background.

"Nine times out of 10 you find out there was an issue which already made them stressed when they got to work. You can take that into account instead of just going 'you've had another accident, how are we going to deal with it?'

A driver's mental wellbeing can also be assessed before they even get behind the wheel of a vehicle, offering insight ahead of any event happening.

One way to do this is during the daily vehicle walk-around check.

"An initial question asking 'how are you feeling today?' with the ability to respond with the relevant emoji goes some way to understanding the driver's mood before setting off in the vehicle," says Lee O'Neill, operations director at Venson Automotive Solutions.

Post-incident interviews can also highlight organisational factors which may be impacting on driver behaviour.

Greenidge gives the example of a company which was struggling financially and decided to cut its engineer workforce from 10 to eight.

However, the remaining employees still had to cover the same territory as the original workforce, meaning they had a larger area to cover, leading to increased driving.

"Does the company expect they can accommodate that without there being any impact on their schedules etc.?" says Greenidge.

"Another thing we have found is that if you, for example, look at those eight engineers then one may cover rural Norfolk and another London.

"The driving requirements of those two drivers are completely different, yet there's nothing in that employer's engagement with their employees that seeks to identify that, recognise that and make provision for that.

"You can have someone who is saying 'I'm fatigued, I've got work-related pressure to meet deadlines'. They can really struggle to keep up with the timetable.

"That means they may be arriving at their work destination feeling tired and stressed. Does it not make sense that you want them arriving feeling fresh and ready to go?"

IMPLEMENT TARGETED MEASURES

Understanding the underlying causes of incidents allows fleets to implement targeted measures that improve driver safety, reduce operational disruption and control costs associated with accidents and vehicle downtime.

"When fleet managers have a clearer picture of what has caused an incident, they are better placed to address the problem," says Crane-Robinson.

"This might mean providing tailored driver coaching, for example, or reviewing work schedules to reduce fatigue.

"This kind of insight, used constructively, can help make fleet safety more proactive and preventative, rather than just being reactive."

O'Neill concludes: "Ultimately, identifying root causes allows fleets to implement targeted measures that improve driver safety, reduce operational disruption and control costs associated with accidents and vehicle downtime."

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Safety: 'it's about empowering your staff'

Leading fleet operators discuss strategies for delivering measurable safety improvements that reduce risk and support driver wellbeing. *Tim Keogh* reports

Safety and driver wellbeing remain critical priorities for fleet decision-makers, influencing operational performance, costs, compliance and organisational reputation.

During a *Fleet News* webinar, sponsored by Quartix, a panel of experts discussed strategies for delivering measurable safety improvements that reduce risk, support driver wellbeing and embed a strong safety culture.

The role of mental health, fatigue and stress in collision risk was discussed, and the panellists discussed how good wellbeing can be achieved.

Suleyman explained how KAD has introduced wellbeing initiatives. 

This webinar panel, which is available to watch now at www.fleetnews.co.uk/r/69e52x9z, featured: Gareth Jones, group fleet compliance manager, Speedy Hire; Jennie Suleyman, senior HSQE assurance manager, KeolisArney Docklands (KAD); Sean Maher, global sales director, Quartix; and Tim Fieldhouse, fleet and managed services director, Balfour Beatty. The opinions expressed by panellists were their own at the time of recording and do not necessarily represent the views or policies of their respective organisations.

PUTTING SAFETY ON THE AGENDA

With modern fleets facing budgetary pressures and focusing on transitioning to electric, safety and wellbeing must remain priorities at the board level in the face of other issues.

Suleyman explained how KAD ensures this: "We just make sure, right back at the beginning, that we've got a really good idea of any costs, any areas that we need to pre-empt that might arise, so there's no nasty surprises. If an unexpected cost comes up, the execs don't have to focus solely on that.

Jones noted the need to make safety concerns relevant: "It's about empowering your staff to understand how the safety systems are protecting them, as well as all the vulnerable road users."

ROOT CAUSES OF RISK

Safety risks are significant causes for concern among car and van drivers, and shared risks for drivers were identified.

Maher said: "The most important thing is making sure the vehicle is compliant before it even starts in the morning.

"Then, once it's being driven, is it being driven in line with the road speed? Is it being driven sensibly with the right amount of braking? What is the workload of the employee? Are you putting pressure on them to do too much in one day, which means they can't get to each location quick enough without breaking speed limits or rules around driving time."



"IF A DRIVER IS NOT WEARING A SEATBELT ALL DAY, THEN HE NEEDS THAT NUDGE TO REMIND HIM. WE'VE SEEN SOME GOOD REDUCTIONS IN DRIVER BEHAVIOUR WITH THE NUDGES"

GARETH JONES, SPEEDY HIRE

"WE'VE INCREASED THE LEVEL AND THE AMOUNT OF TRAINING THAT OUR DRIVERS HAVE TO DO. IT'S A CASE OF, 'YOU DON'T DO IT, YOU DON'T DRIVE'"

JENNIE SULEYMAN, KEOLISAMEY DOCKLANDS



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"We're big fans of measuring and monitoring. We think if it's measured and monitored, then it's controlled.

"If we can see people have a danger of not being fit for work, we will make that intervention. And part of it is giving line managers, the people putting people to work, that information to hand."

While every fleet requires drivers, there are a variety of driver groups to consider – including grey fleet users, company car drivers, as well as van and HGV drivers.

The panel discussed safety and wellbeing interventions for these groups.

Fieldhouse stated that Balfour Beatty does not differentiate between driver groups.

"We obviously have different parameters," he said. "But we offer a permit to drive for everybody who wants to drive in Balfour Beatty. That's a risk-based approach that would look at age, profile, endorsements, crash history, member of public complaints, incidents, telematics, all of those things.

"Part of what we do as a fleet team, is treat everyone the same. Get the purpose of drive, get the same base information, and then use that information to tailor the response."



"THE MOST IMPORTANT THING IS MAKING SURE THE VEHICLE IS COMPLIANT BEFORE IT EVEN STARTS IN THE MORNING. THEN, ONCE IT'S BEING DRIVEN, IS IT BEING DRIVEN IN LINE WITH THE ROAD SPEED?"

SEAN MAHER, QUARTIX

"We've got our wellbeing champions," she said. "Colleagues across the business, who people can approach and ask for support, so they can speak with someone about what's available, regardless of the issue.

"There's always support and an array of services and initiatives available."

Maher noted how telematics solutions can provide fleet managers with the tools to monitor a driver's wellbeing.

"From the telematics perspective, we will also be able to provide the tools to say, 'this vehicle hasn't had a break today'.

"By the end of the day, managers, supervisors, senior management, would be aware of that."

WELLNESS INTERVENTIONS AND HOW TO CARRY THEM OUT EFFECTIVELY

Fieldhouse highlighted the importance of being fit for work and noted that fleet managers have a responsibility to intervene if a driver is showing signs of fatigue.

"We can trace back the root cause of incidents, and one of them is not being fit for work," he said.

DRIVER BEHAVIOUR AND BUY-IN

Jones stressed the importance of involving drivers in how safety measures are implemented.

"They make up the majority of our workforce," he said. "And if you empower them to be involved, then it's almost like stealth marketing.

"Don't train them in a subject just to cover a piece of legislation or regulation. Train them in a subject that's going to benefit them, keep them safe and help them do their role better."

With fleets often completing time-critical work, the panellists explained how service delivery can be achieved without sacrificing driver safety.

Jones said: "We've got a routing system which takes into consideration the rules set within the system for the speed limits, the type of vehicle, the regulation, rest periods and required break periods, and then it will generate the jobs.

"The system won't let our staff overload a driver but, if a driver's returning to the depot and he's still got space to do a collection, the system will understand he's still got half a van and will throw that collection on to him."

Fieldhouse offered a different perspective. "Our fleet drivers tend to drive to somewhere to do a job," he said. "So, actually, there's not a time criticality on their driving, and so we don't have the same pressures.

"Our workers come from a construction background. There's a lot of emphasis on planning and scheduling. So, it's a natural add-on to our day-to-day operations.

"It's very different to a courier company, where you're very much measured on that metric."

Most panellists indicated driver behaviour improvements as their area of focus when working to optimise safety.

Fieldhouse added: "Across the portfolio for every operation we do, engineering controls – the physical things we could do – are probably the last line

"OUR FLEET DRIVERS TEND TO DRIVE TO SOMEWHERE TO DO A JOB. SO, ACTUALLY, THERE'S NOT A TIME CRITICALITY ON THEIR DRIVING"

TIM FIELDHOUSE, BALFOUR BEATTY

of defence. Our driver risk team is getting out and doing on-road coaching, safety stand-downs, engaging with front-line drivers and talking to them about their challenges."

Suleyman pointed to mandatory driver training as having the largest impact.

"We've increased the level and the amount of training that our drivers have to do," she said. "It's a case of, 'you don't do it, you don't drive'.

"Especially helpful, which we have done for a long time, is the work-related road risk training, which has the VR element – the virtual reality element – and then drivers are actually able to see what the vulnerable road users are seeing."

Having installed the Samsara platform into Speedy Hire vehicles last year, Jones noted how effective the system's in-cab nudge can be for reinforcing driver behaviours.

"If it's always going off, then it could be deemed as a distraction," he acknowledged.

"But, if a driver is not wearing a seatbelt all day, then he needs that nudge to remind him.

"We've seen some good reductions in driver behaviour with the nudges."

Nine steps to an effective driver safety communications strategy

Getting the road safety message across to drivers is not a one-off event and requires a well-thought-out plan myriad communication methods. *Sarah Tooze* reports

1

UNDERSTAND THE ROAD SAFETY RISKS

Before attempting to begin any formal communications with drivers, fleet managers themselves need to better appreciate the risks their drivers are facing on the road.

Department for Transport (DfT) statistics give an indication of the size of the problem. According to the latest estimates, there were 23,770 reported collisions involving at least one motorist driving for work in 2024. This represents about a quarter (24%) of all police-reported collisions that year.

A total of 6,679 people were killed or seriously injured (KSI) in these collisions, representing 23% of all KSI casualties.

But the headline statistics don't tell the whole story.

"Don't assume that you understand what all the risks are – ask your drivers," says Simon Turner, engagement manager of the National Highways Driving for Better Business (DfBB) programme, which aims to help employers reduce work-related road risk.

"If you're a fleet manager at a small company, with perhaps 20 drivers, you can probably speak to all of them about the risks and how they think those risks can be reduced. If you're at a larger company, invite representatives from each area of the business or each geographic location to share their views."

2

CREATE A 'DRIVING FOR WORK' POLICY

Armed with the feedback from drivers you can then create a driving for work policy that clearly identifies all the risks, the standards you expect of your drivers, and the consequences of not following it, DfBB's Turner recommends.

"Your driving for work policy needs to start with a 'policy statement' that explains why driver safety is so important to the company.

This needs to be signed by the MD/CEO so drivers can point to this and not be scared to speak up if they feel a manager somewhere in the middle is being unreasonably demanding and putting them at risk," he says.

He suggests that because drivers have been involved in developing the policy they are more likely to "buy into it" and comply.

But, it's no good simply giving them a 20-page document to read.

"Effective communication has got to be short and punchy and interactive," Turner adds.

One technique is to get all drivers to complete an e-learning course, based on the driving for work policy, at the induction stage, with existing drivers, and as an annual refresher.

Another method is to meet with drivers in small groups at different locations to talk them through the key points or to show them a video of some of the things they need to do to stay safe on the road, such as performing a vehicle safety check.



3

LEAD BY EXAMPLE

Senior managers and company directors need to lead by example so it's clear to drivers that what is in the driving for work policy is adhered to by everyone.

For example, if your company has banned the use of hands-free mobile phones, it's important that drivers don't see managers making calls while driving.

"Road safety is a shared responsibility," Turner says.

"It's not all on the drivers and it's not all on the managers. You need to upskill managers – be they company directors, health and safety managers or the MD – and give them the tools to be able to communicate effectively with drivers."

Aaron Powell, fleet and logistics director at tool hire provider Speedy Hire, agrees.

"You've got to involve everyone," he says. "Our MD started his career at Speedy as a driver so he understands the importance of road safety."

4

COMMUNICATE REGULARLY

Once everyone has seen and understood the driving for work policy you can drill down into individual road safety topics on a monthly basis. For example, one month you could focus on distractions and another month you could cover speeding.

"This helps create the right culture and

gradually builds up the drivers' knowledge of different areas," Turner says.

Speedy Hire has a regular programme of communications including issuing transport bulletins on a variety of topics such as seat belt use or adverse weather.

"We use Microsoft's Viva Engage system, which makes sure it is sent to every device a driver has," says Gareth Jones, group fleet compliance manager at Speedy Hire.

Fleet also has a dedicated section on Speedy Hire's intranet and the team can monitor how many people have read the road safety content. At individual depots, messages are also shown on an iboard (essentially an information screen) and drivers are required to sign to say they have read key information.



5

CHOOSE THE RIGHT COMMUNICATION METHOD

Not all communication methods work well at all organisations.

For example, driving instructors at Bill Plant Driving School have no need to call into the head office so a poster campaign there would have little impact.

Instead, it holds regular webinars, which are each attended, on average, by about 200 of its driving instructors.

"We've just done one around helping people with learning difficulties such as

dyspraxia, dyslexia and autism, and we subtly added in some safety messages," says fleet director Matt Thomas.

He tends to favour "subliminal" road safety messages as the nature of their work means they already have a good understanding of road safety.

"We do sometimes do extremely targeted messaging but we try to make them few and far between so that they stand out more when we need them to," Thomas says.

"We like webinars because they're more interactive and we can gauge understanding with quick polls as well as a feedback form afterwards."

Speedy Hire sometimes takes a different approach with its company car drivers compared with its van drivers. For example, to encourage company car drivers to use forward-facing cameras it offered them at the company's expo where fleet had a dedicated stand, whereas cameras are mandatory on its commercial vehicle fleet.

Its other driver communication methods include e-learning, classroom-based training, on-the-road training using a buddy system, and toolbox talks.





Why safety and efficiency are not competing priorities

Telematics technology has become an essential part of safety planning for every fleet. In Europe, regulations are even making some aspects of it mandatory: various technologies, including driver drowsiness monitoring, are named in the EU General Safety Regulation.

Data from vehicles, captured using telematics, can provide a picture of how a vehicle has been driven. Events such as harsh braking or swerving for instance can help to assess driving behaviour. To understand the causes of these events, however, video has risen to the top of the list of safety technologies. When combined with AI, "intelligent" video can recognise specific driver behaviours and trigger alerts if risk is detected. That might be distracted behaviour - smoking, or using a mobile phone, for example - or signs of fatigue, such as blinking and eye closure or yawning. In these instances, a seat vibration or audio-visual alert prompts the driver to correct their behaviour in real-

time. In some cases, video footage is also captured for later review, providing valuable context for fleet managers after an incident and evidence to exonerate drivers when a collision wasn't their fault.

More data is not always better, however. False positives in particular can pose a real risk. A system that issues too many alerts will infuriate drivers and ultimately lead them to ignore it altogether. Similarly, too much video footage needing manual review will consume hours of time, lessening its value and subsequently its use.

Advanced telematics technology can, however, improve safety without compromising efficiency. A mature AI-based video solution, trained on years of data, will achieve a high degree of accuracy in identifying the difference between risky and normal driver behaviours. This means that beeps will not be issued simply because a driver has glanced away from the road for a millisecond, and managers can avoid having to spend

hours reviewing video footage.

Most importantly, a fleet with safer drivers, trained with the help of video telematics, is also a more efficient one. Better driving results in less wear and tear to vehicles, lower fuel consumption and fewer accidents. This in turn brings cost savings: fewer vehicles off the road, lower insurance premiums and less risk to a company's reputation.

While telematics and video are not new, AI has significantly changed their role. Trends can be made apparent, risks pinpointed and a clear picture painted of the fleet as a whole so that plans for improvement can be made on a solid footing.

The fleets that will lead on safety in the next five years aren't waiting for an incident to happen before they act. They're already using AI-powered video to understand their risk, coach their drivers, and protect their reputation. The technology is ready. The only question is whether your fleet is.



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6

MAKE USE OF FREE RESOURCES

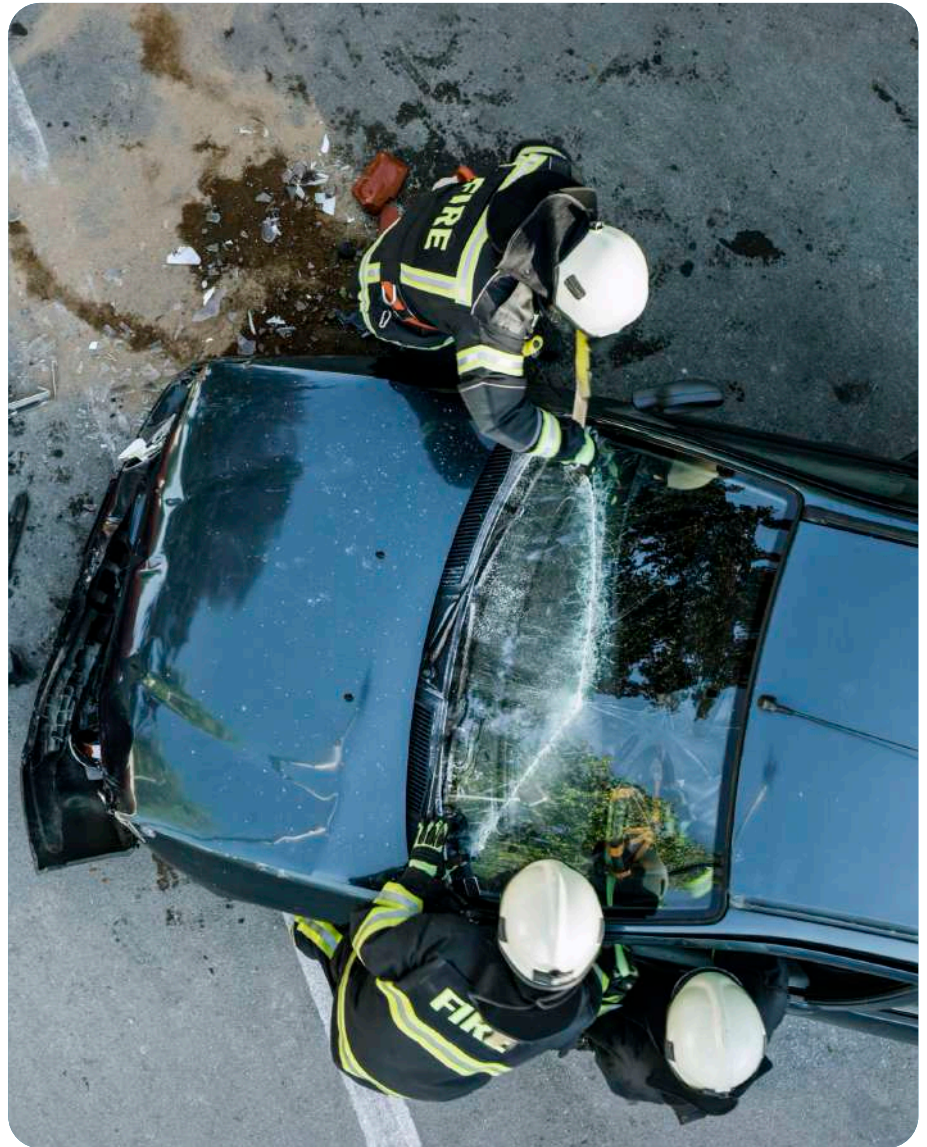
DfBB has a number of Fleet News Award-winning free resources on its website, including templates to create a new driving for work policy, car and van driver toolkits, and management awareness videos.

"We have produced a series of driver information cards and if you send them out as a monthly update to your drivers you'll have a free three-year communication programme," Turner says.

"We're constantly developing resources and we'll be launching more in the next couple of months."

DfBB also has a raft of case studies, which show the business benefits of managing road risk, including lower fuel spend, reduced insurance premiums and maintenance costs, and improved sustainability and fleet utilisation.

Videos from UK Government-funded safety campaigns such as the DfT's Think! or Australia's Transport Accident Commission Victoria, can also be useful.



7

RUN DEDICATED CAMPAIGNS

It can be beneficial to develop an in-house road safety campaign, if time and resource allow. This may be needed when your accident rate has reached a plateau or you've identified a particular problem area such as low speed manoeuvring incidents, as Altrad did (see case study overleaf).

Speedy Hire recently launched a series of

driver safety videos aimed at company car, grey fleet, van and HGV drivers, showing them how to perform vehicle checks, what to do in the event of a collision, and the implications of being involved in a serious road incident.

It features interviews with a police officer, paramedic and transport lawyer, as well as a Speedy driver who was cleared of wrongdoing in an incident thanks to video footage captured by his vehicle.

The videos have been shared with drivers as an e-learning module through Speedy's training system and there are questions which they have to answer based on what they've watched.

Gareth Jones says it could be up to 12 months before the fleet team can see what impact the training has had on the fleet's incident rate, but it has already prompted drivers to ask for bump cards and tyre gauges, and led to greater appreciation about how cameras can protect them from prosecution.

Bill Plant Driving School is repackaging all of the modules in its learning management system under the banner 'the road to success'.

"We have about 50 modules and our driving instructors have to complete the whole suite and have an in-car assessment before they can start teaching," Thomas says.

"There's a theme called 'think like a driving instructor', which is about encouraging them to remain 'in role' even when they're driving in their personal time." This is all part of building the right safety culture.

Bill Plant Driving School banned hands-free mobile phone use at the wheel about 18 months ago and has also introduced intervention training, which teaches instructors how to act when a pupil might put themselves or other road users at risk, but also raises the instructor's own risk awareness.

Over the past two years its accident rate has halved despite the fleet expanding significantly during that time to 1,200 vehicles.



8

DON'T WORK IN ISOLATION

Matt Thomas urges other fleet managers to be prepared to try new things to get the road

safety message across. "Instead of thinking 'I haven't got the technical skills to do a video', find the people within your organisation or outside of it who have," he says.

Both Speedy Hire and Altrad used external video production companies, and got colleagues or other contacts to appear in their videos.

Collaboration extends to speaking to other fleet managers about how they get the safety message across to drivers.

"It's invaluable to talk to someone else and find out what they do," Thomas says.

"Fleet News events and webinars or the AFP (Association of Fleet Professionals) are really helpful for that. You can also learn from a good supplier."

9

GET DRIVER FEEDBACK

Drivers need to feel they are listened to – and not just when you develop a driving for work policy. Whether you've shown them a video or they've attended a webinar or training course, it's important to know whether they found it useful.

"You have to empower drivers to put their ideas forward as well," says Jones.

Speedy Hire introduced an additional camera to its commercial vehicles as a result of driver feedback, for example, and has driver representatives present when the fleet team meets with HR to discuss the fleet.

A post-accident interview is another communication opportunity to find out the cause of incidents and introduce changes.

"Don't assume an incident is always their fault," Turner says. "It might be that they just need a bit of extra coaching. You've got to support them because you've invested in them through recruitment and training. But, equally, there needs to be consequences if they've done something like been caught drink-driving."

He adds: "Communication on its own won't work. You've got to have effective and competent management of all aspects (of road safety). At-work driving is the most dangerous thing many people do and it's got to be treated as such."

CASE STUDY: ALTRAD SAFETY CAMPAIGN LEADS TO 34% DROP IN INCIDENTS

Altrad's low-speed manoeuvring incidents reduced by 34% in the six months following the launch of a dedicated campaign for its commercial vehicle fleet of close to 1,000 vehicles.

The campaign encouraged drivers not to be dismissive of such incidents and instead of thinking they'd 'only' hit a bollard they had to consider that they could have hit a child.

This message was illustrated through a video, dash sticker and a poster campaign.

"The risk in any business is that you send out a lot of information to drivers and things get 'lost' in the 'noise'," says Matt Hammond, head of fleet and plant at Altrad.

"So we wanted to do something a bit more hard-hitting to make the message stick."

"THE RISK IN ANY BUSINESS IS THAT YOU SEND OUT A LOT OF INFORMATION TO DRIVERS AND THINGS GET 'LOST' IN THE 'NOISE'"

**MATT HAMMOND,
HEAD OF FLEET AND PLANT,
ALTRAD**

Some drivers found the video "inappropriate" and "uncomfortable" but Hammond believes that meant "it hit a nerve".

"The campaign resulted in a lot more conversations with drivers about why they were having low-speed manoeuvring incidents and how they could be prevented because people don't crash on purpose," he says.

"On the back of that we made sure all of our CVs have reversing cameras and sensors, and we stopped supplying a certain vehicle because the drivers were struggling with the blind spot."

Altrad has "inevitably" seen its low-speed manoeuvring incident rate creep back up since the campaign's initial impact and Hammond will be reinvigorating it to reduce numbers again.

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For UK fleet leaders, managing road risk is not just a compliance responsibility – it's a strategic priority. Whether you oversee cars, vans or HGVs, work-related driving remains one of the most significant operational risks facing organisations today. With around a third of all road collisions involving someone driving for work, fleet decision makers carry a critical responsibility for the safety of employees, contractors and the public.

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Way: the analytics platform for modern fleets

Today's fleets are under pressure to balance uptime, cost, driver behaviour and, increasingly, the shift to electric vehicles.

Juho Hyytiäinen, Way's CEO and co-founder, discussed how the company's approach to fleet management can help offset those challenges. Built on native OEM connectivity, Way gives fleets actionable data and a live view of their vehicles without installing aftermarket hardware.

Operational complexities and their challenges

For fleet managers, maintaining successful operations is a complicated task.

"The modern operation of running a fleet is under more pressure than ever before," said Hyytiäinen.

"There is mixed energy, meaning you have fleets where some of their vehicles are diesel and some are electric. There is pressure, perhaps to electrify more while simultaneously keep operations working to maximum efficiency, and to also improve efficiency without adding to headcount or introducing different tools or software."

With such divergent factors involved, gathering actionable data on fleet activities and vehicles – such as the full picture when it comes to elements like the total cost of ownership (TCO), uptime and vehicle charging – is crucial for today's fleet managers.

"Being able to be data-driven and having a 360-degree view of your operations is more challenging than it was before," said Hyytiäinen.



"It's the hidden pressure that's expected from fleet managers."

The need for data

A full view of operations and vehicles is crucial for fleet decision-makers, who need to quickly make well-informed choices to ensure operational success despite last-minute malfunctions or complexities. As a result, data must be available on wide-ranging areas.

Hyytiäinen explained: "When operating a mixed fleet, being able to understand how energy-efficient they are when influenced by different drivers, how they are being used in terms of safety when driving – hard accelerations or braking – and being able to detect if there are any vehicle issues on the go or when charging operations happen is crucial. Being able to

react early to these factors means things can be improved on the fly."

With high-quality and complete data, fleets can achieve success and improve key performance indicators (KPIs). However, such data is often hidden or sits across multiple spreadsheets and portals.

Fleet managers, Hyytiäinen suggested, would do better to acquire data on their fleet from the vehicles themselves.

"Having data as close to the source as possible – directly from the vehicle – is the most accurate, guaranteed and safeguarded way of being able to look at your fleet operation in real-time with the actual data they're producing."

Way fleet management system

Way is launching a fleet management system built on native OEM connectivity that can be accessed via the manufacturer's cloud with a standardised live-view interface and an AI assistant.

The system provides fleets with accurate data to enable faster decisions, based on real-time information and anchored on monetary outcomes.

Hyytiäinen explained: "Whatever your vehicle brands are, whether diesel or electric, they can all be monitored and used via the fleet management interface at the standard that they come from – from the factory – rather than parsing information together from multiple sources."

Way's system uses a vehicle's built-in telematics device and customers sign up using a vehicle identification number (VIN) or licence plate, meaning no installation is required.

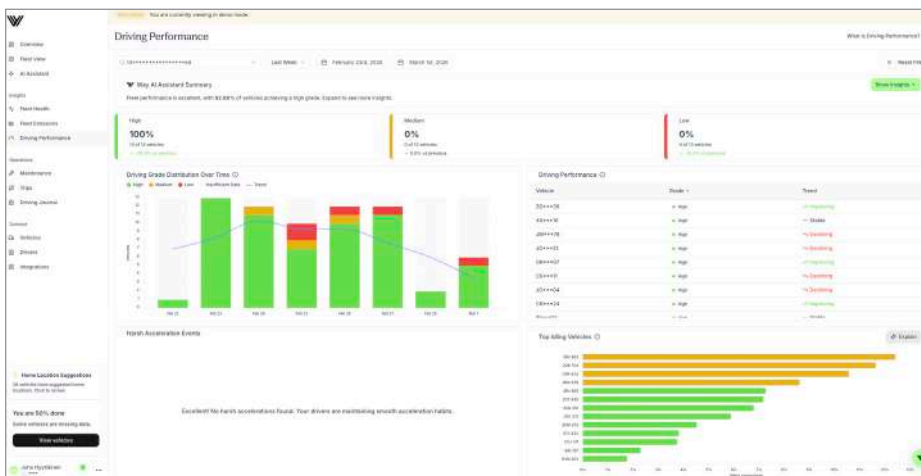
"You don't have to worry about on-board diagnostics (OBD) dongles being plugged, unplugged, or lost," Hyytiäinen said.

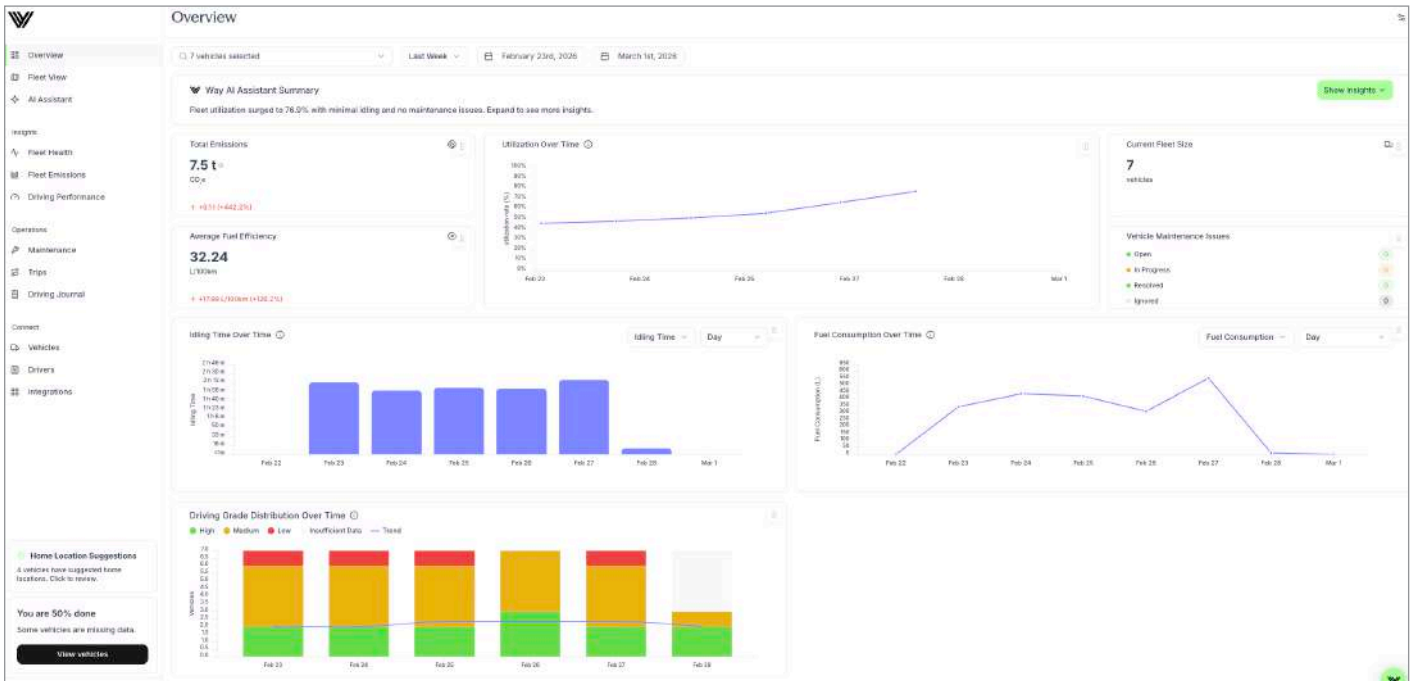
"We remove the downtime for installations, and the uncertainty of whether OBD data readers are plugged-in or working correctly as the data comes directly from the manufacturer's cloud services."

Thanks to the lack of device, Way offers free trials of the system.

Hyytiäinen said: "You can access the fleet management interface, see your vehicle on the map, and understand how they are performing without thinking of devices."

"You get to see vehicle data and understand how your fleet management experience could be improved. If you choose to continue, then all the data that you have gathered is perpetually yours."





Standardised data to facilitate your EV transition

Way can assist fleets in streamlining their electric vehicle (EV) transition. The system caters to mixed fleets and can provide a complete view of data.

Hyytiäinen explained: “You have one place where you can gather your fleet information and use it efficiently, regardless of how your operations evolve over time. You can run a complete diesel or electric fleet.

“You don’t need separate platforms for emission management, EV management and planning functions.”

For diesel fleets planning their EV transition, the system provides routing data to inform their EV requirements.

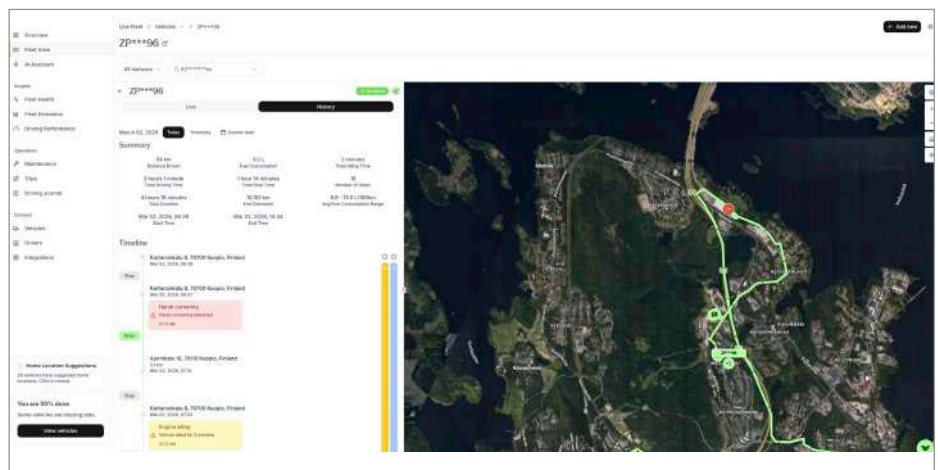
Hyytiäinen commented: “We help them capture how much energy is being consumed – the actual fuel consumption, not an estimate or based on averages, but the actual fuel consumed for your routes.

“You can look at that over half a year and really understand with confidence the energy profile or requirement for your new electric van so your business operation can run smoothly.”

As the system works without a device, it can be maintained even as fleets change their vehicles.

A flexible dashboard with AI assistance

Decision-makers can save time when examining data, thanks to the system’s AI assistant and customisable dashboard.



“We want to take the fleet management experience and make it very user-centric,” Hyytiäinen explained.

“You have your own dashboard you can configure, and a personal AI assistant that you can ask questions such as: ‘Which of my vehicles were driven more harshly than usual last week? What dates and times? What were the anomalies?’

“It stores your questions so you can ask them again and look at trends over time.”

A key design principle for Way, Hyytiäinen noted, is to give fleets flexibility to acquire actionable answers.

“Things that you would normally need a data analyst for – which many fleets don’t have – you can do with the AI’s assistance.

It is a human-oriented, ever-changing and personalised view into your fleet operations with data you can utilise to have better insights and understanding of any operational anomalies.

“We want to enable you to be efficient on the platform; so, gather as much data as possible, make it usable, and get the most value out of the time that you want to spend.”

For active customers, Way’s dedicated team offers ongoing support, with assistance available through the application.

“Commitment to enabling more 360-degree, data-driven fleet operations is our promise,” said Hyytiäinen.

“That’s what we deliver by being there for you.”

email: info@way.cloud, visit: way.cloud





MJ Quinn Integrated Services' head of fleet Kerry Teesdale

“One less incident is potentially one life saved”

A strong safety culture, a robust risk management programme and investment in staff and technology has helped MJ Quinn significantly cut collision rates. *Andrew Ryan* reports

Safety is at the heart of everything MJ Quinn Integrated Services does. And no part of the company exemplifies this more than its fleet operation.

Since joining in July 2024, head of fleet Kerry Teesdale has overseen the introduction of a raft of wide-ranging initiatives and a sizeable investment in technology to significantly improve the safety of the company's drivers.

This progress was recognised at last month's Fleet News Awards where the national telecoms infrastructure specialist took home the trophy for Excellence in Fleet Safety and Compliance.

“As I see it, if we can take away one less incident from the road, that's potentially one life saved,” says Teesdale.

“But when you want to reduce risk, it costs money. Fortunately, we have a strong safety-first culture here and the company has invested a lot to support our ambition to build a fleet that is safer, smarter and more sustainable – now and in the future.”

This investment, which includes an ongoing roll-out of Webfleet telematics and AI cameras across its 3,100 vans alongside other initiatives already introduced are paying off.

Despite the fleet growing by around 1,000 vehicles since 2024, its collision rate has remained stable at around 50 per month, while vehicles already fitted with the telematics are showing significant improvements.

“I carried out an analysis over the past month or so on what the incident rate was for vehicles fitted with Webfleet against those with no Webfleet, and we're looking at around 98,000 miles driven for an incident when it's got Webfleet fitted compared to around 50,000 without,” says Teesdale.

These improvements have also been rewarded by a 20% reduction in the company's insurance premium, with a further fall expected next year.

FLEET TEAM STRUCTURE

The success of any new initiatives are dependent on the foundation of a strong, talented and organised team, and one of Teesdale's first actions after joining MJ Quinn was to review the structure of the 21-person fleet department.

“I had one-to-one meetings with team members to understand strengths, weaknesses, what worked well and what didn't,” she says. “From that we restructured the team into five core streams so people were in their best positions.”

These are transport, admin, compliance, operations and insurance. Each team contributes to reducing road risk through driver training, assessments, technology management, licence checking, vehicle compliance, defect management and incident oversight.

MJ Quinn is also looking to further strengthen the team

with the recruitment of a motor collision investigator, fleet technology co-ordinator, driver and trailer assessor along with an additional admin.

Next up was developing a road risk strategy document. This included looking at where the focus needed to be, and then getting buy-in from the team, insurer and the business.

A comprehensive fleet operations manual was published to ensure a consistent and structured approach to transport operations across the group. It covers a wide range of key topics, including the importance of transport, the driver handbook, essential contacts, incident management, driving policy statements, bridge strike prevention and vehicle idling.

TELEMATICS MAKES MAJOR IMPACT

Teesdale says the introduction of telematics and cameras is perhaps the single biggest thing MJ Quinn has done in the past couple of years to improve fleet safety.

Currently fitted to around 1,300 vehicles with the technology due to be installed in the remainder of the fleet this year, the telematics solution provides real-time insight into driver behaviour, helping identify risks sooner, support self-correction and drive a cultural shift towards shared responsibility through clear, consistent data.

Forward-facing cameras have been enabled on all vehicles, with in-cab cameras activated for drivers identified as high risk. These provide behaviour-based prompts and general clips for triage.

“If you're not classified as high risk, the internal camera is on, but you're not being monitored, so we don't get any alerts,” says Teesdale.

“However, if you're involved in an accident, we can go in and download the footage to understand how that accident has happened.

“This policy will strengthen protection, risk management and insurance performance, while maintaining a balanced, proportionate approach for all drivers.”

Teesdale says the reasons behind having the cameras are clearly communicated to drivers and this has meant their roll-out has not met with any issues.

“As we onboard drivers, we communicate our use of telematics and cameras straight away and say ‘it's there to support you; it's there to protect both you and the business,’” she adds.

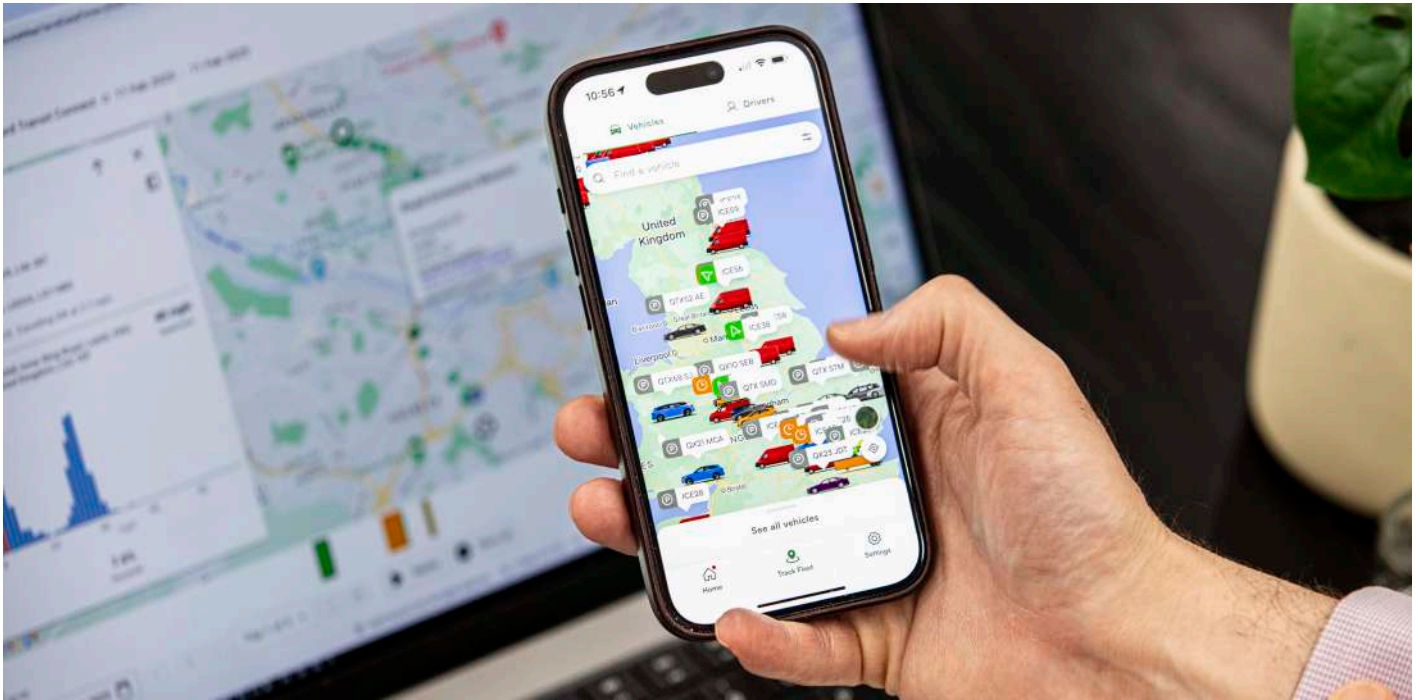
“I could be working in the office and there's a camera there watching me. It doesn't matter to me because I'm doing my job and we tell the drivers that, provided they are staying legal and compliant, there is nothing to worry about and it's proven to be so.

“We also use examples of how the cameras can protect them. For example, we had an allegation that one of our drivers had hit a vehicle up the rear, but the footage showed the third party had actually reversed into us. That footage proved ☞

“WE TELL THE DRIVERS THAT, PROVIDED THEY ARE STAYING LEGAL AND COMPLIANT, THERE IS NOTHING TO WORRY ABOUT AND IT'S PROVEN TO BE SO”

KERRY TEESDALE

Do alerts make drivers safer, or make driving harder?



The driving data available to fleet managers today is extraordinary. But some technology can compete with safety while intending to support it, and data alone doesn't build a safety culture.

The right intervention at the right time

An increasing array of in-cab interventions are designed to improve driver behaviour. When a driver is braking harshly or exceeding safe speeds, an audible alert demands attention and is likely to incite emotion - dread, regret, frustration. At Quartix, we believe that moment, when risk is already elevated, is precisely the wrong time to add to cognitive load.

The same logic applies to distraction detection. Many dashcam systems detect phone use, fatigue, and inattention; genuinely valuable insight, when the data is reliable. However, as audible in-cab warnings, these alerts risk becoming yet another distraction. And if those alerts are false, they frustrate drivers and instantly lose their trust. Fleets should be prepared for the data management commitment; when cameras trigger alerts continuously

across a large fleet, reviewing them is a substantial operational burden.

From data to dialogue

Driving style data that is captured, scored, and presented clearly gives managers a straightforward picture of safety. When drivers can also access their own scores, the dynamic shifts from monitoring to self-awareness. Driving data becomes most powerful when businesses use it to actively engage their teams:

WJ operates 420 vehicles across the UK and built its safety programme around exactly this principle. In the early months of tracking, no drivers had green scores. Management began sharing the results openly, drivers asked how to improve, and within a year, almost every driver had a green score. WJ reinforced that momentum with monthly cash awards for top scorers and the most improved driver at each depot. Leaderboards and recognition turned safety data into something drivers actively competed to improve.

Morson Vital deploys over 650 LCVs across the UK rail network and takes a similarly culture-led approach to safety. Fleet Manager Keith Woodcock frames

every journey as part of the working shift, reinforcing to drivers that the risk doesn't begin at the trackside, it begins at home when they get in the van. A Continuous Improvement Manager reviews driving scores and behavioural trends weekly, with additional training offered to those who need it. Drivers complete daily vehicle checks, and Quartix connected dashcams provide evidence for incidents. As a result, Morson Vital's insurance claims lost ratio fell from 87% to 32%.

Making safety stick

Drivers who feel supported, recognised, and trusted are more likely to engage with their telematics data and take ownership of their safety on the road. Technology surfaces the insight, but the conversation that follows, whether a one-to-one, a team briefing, or a monthly award, is what turns data into lasting behavioural change.

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Kerry Teesdale, head of fleet, MJ Quinn Integrated Services (second from left), collected the trophy with her team from Jake Martin, enterprise account executive (left), at award sponsors Samsara

the innocence of the driver. We've also had incidents where our drivers have actually been attacked and if it wasn't for the camera, we wouldn't have been able to provide that footage to the police."

FOUR-STAGE APPROACH

The telematics system forms an important part in MJ Quinn's structured four-stage approach to identifying and addressing risks, with other factors taken into account including collision history, speeding, fatigue and distraction.

If a driver is graded into stage one, they are sent a letter of concern, highlighting where and how they need to improve, including having a conversation with a driver trainer.

After eight weeks their performance is reviewed. If there is no improvement, then the driver will move into stage two which includes a half-day workshop and coaching.

At stage three, internal cameras are switched on and weekly reviews held. Stage four involves a full-day workshop with potential disciplinary action.

"We've also increased the frequency of licence checking," says Teesdale. Previously licences had been checked every three months for all drivers, and this remains the case for those with up to five points.

However, for those with six-to-eight points, the frequency increases to every two months. Drivers with nine or more points have their licence checked every month.

Accident management was another priority for Teesdale.

"When I joined we had one person managing the whole of the motor insurance and accidents on their own: there was no out-of-hours support

for drivers, which also impacted incident reporting times," she says.

Following a tender process for an accident management provider, MJ Quinn appointed TTS360 to provide a single, integrated solution including qualified desktop engineering assessments that improve cost forecasting and operational efficiency.

Since then, the average time taken to report an incident has fallen from around four days to having 80% of collisions reported within four hours. It has also reduced call flow and helped cut avoidable costs, ultimately reducing downtime and improving loss recovery.

"That has been a massive improvement and part of that was because of how we rolled it out," says Teesdale.

"We put QR codes on stickers and keyfobs so the drivers can quickly access the information and links they need."

The QR codes also provide easy access to a wealth of other information such as the fleet operations manual, while MJ Quinn is also aiming to provide air fresheners with the QR codes printed on this year.

COMMUNICATIONS STRATEGY

These form part of a much wider communications strategy which aims to highlight and educate drivers.

"It's about keeping subjects alive for a period of time and asking questions, getting feedback," says Teesdale.

"MJ Quinn Integrated Services does. And no part of the company exemplifies this more than its fleet operation.

Since joining in July 2024, head of fleet Kerry Teesdale because it takes ➔

“WE PUT QR CODES ON STICKERS AND KEYFOBS SO THE DRIVERS CAN QUICKLY ACCESS THE INFORMATION AND LINKS THEY NEED (IN THE EVENT OF AN INCIDENT)”

KERRY TEESDALE



ORGANISATION: MJ Quinn Integrated Services
HEAD OF FLEET: Kerry Teesdale
FLEET SIZE: 3,114 vans; 27 trucks
FLEET NEWS AWARD WON: Excellence in Fleet Safety and Compliance

away the impact of the messaging. We tend to do a proper fleet update every quarter; that way it has more of the desired effect.”

MJ Quinn also holds regular toolbox talks and is currently developing video toolbox talks which will be distributed among drivers.

The company has also found success through high impact presentations during the company’s bi-annual stand-down days by road risk transport consultant Rik Wenham, who, until February, was the lead officer in the Metropolitan Police’s commercial vehicle unit.

“He talks about real-life stuff because he’s experienced it,” says Teesdale. “He shows some really hard-hitting videos on topics such as suicide at the roadside and the impact that has on the mental health of the driver, a driver that kills someone because of load security and how drink-driving impacts people.

“We’ve had some really successful stand-down events.”

REVAMPED DRIVER INDUCTION

The importance of safety to MJ Quinn is drummed into drivers new to the business through a revamped induction process.

“Every new driver has to be onboarded appropriately,” says Teesdale. “We go through driver risk profiling to understand if there is a risk; how many points do they have? Have they had multiple accidents? What’s their experience of driving commercial vehicles?

“If they pass that, great. If they don’t then they don’t get onboarded or they have to be signed off by a director.

“If we conclude they are a risk to the business then we don’t want them driving our vehicles. If a director wants them to, then they have to take responsibility and sign it off. Nine-times-out-of-10 they don’t sign that bit of paper and the driver doesn’t get onboarded.”

The company also rolled out its updated drug and alcohol policy last year, supported by an investment of more than £100,000 in technology and testing materials.

Each new driver that comes into the business is tested for drugs. “If they test positive, that driver gets sent away and doesn’t come back,” says Teesdale.

“We also do periodic spot tests in field, and if we get a complaint or there is cause for suspicion, then we will do a test as well.”

While MJ Quinn has already made huge strides in improving safety, it is not content to rest on its laurels.

For example, a new vehicle checking app is in development, as is corporate responsibility training to help the managers with any sort of responsibility for fleet understand the impact non-compliant vehicles can have on the business.

**FLEET NEWS AWARDS
CATEGORY SPONSOR’S COMMENT**

Samsara is proud to have sponsored the Excellence in Fleet Safety and Compliance award. We congratulate the winners, MJ Quinn Integrated Services, as well as all the finalists who continue to raise the bar for safety and operational excellence across the industry.

At Samsara, our mission is to increase the safety, efficiency and sustainability of the operations that power the global economy. We are committed to helping organisations leverage real-time data and insights to protect their people, reduce risk and operate more responsibly.

It’s inspiring to see so many businesses leading the way in fleet safety and compliance, and we are proud to support and celebrate those driving meaningful progress in this critical area.



Safety at the heart of fleet operations

At Autoglass®, safety is at the heart of everything we do. For fleet operators, vehicle glass is a critical safety component that directly impacts driver visibility and the performance of advanced safety systems. That's why we fit safety as standard.

Clear visibility is fundamental to safe driving. Even minor chips or cracks can distort a driver's view, particularly in low light, rain, or glare conditions, increasing the likelihood of incidents. For fleets, where drivers spend extended periods on the road, maintaining optimal visibility is essential to reducing risk and supporting duty-of-care responsibilities.

ADAS: safety systems that rely on precision

Modern vehicles are increasingly equipped with Advanced Driver Assistance Systems (ADAS), including lane-keeping assist, autonomous emergency braking, and adaptive cruise control. These systems are designed to actively prevent collisions, but they rely entirely on accurately aligned cameras and sensors, many of which are mounted to the windscreen.

Following a windscreen replacement, even the smallest deviation in camera positioning can impact how ADAS systems interpret the road. That's why at Autoglass®, ADAS recalibration takes place at the same time as the windscreen replacement, ensuring vehicles are returned to the road safely, with systems performing exactly as designed.

Expert recalibration as standard

At Autoglass®, recalibration is not an



optional extra, it is an integral part of the windscreen replacement process. Our technicians are fully trained in ADAS recalibration, using manufacturer-approved methods and advanced diagnostic equipment to restore systems to precise specifications.

We complete 98% of ADAS recalibrations in-house, reducing delays and giving fleets confidence in a seamless, end-to-end service.

Designed for fleet convenience

We understand that downtime impacts productivity, and customers expect a flexible service that fits around their operations. With a nationwide network of mobile technicians and service centres, we deliver efficient, flexible support while maintaining the highest standards of workmanship. Vehicles are returned to the road quickly, but more importantly, safely, with full confidence in visibility and system performance.

From cars and vans to larger commercial vehicles, Autoglass® provides HGV ADAS recalibration capability, ensuring total fleet coverage. This means fleets can rely on one trusted partner to maintain safety and compliance across many vehicle types.

Proactive prevention and long-term risk reduction

Prevention is a key part of any fleet safety strategy. Addressing minor chips early not only reduces the need for full replacements but also limits the likelihood of disrupting ADAS systems in the first place.

Through proactive fleet checks, expert guidance and high-quality materials, we help fleets maintain vehicle integrity and reduce the risk of more complex and costly safety issues developing over time.

A partner you can rely on

As vehicle technology evolves, fleets face increasing complexity. Autoglass® combines technical expertise, national coverage and a safety-first mindset to deliver a service that is reliable, responsible and resilient.

By safeguarding driver visibility, ensuring precise ADAS performance and delivering consistent, high-quality service, we help fleets protect their drivers, their vehicles and their reputation — with safety fitted as standard.



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