

Driving a better business

AA DriveTech offers a complete driver education service for fleets that includes auditing, validation, assessment and training

By David Richards, head of marketing, AA DriveTech

Why act? Driving for work involves significant risk. This was confirmed by the Department for Transport's British Road Safety Statement, published in December 2015, which stated "around a third of road traffic collisions involve a person at work". Employees are in danger; employers need to act.

For employers, the challenges are managing:

■ **Fleet running costs:** minimise damage to vehicles to avoid hikes in insurance premiums and other on-costs.

■ **Safety of employees:** reduce impact on driver, either physically or psychologically.

■ **Compliance:** ensure duty of care and minimise your exposure under health and safety and corporate manslaughter legislation.

■ **Brand reputation:** maintain the reputation and brand.

Driver risk management programmes can ensure that you're both minimising risk and driving a better business; that's the essence of what AA DriveTech does.

Starting your journey

For over 25 years, AA DriveTech – the business driver education division within the AA – has been working with many organisations to reduce occupational road risk. As a result, we have refined a five step holistic approach to driver risk management called 'The Journey'. It comprises five key components: Audit, Validate, Assess, Train and Manage.

Audit

Firstly, we will take an in-depth look at the organisation's current policies, procedures and practices from a legal, financial and operational standpoint. This culminates in a detailed report highlighting areas of risk.



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Validate

Driving licence validation is a crucial early step in effective driver risk management. With many years experience in this area, we operate a speedy, highly cost-effective driver licence-checking service, which can accommodate the needs of small, medium and large fleets alike.

Assess

It is a legal requirement to assess employees' exposure to risk in the workplace and driving is no exception. The most effective approach is to use an online driver risk assessment tool. This can be completed at any time that is convenient to the employee. The level of risk exposure identified will then suggest recommendations for appropriate remedial action to be taken.

Train

Whether it is online e-learning, interactive group workshops or traditional one-to-one personal coaching, we have some of the most experienced and highly qualified defensive driving trainers in the UK. We can also provide specialist training for foreign drivers, minibuss drivers, LGV and PCV drivers as well as 4x4 off-road drivers.

Manage

Driver risk management should be viewed as an ongoing, evolving process but the only way to ensure you have control is to ensure that you have relevant, accurate data and information at your fingertips. This can now be achieved, thanks to our FleetRiskManager portal, an online management tool which gives a real-time picture of assessment results, training outcomes, licence status, vehicle service records and driver-declared information.

Key benefits

Many hundreds of organisations have benefitted from this holistic approach and achieved both compliance and real business advantage. We pride ourselves in delivering driver risk management programmes that make a difference.

For more information, email tellmemore@AAdrivetech.com, call 01256 495732 or visit AAdrivetech.com

