

# What are the business benefits of acting on 'at work' driver risk?

Producing a driver risk management programme can bring a range of benefits to your fleet operations, says AA DriveTech

**A**round a third of road traffic collisions involve a person at work," states the Department for Transport's *British Road Safety Statement*, published in December 2015. Driving for work involves risk; employers have legal, financial, moral and reputational reasons to act. With a driver risk management programme, employers can benefit from:

- **Improved compliance:** It ensures your duty of care to employees and minimises your exposure under health and safety and corporate manslaughter legislation.
- **Enhanced employee safety:** It reduces the impact on driver, either physically or psychologically.
- **Reduced fleet running costs:** It minimises damage to vehicles so you avoid hikes in insurance premiums and other additional costs.
- **Maintaining brand reputation:** It helps you avoid bad publicity from driving incidents.

AA DriveTech's driver risk management programmes can ensure that you're both minimising risk and driving a better business. That's the core of what we do.

## STARTING YOUR JOURNEY

Since 1990, AA DriveTech, part of the AA, has been working with many organisations to reduce occupational road risk.

As a result, we have refined a five-step 'one-stop-shop' approach to driver risk management called 'The Journey'. It comprises of five key components: Audit,

Validate, Assess, Train and Manage. But it's not a prescriptive approach. Indeed, we encourage organisations to create tailored programmes to meet their own needs.

## AUDIT

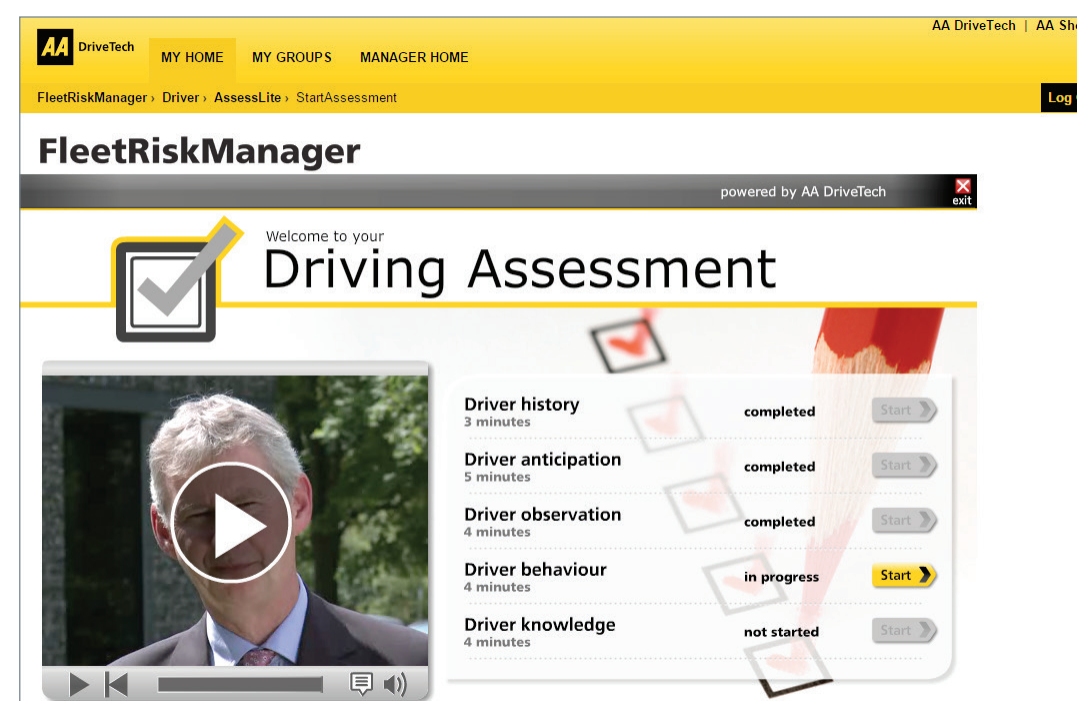
We will take an in-depth look at the organisation's current policies, procedures and practices from a legal, financial and operational standpoint. This culminates in a detailed survey report highlighting areas of concern.

## VALIDATE

Driving licence validation is a crucial early step in effective driver risk management. It ensures that your drivers are legal and have the correct entitlement to drive. With many years' experience in this area, we now offer eConsent capabilities to our customers that remove paperwork and admin overheads from the licence checking mandate process through online digital authentication. This means we operate a speedy, highly cost-effective validation service that can accommodate any size of fleet.

## 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 that can be completed at any time 24/7. The level of risk exposure is then identified together



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with appropriate training such as in-vehicle, classroom or online e-learning.

## TRAIN

Whatever training is delivered, we pride ourselves in having some of the most experienced and highly qualified defensive driving trainers anywhere 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 on-going, 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.

This is an online management tool that gives a real-time picture of assessment results, training outcomes, licence status and vehicle service records, together with driver-declared information.

## KEY BENEFITS

Many hundreds of organisations have benefitted from this holistic approach and achieved both compliance and real business benefits.

We pride ourselves in delivering driver risk management programmes that make a difference.

## CASE STUDY: Close Brothers

Modern Merchant Banking

Close Brothers is a leading merchant banking group, providing lending, deposit taking, wealth management services and security trading. The company employs around 3,000 people, principally in the UK, with nearly 1,000 staff driving for work, of which 60% drive company-leased cars.

The fleet is managed centrally but is run through 20 separate Close Brothers organisations. The board, through its risk committee, takes its duty of care compliance very seriously. In the last five years, the company has implemented, from scratch, a driver risk and compliance programme for every driver who drives on company business, including staff who drive their own cars for work.

Close Brothers chose AA DriveTech, due to its track record

and robust online portal, FleetRiskManager (FRM).

Today, every driver (and nominated partner), has their licence validated against the DVLA database, the results managed within FRM and any issues highlighted. Likewise, all at work drivers undertake an online risk assessment with associated e-learning. Drivers who come out with very high risk exposure and/or more than six points on their licence, are automatically offered on-road driver training. In the rare situations, where drivers have more than nine points, a specialist Speed Recognition Course is offered to demonstrate the driver's commitment to behaviour change before a possible court appearance. In addition, all private car details and documentation can be logged within the FRM portal.

*"AA DriveTech has been instrumental in helping achieve 100% compliance in support of our duty of care responsibilities across the business. Focusing on data quality, we are now able to use one system, FleetRiskManager, so we have all the information we need in one place. The FRM dashboards help on a day-to-day basis which, combined with great customer service from AA DriveTech, means we are completely in control"*

Steve Cuddy, fleet manager, Close Brothers

## Close Brothers – key benefits

- 100% duty of care compliance via driving licence checks through AA DriveTech.
- Zero admin overhead for Close Brothers to train high risk drivers.
- Close Brothers have flexibility to add/edit or remove their own driver data.
- AA DriveTech trainers provide detailed and insightful reports.
- Reports for board meetings can be easily downloaded from FRM into a spreadsheet.
- Regular account management and client services interaction with issues resolved quickly and efficiently.
- AA DriveTech is backed by the AA brand and values.

## Close Brothers' solution – point by point

- Validation and reporting of driving licences, against the DVLA database, for around 1,000 drivers, including grey fleet and employee's nominated drivers.
- eConsent capability allows paperless, online sign-off of driving licence mandates, reducing admin overheads for driver and company.
- Timing of licence rechecks are made automatically depending on existing number of points.
- Automatically-arranged, on-road

driver training for very high risk drivers or employees with more than six points on their licence.

- All starters (and leavers) are imported directly by Close Brothers into the FleetRiskManager portal
- Speed Recognition course specifically for drivers with high number of points due to speeding.
- Private car information and documentation uploaded and stored on FleetRiskManager with update alerts.

For more information, email: [tellmemore@AAdrivetech.com](mailto:tellmemore@AAdrivetech.com), call: 01256 495732 or visit: [AAdrivetech.com](http://AAdrivetech.com)

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