

WHITEPAPER

THE IAM ROADSMART MANIFESTO

THE ROLE OF BUSINESS DRIVERS



iAM
RoadSmart



Introduction

In April 2019 IAM RoadSmart launched its *Manifesto for Better Drivers and Riders*, highlighting the organisation's belief that post-test training is key to safer roads.

Aiming to inspire confidence, capability and enjoyment in the way people drive and ride through its coaching and online services, IAM RoadSmart acknowledged one important target: the business, or 'at-work' driver.

While private drivers and riders are included, each of the manifesto's seven declarations is also closely interlinked with business drivers, because a disproportionately high number of incidents on UK roads involve somebody at work.

This was quantified by the Health and Safety Executive's (HSE) Work-Related Road Safety Task Group report, 'Reducing At-Work Road Traffic Incidents', which stated: "Up to a third of all road traffic incidents - 1000 fatalities alone - may involve someone who is at work at the time."

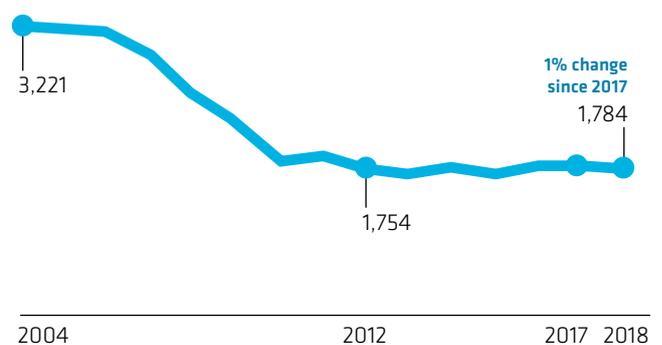
With fatal and serious incidents on UK roads in 2018 alone standing at 27,511 (1,784 deaths and 25,511 serious injuries), the stakes could hardly be higher. In something of an understatement in its report, the HSE said: 'Potentially, there are big gains to be made'.

Instead of calling for new legislation however, the HSE said existing health and safety law should be applied to on-the-road work activities - and that employers should manage road risk in just the same way they manage other occupational health and safety risks.

The HSE said that the occupational health and safety system - and the risk management principles at its forefront - could be 'readily applied by employers'. Its report, published back in 2001, added: "We feel that better management of road risk will make a significant contribution to the Government's commitment to reduce the numbers of deaths and injuries on our roads."

Nearly two decades later, however, a growing body of road safety experts - led by IAM RoadSmart - say little has changed. In fact, since 2001 - when annual road casualty figures were still in decline - the fall levelled out in 2012/13 and, alarmingly, general road casualties have plateaued ever since.

ANNUAL ROAD FATALITIES GB



(Department for Transport, 'Fatalities in reported road accidents: GB, 2004-2018')

This is emphasised by the DfT's latest figures, published on September 26 2019, 'Reported Casualties in Great Britain: 2018 annual report', in which it is stated: "The trend in the number of fatalities has been broadly flat since 2010. Previously, and particularly between 2006 and 2010, the general trend was for fatalities to fall."

DfT figures reveal that 2018 was a notably poor year in terms of the total number of fatal or serious-injury incidents on UK roads, and more than one in every four such incidents involved an at-work driver.

IAM RoadSmart believes that the figures are too high and that far more needs to be done to end the tide of human misery - and economic damage - this causes.

This is why IAM RoadSmart says that now - with a sharp boom in the number of gig economy drivers, a flood of vans delivering internet purchases, the growth of the 'grey fleet', the introduction of 'smart' motorways, more last-mile deliveries by riders deemed 'professional' but with no additional training - not to mention the failure of the Corporate Manslaughter Act 2007 to bring fleets to heel - it is high time to examine what went wrong.

It is also time to ask how the UK's road casualty figures can be hammered down and to devise new solutions - led by action from the frontline: those engaged in driving for work.



FATAL AND SERIOUS-INJURY COLLISIONS INVOLVING AT-WORK DRIVERS

Year	Involved an at-work driver			Did not involve an at-work driver			Proportion of incidents involving at-work drivers
	Fatal	Serious	Total	Fatal	Serious	Total	
2009	560	4882	5442	1497	17115	18612	29.2%
2010	517	4831	5348	1214	15609	16823	31.8%
2011	530	4742	5272	1267	16244	17511	30.1%
2012	504	4793	5297	1133	16108	17241	30.7%
2013	487	4557	5044	1121	15067	16188	31.2%
2014	507	4702	5209	1151	15974	17125	30.4%
2015	506	4276	4782	1110	15762	16872	28.3%
2016	499	4743	5242	1196	16982	18178	28.8%
2017	462	4871	5333	1214	17663	18877	28.3%
2018	478	5028	5506	1193	18137	19330	28.5%

(Department for Transport, 'Reported road casualties in Great Britain, annual reports and Stats19 tables, 2009-18')

Outlining the challenges

One might expect that the vast number of professional or 'at-work' drivers would form a captive audience, making them an ideal target for post-test training and improvement, enabling them to set higher standards on our roads for all.

Unfortunately, this isn't the case. "Far too many companies just chuck the keys at people, don't even do a basic licence check and don't know if their drivers are licensed properly," says Neil Greig, IAM RoadSmart Director of Policy and Research. "On the grey fleet side, they often don't even check that drivers have correct insurance. Far too little is being done to reduce Britain's road casualty figures on this front."

This is backed by Simon Turner, Campaign Director of Driving for Better Business (DfBB), who says: "Lots of businesses still do not understand what they should be doing and what their responsibility is."

It is borne out by a DfBB survey of 1,006 employees who drive for work and 255 executive directors employing people who drive for work-related purposes, carried out this year. 'Championing Strong Leadership to Keep Those Who Drive for Work, Safe and to Reduce Occupational Road Risk', found that:

- Nearly half of business leaders polled (49%) expect their employees to answer their phone at any time, including while driving for work
- 61% of employees admit they do not always, or only sometimes, find a safe place to make or receive a work call when driving for work
- Just over 1 in 8 employees who drive for work (13%) and more than 1 in 20 leaders (6%) consider the hard shoulder a safe place to take a work call
- 1 in 6 UK employees who drive for work (17%) say they have been involved in an incident when driving for work due to a phone call from a colleague
- Over a third of employees who use their personal car for work (33%) say they do not have vehicle insurance that covers business use and only just over a third say their employer checked their driving licence

“THE ONE THING YOU'D THINK BUSINESSES WOULD SIT UP AND TAKE NOTICE OF IS THAT THERE IS A MAJOR BOTTOM-LINE ISSUE HERE. BUT IT IS SIMPLY GOING UNDETECTED. THIS IS SOMETHING WE MUST CHANGE.”

NEIL GREIG,
IAM ROADSMART





“ A BETTER-TRAINED, SAFER WORKFORCE LEADS TO LOWER COSTS, REDUCED COLLISIONS, LOWER INSURANCE PREMIUMS. IT ALSO LEADS TO IMPROVED DRIVER WELLBEING, PROTECTION OF BRAND, POSITIVE CONTRIBUTION TO CORPORATE EMISSIONS TARGETS AND FULFILMENT OF CSR OBJECTIVES. ”

**TONY GREENIDGE,
IAM ROADSMART**



IAM RoadSmart believes that most employers don't treat driving for work with sufficient seriousness, leading to four issues:

1. An unacceptably high number of people hurt or killed in collisions
2. Incalculable loss of image and reputation suffered by individual firms
3. A vast proportion of employers needlessly exposing themselves to massive costs through higher insurance, fuel, tyre, insurance, maintenance and staff downtime costs
4. Low levels of staff wellbeing

“With four or five people dying on our roads each day,” says Neil Greig, “it is simply not acceptable to say ‘we can't do any better’. We believe employers can and should lead the way, helping to get those casualty figures going in the right direction again.”

Tony Greenidge, IAM RoadSmart's Business Development Director, says many companies have risk management elements in their fleet policy but there is massive inconsistency in how these are applied. Most do not have a specific budget to cover the cost of a road safety training programme - yet many do set aside budget to deal with the consequences of poor driving. This just isn't logical. Surely spending to prevent the problem occurring in the first place, rather than paying afterwards to make repairs/fix issues when issues arise is the more sensible route?

That said, IAM RoadSmart understands that business pressures often make it difficult to free up driver time to undertake the training. But, adds Greenidge: “Given current market dynamics, where margins are being squeezed, controlling costs is crucial for any business plan; the challenge for costs associated with poor driving is that they are often going under the radar and we need to change that.”

Another challenge is that while telematics are increasingly installed in at-work vehicles, in most cases it is not to provide the business with safety information but to aid operational efficiency, for instance enabling extra deliveries. The sheer volume of data can also make it very difficult to analyse effectively.

IAM RoadSmart is aware that the current job market, with virtually zero unemployment in the fleet sector, makes it difficult to discipline poor driver behaviour. The risk of having to replace an unsafe driver is not always something employers want to confront.

Another obstacle is that many firms - wrongly in IAM RoadSmart's opinion - regard training purely as an additional cost, not an investment on which employers get a return.



“The key problem driving at work faces is lack of communication,” says Simon Turner of DfBB. “Our online risk assessment shows that all companies doing things properly have a driver handbook that explains the rules and guidance clearly to employees. It’s fairly certain that the ones that aren’t doing it well don’t have a driver handbook. In other words, they don’t take communication with their drivers seriously. All they have done is have a policy on a shelf, so they can tick a box.”

Rising numbers of workers in grey fleet vehicles are another challenge. As IAM RoadSmart’s 2018 whitepaper, *The Corporate Manslaughter Act – Ten Years On* reported, there may be as many as 14 million grey fleet vehicles in Britain, compared to just under one million company cars. The BVRLA estimates that 1.5 billion miles a year are driven by grey fleet vehicles in the public sector alone.

“Unfortunately, many people associate grey fleet drivers with an abdication of any responsibility for that driver’s behaviour,” says Tony Greenidge. “The penny hasn’t dropped for many organisations that their responsibility for a grey fleet driver is exactly the same as for a company car driver.”

DfBB research underlines this. Two standout findings related to grey fleet showed that 60% of directors did not think grey fleet was their responsibility, yet 90% of the drivers surveyed used their own car for work and 30% admitted they did not have the required insurance for business use.

High-tech, 21st century communications present another serious barrier to driving down road casualties at work. The use of hand-held phones by drivers was banned in the UK in 2003. But Department for Transport figures show that 25 people were killed and 92 were seriously injured in crashes on Britain’s roads in 2018, in which a driver using a mobile was a contributory factor.

Dr Graham Hole, senior lecturer in psychology at the University of Sussex, who advised the Commons Transport Select Committee’s investigation ‘Road safety, Driving While Using a Mobile Phone’, says the true mobile phone death and injury toll - including crashes caused by hands-free phone calls, often not included in official statistics - is far higher. It is a particular worry among at-work drivers, for whom keeping in touch with their managers is essential.

Dr Hole says there is ‘no justification’ for making any distinction between the use of hand-held and hands-free phones, not least in the business driving community. “There is a huge amount of evidence that drivers talking on a phone are significantly impaired regardless of whether the phone is hand-held or hands-free,” says Dr Hole. “Driving behaviour is impaired more during a phone conversation than by having a blood alcohol level at the UK legal limit. As well as the distraction, there’s the indirect consequence that mobile phones promote fatigue among a group of drivers where fatigue is known to be a serious problem.”

Safety experts have car-makers in their sights too. “They have a big responsibility,” says Dr Hole. “They must know that hands-free systems are unsafe but they are pushing this technology into cars anyway. They won’t stop for fear of losing competitive edge.”

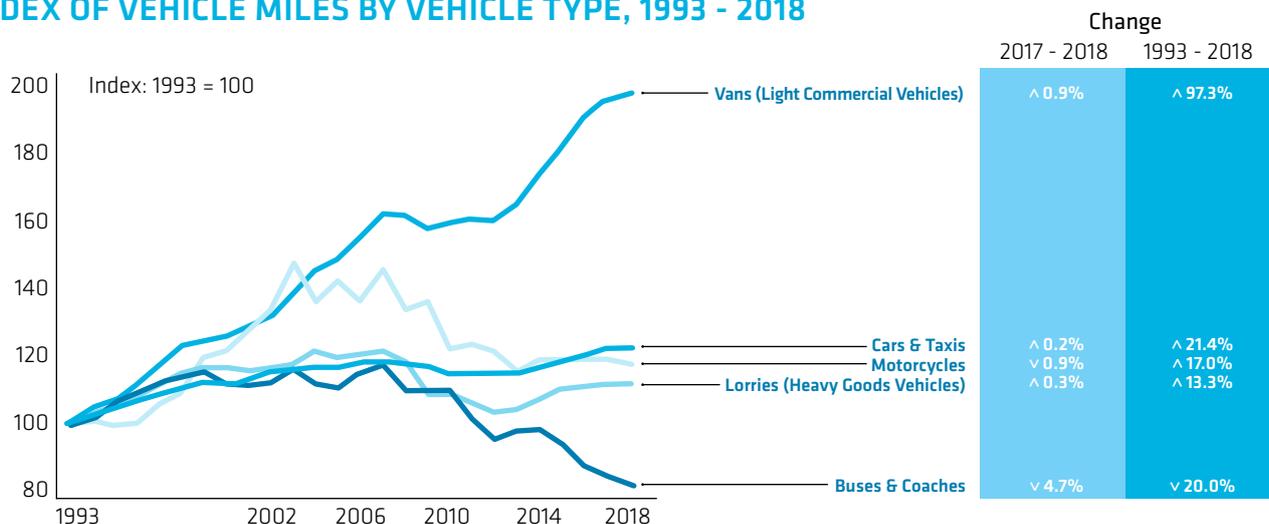
Who drives for work today?

At-work driving is a fast-changing landscape. In addition to the traditional company car driver and the booming grey fleet driver, a total of 427,502 HGV vehicles are registered in the UK and there are 302,200 drivers, according to DfT and ONS figures.

HMRC figures in 2017 revealed that the number of employees paying company car tax has reached a five-year high, boosting Treasury coffers by millions of pounds.

- DfT figures for the private hire and taxi trade reveal that in 2017 total licensed vehicle numbers increased to 281,000 the highest number since comparable records were first collected in 2005. There were 356,300 private hire driver licences in 2017.
- A report by the Centre for Economics and Business Research commissioned by Ford says online shopping and van-driving businesses helped contribute £125.2billion to the UK economy in 2017 – a 32% increase since 2012.
- A Society of Motor Manufacturers and Traders (SMMT) report says 3.4 million people – or one in ten of the workforce – use or depend on a van for their living. The SMMT's report, 'Light Commercial Vehicles: Delivering for the UK Economy', says the number of vans on UK roads has increased by 59% since 2000 – double the growth rate for cars.
- The gig economy – encouraging many to take to the roads to drive taxis, delivery motorcycles and vans – is contributing to this growth. A joint report by the TUC and the University of Hertfordshire this year found that the booming gig economy had more than doubled in size over the past three years and now accounts for 4.7 million workers.

INDEX OF VEHICLE MILES BY VEHICLE TYPE, 1993 - 2018



(Department for Transport, 'Road Traffic Estimates: Great Britain 2018')



Who is responsible for at-work road safety?

What should they do to improve Britain's road safety statistics?

Responsibility falls between the Government, the Health and Safety Executive, police, employers, vehicle manufacturers - and drivers themselves. IAM RoadSmart believes there is too little positive action on all fronts.

Many believed that the introduction of the Corporate Manslaughter Act in 2007 would - finally - solve the problem by shifting responsibility firmly onto employers, leading to prosecutions of those who failed to ensure the safety of drivers at work. But that never happened. As Tony Greenidge comments: "No employer of a company car driver involved in an avoidable death has been anywhere near a prosecution. It seems the legislation has proved difficult to apply."

He adds: "The highly frustrating thing is that the legislation is all there to deal with employers and drivers not taking road safety seriously - it's just not being applied properly. Application of existing legislation and holding individuals to account is one of the overriding challenges

we face. It's almost got to the extent where we feel that legislation is so toothless, people only pay lip service. Potential clients often say to us: 'show me someone that's been prosecuted' - and we can't."

Government

IAM RoadSmart believes that its manifesto would - if implemented - help the UK and particularly at-work drivers and employers, drive down road casualty figures.

The IAM RoadSmart manifesto calls for:

- Graduated driver licensing for young/new drivers
- A re-think on older drivers
- Driver retesting
- A wider range of driver rehabilitation courses
- Road safety to be at the heart of procurement practice in the transport industry
- More support for advanced motorcycle riding courses

“ IT COULD BE ARGUED THAT EMPLOYERS THAT ARE EFFECTIVELY FORCING EMPLOYEES TO USE MOBILE PHONES IN THE COURSE OF THEIR JOB WHILE DRIVING ARE IN BREACH OF HEALTH AND SAFETY REGS. I'M SURPRISED THAT NO ONE HAS BROUGHT A CASE ON THAT SO FAR. ”

DR GRAHAM HOLE,
UNIVERSITY OF SUSSEX



This is how it summarises IAM RoadSmart's position on at-work driver safety:

"IAM RoadSmart believes road safety at work is a critical health and safety issue that requires much higher priority at the Health and Safety Executive. It should be at the core of good corporate governance and procurement practice in the private and public sector." In addition, IAM RoadSmart would like to see government:

- Eliminate legal 'grey areas'. Currently - as observed by Transport Select Committee chair Lillian Greenwood - there is a misleading impression that hands-free use is safe for drivers. In its 'Road Safety: Driving While Using a Mobile Phone' report, the Transport Committee advised tougher enforcement, calling on the government to overhaul current laws on using mobile devices while driving, to cover use irrespective of whether this involves sending or receiving data. IAM RoadSmart supports this call.

"We need clarification because the way smartphones are now being used to access music and as sat navs as well as for communication, things are changing fast," says Neil Greig. "Clarification may therefore involve some legal changes (certainly anything involving interaction with a hand-held device, or one resting in the lap should be illegal) but it is mainly about best practice and advice to fleets on what their policies should be and why."

- Introduce Graduated Driver Licensing for young/new drivers. IAM RoadSmart understands that certain aspects - including night-time curfews - could affect night workers, but it believes this is surmountable.
- Consider new regulations around the licensing of older drivers, whose numbers are rising, and of whom an ever increasing proportion of are continuing to work beyond the traditional retirement age. Mandatory eye tests for older drivers should be considered.

Health and Safety Executive

IAM RoadSmart believes that the HSE's action on road safety is hampered by the guidelines under which it works. They should be re-drawn.

"HSE is a regulatory body; it enforces regulations," says Greig. "The trouble is we don't have regulations saying that fleets

should declare their safety record, that they should have licence checking. We need to change the guidelines and the regulations and then HSE can enforce them.

"Currently the HSE is mostly focused on bigger trucks; it is not doing much for company car fleets and small vans. It's issued guidelines on what fleets should do but they are too broad. They need re-drafting, to make them more specific."

IAM RoadSmart believes that if HSE regulations are toughened up, it would lead to successful prosecutions of employers and drivers. "Following at-work collisions they should be asking 'why was that driver tired?' 'were the vehicles checked?', 'was there a licence check?', 'were they using a mobile phone?' - the things that all too often aren't happening now," says Greig. "They could do more."

The HSE's own 'Workplace Fatal Injuries in Great Britain 2018' report states: "The manufacturing and the transportation and storage sector have a rate of fatal injury around 1.5 to 2 times the average rate across all industries."

Employers

Employers must commit to tracking their driving at work performance. "You can't change road safety in your company unless you know exactly what your problems are," says Neil Greig. "Employers must track what drivers are doing, track incident history and costs and compare them with other companies to see if they're spending too much and wasting resources and money."

One source of comparison is the DfBB website which details safety and cost gains made by 'champions' who have followed best practice.

After tracking, employers should work on 'basic essentials', says IAM RoadSmart. This includes thorough licence-checking and routinely assessing driving skills of anyone joining a company as part of their induction, leading to targeted training where necessary.

"The vast majority of businesses don't take these issues seriously enough. We know this because they are not coming to the experts asking how to improve," says Greig. "They do not have to declare their performance in any meaningful way. Do they take road safety seriously enough? Probably not; they're too busy surviving. But in actual fact, it could help them survive because it could save them money."

“THE HSE IS NEVER UPPERMOST IN PEOPLE'S MINDS WHEN IT COMES TO BUSINESS DRIVING. IF I ENTER A CONSTRUCTION SITE I KNOW I HAVE TO WEAR MY STEEL-TOECAPPED BOOTS AND HARD HAT. THERE'S NO SUCH ACCEPTANCE FOR BUSINESS DRIVING, WHICH KILLS FOUR TIMES AS MANY PEOPLE AS OTHER KINDS OF AT-WORK INCIDENTS DO ACROSS THE WHOLE OF THE REST OF UK INDUSTRY.”
TONY GREENIDGE

The IAM RoadSmart Manifesto can be viewed in full at in full at www.iamroadsmart.com/manifesto



“**PROCUREMENT - BASED ON REAL-LIFE PERFORMANCE INDEXES - IS THE FINAL PIECE IN THE JIGSAW THAT WILL REALLY GET MEDIUM SIZED COMPANIES TO COME ON BOARD AND HELP IMPROVE AT-WORK ROAD SAFETY ACROSS THE UK.**”

TONY GREENIDGE

One of the biggest hurdles to safer roads is employers' reluctance - for cost reasons - to take drivers off the road for driver training, IAM RoadSmart believes. "They should be aware that they will save more than they spend in the long term," says Greig. "Legislation requiring business to take this basic step would be hugely beneficial for road safety."

In what IAM RoadSmart believes could be a hugely transformative move, Tony Greenidge says it is time that serious consideration is given to making employers declare and publish their fleet's telemetry data to reveal their levels of safety - just as schools must publish their SATS results, enabling parents to choose the 'right' school, and just as surgeons' performance data is published by the NHS.

Employers should have to go even further, says IAM RoadSmart. They should be compelled to report on how they have reacted to telematics data, demonstrating that they have addressed patterns of poor driving with training and other driving-for-work policies. The data should be published in firms' annual reports or as part of their CSR statement.

This would enable those seeking the services of companies with fleets, or company cars, or logistics firms, to choose only the safest businesses.

"Highways England only issues contracts to firms in its supply chain if they have proper road safety plans," says Greenidge. "What is good enough for HE should be good enough for the rest of us, but we need to be able to see all the data in a clear, comprehensible form."

The police

IAM RoadSmart wants to see more investigation into organisations' driving-for-work policies by the police following serious incidents, such as those where a fatality has occurred, where a driver at work was involved. Tony Greenidge believes that if - following serious collisions that have happened in the past and as part of their routine investigations - police had gone into businesses demanding driver/training records and satisfying themselves there had been adequate checks and balances, 'someone would have been held to account'. "But we have not seen any evidence of this."

"What we do know is that not enough is being done and that, on average, 30% of a company car fleet will be involved in some sort of collision during the year, from minor to major," says Greenidge. "If fleet managers felt there was a threat of investigation by police asking if their records proved they had robust processes in place, there would be a lot more activity than we are currently seeing."

Existing handheld phone laws should also be far more rigorously enforced by police. The RAC reported this year that tougher penalties for illegal phone use, introduced in 2017, were not an effective deterrent and that drivers were 'returning to their old ways' with the habit 'rocketing among some groups.' They acknowledge, however, that a reduction in police numbers is severely hampering enforcement efforts, with some police forces having lost nearly three quarters of their specialist traffic officers in recent cuts, and the resulting lack of visible police presence means that

motorists increasingly feel that they are unlikely to be caught.

Drivers

Individual drivers have a responsibility to ensure that they drive safely, and there must be robust mechanisms in place to encourage them to do so. IAM RoadSmart believes compulsory driver re-testing – linked to graduated licences and continuous driver improvement – needs to be discussed in more detail, by Government. This responsibility continues to apply when driving for work, but it must be supported by employers, who would do well to acknowledge that their employees are carrying out this hazardous activity on their behalf. Some employers, however – especially in the growing gig economy – put the responsibility for safety entirely onto the driver, taking little or no responsibility themselves.

Industry disruptors and the gig economy

Few other single issues have such a bearing on road safety as industry disruptors and the gig economy.

App-based delivery and ride-sharing services are run on the premise that drivers are self-employed, therefore companies avoid doing anything that positions them as an employer – including training, providing safety equipment or dictating work hours.

Delivery and ride-sharing services rely heavily on personnel being assigned jobs and given directions via mobile phone apps, forcing them to interact with their phone while working. For many such workers, their peak operating times are during rush hour or after dark, often covering very long shifts, leaving them vulnerable to the dangerous effects of both distraction and fatigue.

A study by University College London (UCL) Centre for Transport Studies, 'The emerging issues for management of occupational road risk in a changing economy: A survey of gig economy drivers, riders and their managers' exposed alarming trends for drivers and riders, including:

- Feeling pressured, leading to speeding and going through red lights;
- Being distracted by their phones and exposed to risk including in busy urban centres and poor weather;
- Nearly half of online survey respondents

admitting speeding, with nearly a third going through red lights;

- 40% saying an app distracted them whilst driving or riding;
- 8% saying they had received points on their licence while working;
- 16% struggling to stay awake while driving or riding.

42% of respondents in UCL's online survey said they had been involved in a collision where their vehicle had been damaged and 10% said someone – usually themselves – had been injured as a result. Interview participants said no training was required or given, apart from being directed to online videos which mainly talked about the process of delivery with 'nothing' on health and safety.

IAM RoadSmart backs a recommendation from the UCL report that where possible, couriers should sign up for a time block and be paid for their time, not for a drop rate, to depressurise the work. It also backs the addition, to workplace apps, of a 'now stationary button' which would allow jobs to be allocated and accepted when safe to do so.

IAM RoadSmart agrees that couriers and taxi service providers should not be able to breach current driving hours restrictions applicable to other commercial drivers and that safety equipment such as hi-vis jackets should be provided freely to couriers.

IAM RoadSmart is particularly concerned about the wellbeing of riders – often young people – being asked to use motorcycles for deliveries, while under enormous pressure, without any formal training, having passed only the basic CBT test. It believes this should be investigated by the HSE.

David Davies, Executive Director of the Parliamentary Advisory Council for Transport Safety, (PACTS), says young motorcyclists' safety is often given a low priority in research and policy making in comparison with young drivers, as revealed in its study, 'Reducing Casualties Involving Young Drivers and Riders in Europe. PACTS wants to see:

- standards raised for CBT;
- employers made to take greater responsibility for their riders, including gig-workers;
- DVSA and DfT considering whether motorcycle test categories are appropriate, given that so few riders progress beyond CBT.

“ THE EMERGENCE OF THE GIG WORKER AS A WAY TO WORK TO SATISFY THE PUBLIC'S APPETITE FOR FAST DELIVERY OF GOODS, FOOD AND PEOPLE COULD GIVE RISE TO A PERFECT STORM OF RISK FACTORS AFFECTING THE HEALTH AND SAFETY NOT JUST OF THE PEOPLE WHO WORK IN THE ECONOMY BUT FOR OTHER ROAD USERS. ”
UCL REPORT



Will technology provide solutions?

It seemed for a long while that, with driverless cars 'around the corner', driver training would become less important. However, truly driverless cars are still many years away, putting an additional onus on employers to train drivers in the correct use of emerging driver aids. Some experts believe that the transition period, when motorists might be lulled into a false sense of security by high-tech driver aids, but before full 'autonomous' driving, will be the most dangerous of all.

The Head of the Driving Research Group at Cranfield University, Dr Lisa Dorn, says: "I would like all cars to go straight to Level 4 (fully autonomous) at the same time, so that we don't have this mix of vehicles being driven manually some of the time and semi-autonomously the rest of the time. It takes about one second for a manual driver to respond to a sudden and unexpected braking event. It takes twice that time for a driver using Adaptive Cruise Control."

Dr Dorn adds: "(Employers) need to give drivers sufficient training on the behavioural side of Advanced Driver Assistance Systems (ADAS). This training should be given before a driver is expected to drive a new vehicle with new systems and functions they have no experience with. Fleet managers need to talk to drivers about becoming too trusting of this technology and disengaging from the driving task."

There is concern that currently, company car tax is centred solely on emissions. IAM RoadSmart wants to see safety factored in so that company cars buyers aren't penalised if they specify a car on which they have paid extra for safety features.

This is especially important as business fleets are expected to form a major proportion of early adopters, buying the safest new cars that will, before long, filter through to the used-car market.

There is another benefit from emerging technology, in the field of telematics. Not only can it be used to identify poor driving, enabling employers to target training, it can also, believes Neil Greig, create an evidence trail leading to the desks of managers, who may not have acted on 'warning signals' about employees' driving, or workers behind the wheel for too many hours. Telematics systems could also alert managers to poor or unsafe driving by employees, notifying them of the need for training which, ideally, could be tailored to the drivers' own specific needs as identified by the system. This rich source of information, if employed correctly, could therefore be very beneficial in preventing incidents occurring rather than purely as a remedial solution.

“ FLEET MANAGERS NEED TO TALK TO DRIVERS ABOUT BECOMING TOO TRUSTING OF THIS TECHNOLOGY AND DISENGAGING FROM THE DRIVING TASK. ”
DR LISA DORN,
CRANFIELD UNIVERSITY



Enforcement

One field in which technology is already helping is enforcement, with the introduction of cameras that can detect close-following, ignoring Red Xs on major roads, even using mobile phones.

“There is definitely a change in attitudes regarding hands-free phone use for example,” says Dr Hole. “As new technology emerges that can detect this, people realise it can be dealt with.”

Police use of evidential drink-drive roadside breath tests - ending the need for follow-up breath tests at police stations - are also coming in. It should make the process faster and more efficient - enabling more drivers to be breath-tested. Road-side tests for drug usage are also becoming more sophisticated and prevalent.

Smart motorways - which have proved controversial - will nevertheless lead to more technology scrutinising the behaviour of drivers, including those at work.

EDRs (Event Data Recorders) will also be mandatory on new cars from 2022, providing police with invaluable data on a motorist's driving in the run-up to a collision.

Simon Turner says that increasing numbers of Multi-Agency Compliance events on UK roads - bringing together the police, HSE, DVSA, HM Revenue & Customs and Highways England which focus on commercial vehicles - are already having a welcome effect.

Frequently uncovering 80-90% non-compliance rates, with an average of two offences per vehicle, they are sending an important signal to employers that they are in fact at risk of being found out, if they don't follow the rules.

IAM RoadSmart believes that driver rehabilitation courses - currently restricted to issues such as drink-driving and speeding - should be extended to include a specific course on business driving. It could comprise areas such as fatigue, compliance with company safety policy, mobile phone use - even tips on dealing with managers who push the limits on safety or fatigue.

Drivers who attend rehabilitation courses tend to reoffend less and they force people to face up to what they've done wrong. Attending a rehabilitation course instead of getting points is particularly attractive to at-work drivers who risk losing their livelihood if they lose their licence.

Should driving for work incidents be recorded by RIDDOR?

Many feel that if RIDDOR principles, for reporting workplace accidents, were applied to driving, it would generate too much bureaucracy. IAM RoadSmart believes that a slimmed-down version however, tailored to specific incidents that cause road safety problems, should now be considered.





Conclusion

IAM RoadSmart believes its manifesto holds many of the keys to safer driving for work - and safer roads - in Britain. Now it needs commitment from the government, the police, the HSE, vehicle manufacturers, drivers themselves and, most importantly, employers to push important changes through.

“We are making a number of important suggestions for change,” says Tony Greenidge. “The most important is publication of fleet safety records, bringing everything out into the open. After all, business drivers are themselves a high-risk group, just like motorcyclists or young drivers.

“Another important change would be clearer guidance for the HSE, enabling it to operate more effectively. Another is the possible use of RIDDOR. Yet another would be more police investigation into at-work driving incidents, as well as tax incentives for safer company cars and company car rehabilitation courses.”

Already, believes IAM RoadSmart, there are ‘green shoots’ giving cause for hope.

The charity agrees with Simon Turner of DfBB who says there is anecdotal evidence that police and the judiciary are increasingly realising that incident accountability doesn’t rest solely with the driver. Poor management and work procedures can often be significant contributory factors.

Turner also says: “We are seeing increasingly, within top level, high-performing companies, that the moral argument is important. There is a realisation that you can’t treat staff with disrespect and still expect to get a maximum return on business.”

“The route to being a better company - regarding compliance and road safety - is getting your employees on board and supporting you and having leaders who ‘live the policy.’”

He believes there are increasing signs that this is happening. “Millennials looking for employment are increasingly seeking out companies that value wellbeing and safety - frequently even above higher wages. This too will drive change,” says Turner.

Regarding vehicle advancements, IAM RoadSmart is a major advocate of high-tech driver aids and believes that soon, technology will deliver major road safety gains. But the charity points out that benefits will be reaped only if drivers are trained in how to use their vehicle’s capabilities to best advantage.

Tony Greenidge says: “New legislation will inevitably be brought about by the changing landscape of new technologies. But this will only have a positive impact if employers respect the law and fully embrace it, not just pay it lip service as so often happens now.

“But as more and more people come to acknowledge this, maybe we’re reaching a turning point. Businesses are slowly realising that the aim for all of us should not just be avoiding prosecution but being safer on the roads.”

“There are ways of applying commercial pressure so that the implications of lax at-work safety policies are directly felt by business. Today, if I run a bad fleet nobody knows about it and it doesn’t harm my business opportunities. If I run a bad fleet tomorrow and suddenly everyone knows, because the data is published - and I don’t get access to the contract that underpins my business - then I have a problem.”

He adds: “If parents can look at data to choose the right school, why should I - as a purchaser of services in an arena where hundreds of people die each year through at-work crashes - not be able to see data to help me choose a supplier that’s safe?”

“Companies will compete to produce the best safety record - and attract the most lucrative contracts as a result.

“The bottom line is this,” concludes Greenidge. “Many in the professional driving world feel very uncomfortable that they’re not doing more about road safety - but they don’t feel compelled. The time has come to harness that discomfort and compel them to act through a combination of legislation, enforcement, fresh thinking and market forces, so that as we enter 2020 we can all look forward to a brighter, safer future on Britain’s roads.”

BIBLIOGRAPHY:

- 01 <http://www.hse.gov.uk/roadsafety/experience/traffic1.pdf>
- 02 <https://publications.parliament.uk/pa/cm201719/cmselect/cmtrans/2329/232902.htm>
- 03 <https://www.fleetnews.co.uk/news/fleet-industry-news/2017/08/08/hmrc-figures-show-number-of-company-car-drivers-hits-five-year-high>
- 04 https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/642759/taxi-private-hire-vehicles-2017.pdf
- 05 <https://www.thisismoney.co.uk/money/cars/article-6973367/Boom-time-white-van-man-woman-Online-shopping-self-employed-traders-ownership-soar.html>
- 06 <https://www.smmmt.co.uk/reports/light-commercial-vehicles-delivering-for-the-uk-economy/>
- 07 <https://www.herts.ac.uk/research/impact-our-research/informing-public-policy/employee-rights-in-the-digital-age>
- 08 <http://www.hse.gov.uk/pubns/indg382.pdf>
- 09 <https://www.drivingforbetterbusiness.com/>
- 10 https://www.ucl.ac.uk/drupal/site_news/sites/news/files/a-survey-of-gig-economy-drivers-riders-and-their-managers_1.pdf
- 11 http://www.pacts.org.uk/wp-content/uploads/sites/2/YEARSREPORT_final.pdf



FOR MORE WHITEPAPERS AND INDUSTRY INSIGHTS, PLEASE VISIT
[IAMCOMMERCIAL.CO.UK/FREE-RESOURCES](https://iamcommercial.co.uk/free-resources)