



# FSGB Driver Management

## What is it and what does it do?



Managing work-related road safety







# Managing work-related road safety

Committed to driver development and wellbeing



## Foreword

### Driving for work is a high risk activity

In 2000 I personally began a journey to bring about a change in driving culture. My journey to produce an effective support and development programme has not been easy but has been helped considerably by working with industry experienced, like-minded individuals, who shared my vision in wanting to influence driving attitudes and behaviour.

### FSGB Driver Management is the result

A continuous driver learning programme, which uses leading edge technology, analytics and smart communications, all supporting and developing, on a continuous basis, individual driving skills.

Implementing a driving at work programme should not be considered as optional. The risks of doing nothing are considerable – making the necessary change produces amazing results!

### Engage – Encourage – Support – Improve



**Geoffrey Bray**  
Chairman, Fleet Service GB



# Introduction

Vehicles produced today are built to a standard which provides maximum safety features. However, despite these advancements, every day vehicles are still involved in crashes with people being killed or injured.

The reality is over the past 10 years, the number of people dying every year whilst driving at work has remained the same – the cost is enormous, both in human and financial terms.

In-vehicle technology has advanced to such a degree that **self-driving** vehicles are now being promoted as a future option. However, the reality is the infrastructure necessary to support such an enormous change is in its infancy. We only need to consider the challenges facing the building of an infrastructure to support electric vehicles, to understand why it will take years to introduce self-driving technology on a large scale.



What is needed is a radical change in the way we approach all aspects of driving. To drive at work everyone needs a driving licence, and can probably remember the pressure of learning to drive, and then having to pass a driving test. For many people, who drive at work, the preparation for the driving test was probably **the only time they ever received any in-vehicle training or scenario-based-learning**. The majority of people, having passed their test, consider themselves to be competent and capable drivers, and as such, do not need any further training – **nothing could be further from the truth.**

➤ **Companies have a legal and moral responsibility to take effective action to manage work-related road safety, in a structured and coherent fashion.**

## What is FSGB Driver Management?

**It is an interactive continuous driver learning programme, which by its very structure, will considerably enhance driving skills, reduce crashes and incidents, reduce all areas of related vehicle operating costs, and importantly, improve driver wellbeing and productivity.**

- ▼ The **FSGB Driver Management** process will support the establishment of a learning culture by concentrating on the following driver processes:  
**Engage - Encourage - Support - Improve.**
- ▼ **FSGB Driver Management**, as an integrated programme, requires participation of all company stakeholders involved in the support and development of fleet operations.

The result is a **valued team members initiative**, impacting positively on staff moral and influencing staff retention and recruitment.

➤ **By connecting all levels of a business into a cohesive driver safety programme, the organisation will be demonstrating best practice management in an area where historically very little has been done.**

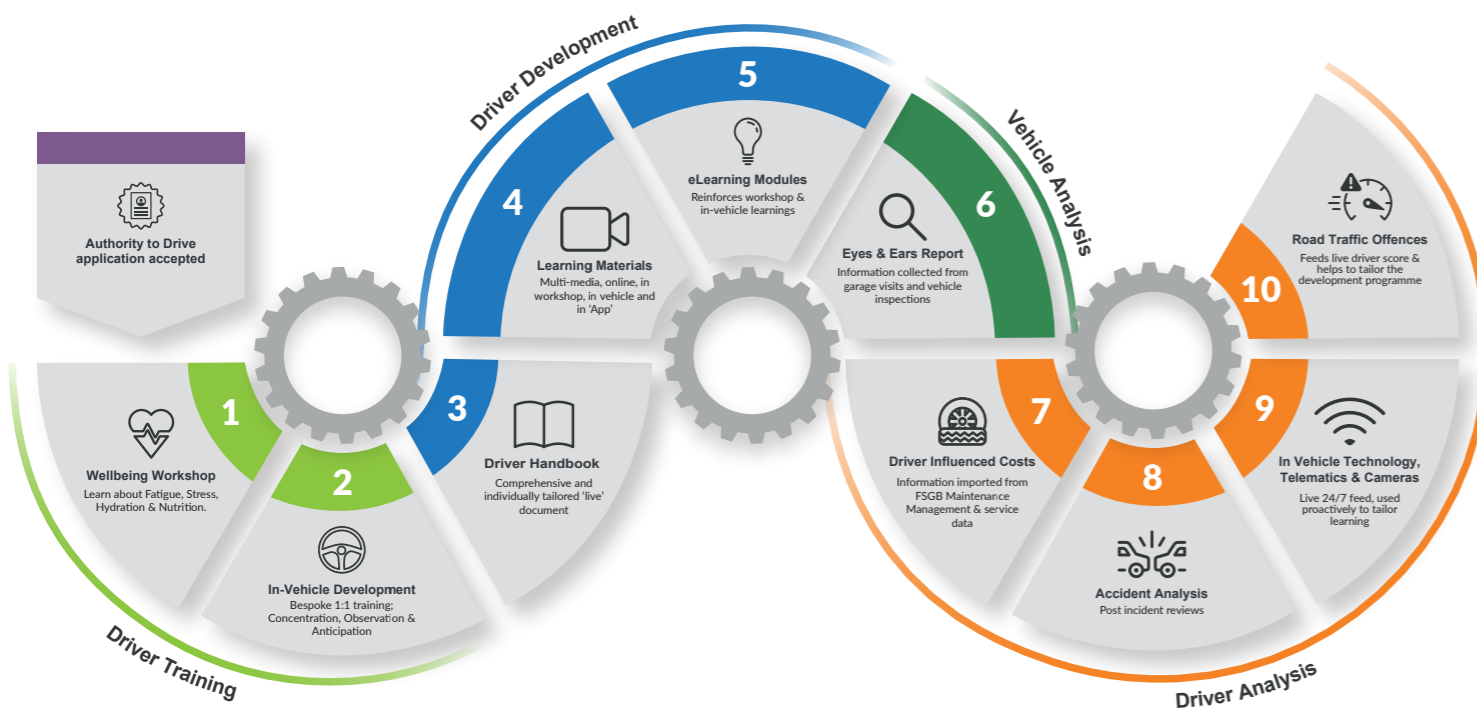




# What does it do?

The implementation of FSGB Driver Management demonstrates the company has recognised all legal and moral responsibility necessary to manage work-related road safety, and has taken effective steps to manage the obligation.

- ▼ The continuous integrated aspects of the programme properly identifies all stakeholder areas of responsibility and actions required – **it's a team effort.**
- ▼ From the moment drivers begin the process of applying for an **Authority to Drive**, the understanding of the continuous learning culture begins.
- ▼ The programme's **continuous features**, supported by integrated technology and the intuitive **Achieve Driver App**, all help in the understanding of the considerable mutual benefits which result from the implementation of an all-inclusive driving at work policy.
- ▼ The **continuous learning programme** will impact almost immediately on all areas of fleet operational cost. Improved driving skills will reduce fuel consumption and CO<sub>2</sub> emissions, but most importantly, improve the safety and wellbeing of everyone who drives, for whatever reason.
- ▼ The continuous aspect of the integrated programme is all delivered and supported using in-house developed software. Once the process begins it is indeed **continuous**, and guarantees to deliver all agreed defined objectives. Importantly, it will provide assurances that all legal and health & safety obligations are fully complied with.



# How does it do it?

Before any implementation, it is a requirement that at company board level, a clear work-related road safety policy has been defined and agreed. This policy is then communicated to all stakeholders as part of the 3-2-1 communication programme.

- ▼ The implementation of **FSGB Driver Management** begins with gathering information necessary to ensure the continuous aspects of the programme are properly utilised. All of this is recorded in the software delivery parameters.
- ▼ The implementation process utilises a 3-2-1 communication programme to ensure all stakeholders are properly advised of the **continuous learning programme** objectives. This will include the company's top-down policy covering work-related road safety.
- ▼ Fleet drivers, whether they be existing employees or new recruits, will be asked to download the **Achieve Driver App**. This intuitive integrated technology supports dynamic interactive communication between all **continuous learning programme** stakeholders.
- ▼ As confidence and an understanding of how the programme works grows, the benefits of the programme begin to materialise.
- ▼ The **FSGB Driver Management support team** is available 24/7 to ensure the implementation process proceeds efficiently.

➤ **Providing a dynamic, visible profile on an individual basis of all aspects of work-related driving will bring about a culture change which permanently improves driving attitude and performance.**



# Registration process

By using the registration facility built within the Achieve Driver App, fleet drivers can apply for an Authority to Drive using their own or company mobile phone.

Depending on company policy, this application process can run in tandem with an employee induction programme delivered by the employer. In addition, an informative classroom wellbeing workshop may also form part of the implementation process.

- ▼ The application for an **Authority to Drive** will follow a three-stage process:-
  1. Information gathering questions and declarations.
  2. Driving scenario based questions.
  3. Driver licence check authorisation request.
- ▼ As the information is analysed during the registration process, the level of in-vehicle training requirements are determined for each driver. The software will automatically prioritise individuals for in-vehicle training, support, or help, all of which will be determined as part of implementation parameters.
- ▼ A successful driver application for an **Authority to Drive** is visible to the driver in the **Achieve Driver App** and, at that point, the continuous aspects of **FSGB Driver Management** commence.



## The Achieve Driver App

The delivery of a wide range of benefits following the implementation of FSGB Driver Management is provided by the Achieve Driver App.

All communications including; notifications, prompts and reminders, are all presented to the driver as and when determined either by the Fleet Manager or the FSGB service support team.

- ▼ One of the most important features of the **Achieve Driver App** is the presentation to the driver of their own particular live driver score. The higher the score, the better. This score is influenced by information collected and analysed from a variety of sources, all of which influence in-vehicle training, support and development requirements.
- ▼ As part of the continuous learning process, the **Achieve Driver App** enables the driver to access a range of eLearning modules and training videos, plus a learning library of industry-led material.
- ▼ The **Achieve Driver App** has been designed to be intuitive with easy-to-use navigational features – an introductory tutorial and user guide is available to provide drivers with a comprehensive understanding of how the technology can deliver and support the **continuous learning programme**.

▶ **FSGB Driver Management** can provide evidence (if it is ever required) an employer is making every effort to ensure anyone driving on work-related activities is doing so within a structured, auditable programme.





# Interactive handbook and policies

A company handbook, including driving at work policies, is an essential document.

Information within the document sets out in a clear and unambiguous manner, the company's position covering all legal and health & safety requirements for the delivery of a work-related road safety programme – FSGB Driver Management.

- ▼ The handbook is a digital document and updated automatically – this ensures the content accurately reflects, at any point in time, information the driver must be aware of.
- ▼ Within the digital document, there will be embedded references to relevant eLearning modules and supporting videos.
- ▼ The company handbook and related policies are discussed as an essential part of **induction and wellbeing workshop agendas**.
- ▼ As well as sharing a common structure allowing for easy updates, fleet managers will have access to update the introduction and appendix of this handbook to allow for variances in company policy.
- ▼ The digital document provides a dynamic notification capability ensuring anyone driving, for whatever purpose, is aware of all legal and health & safety requirements the moment they become available. This becomes very important as and when there is a legislation, law, or guidance update which impacts on the handbook/policy document contents.

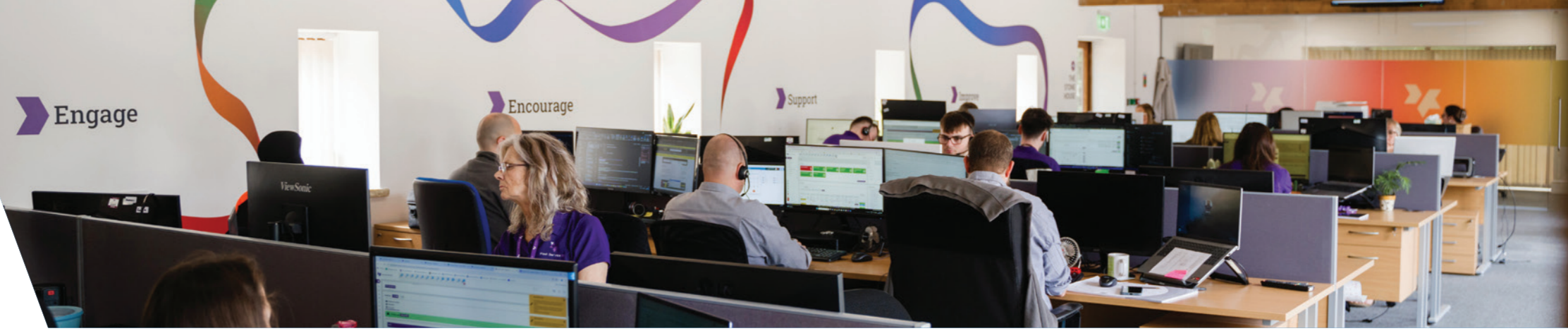
- ▼ The digital handbook/policy document demonstrates the company has implemented a top-down approved work-related road safety programme and, importantly, covers all employees who drives as part of their work requirement. An inclusive involvement of all stakeholders.

**The importance of good communications cannot be overestimated. Working within an agreed framework and structure fully supports the development of an inclusive policy.**

Engage

Encourage

Support



## FSGB Driver Management

FSGB Driver Management has been developed as an integrated continuous learning process to facilitate the support and development of individual driving skills, and improve wellbeing.

This, at the same time, provides the company with an all-embracing work-related road safety programme which comprehensively covers all areas of compliance whilst satisfying legal and health & safety requirements.

- ▼ The **continuous learning programme** applied to each and every driver is initially influenced by the individual application for an **Authority to Drive**. Analysis of information provided by the driver determines the driver's experience/capability level.
- ▼ The induction and wellbeing workshop agendas, by referring to the company handbook and policy document, reinforce the company's commitment to provide a safe working environment for all employees who drive as part of their work requirement.
- ▼ The live driver score presented on the home screen of the **Achieve Driver App**, provides a visual reminder of what is influencing their own **individual learning programme**.

- ▼ The **continuous learning programme** provides a variety of options including:
  - In-vehicle 1-2-1 training.
  - Classroom training sessions.
  - eLearning modules.
  - Learning materials – videos and other relevant information.
- ▼ By implementing the **continuous learning programme** the company is demonstrating a clear commitment to the development of a learning culture for all employees who drive as part of their work requirement.





# Continuous Performance Measurements

By continually measuring the performance of the vehicle and the driver, FSGB Driver Management is able to intelligently analyse all relevant data collected.

A live driver score is produced, and an agreed intervention (where applicable) actioned.

Driver support, safety, wellbeing, and compliance is a factor in the automated processes which generates prompts reminders and interventions. All designed to enhance the continuous learning culture which ultimately influences all aspects of the fleet operations.

- ▼ Onboard technology, telematics, cameras, etc. feeds automatically, data directly into the software. This data triggers a variety of matrices and can also be used as evidence to support enquiries, for example, into crashes or other vehicle related issues/queries.
- ▼ Vehicle maintenance and regular servicing provide an opportunity for FSGB Garage Network (as part of the Eyes & Ears programme) to identify vehicle safety concerns or driver influenced repairs. The live driver score is automatically updated depending on the garage inspection feedback.
- ▼ Vehicle checks carried out by the driver play an important part in making sure vehicles are fit for purpose at all times. Inspections are carried out using the **Achieve Driver App** and any notices or requirements identified as part of the vehicle check are automatically fed into the software.

- ▼ Road traffic offences or any other legal infringements are recorded in the software and the live driver score is updated instantly.
- ▼ Driving behaviour impacts performance measures, by implementing the **continuous learning programme** the software reports on consistent improvement by individual drivers as the learning element of the programme begins to have an impact.
- ▼ The **continuous learning programme** process quickly delivers; improved wellbeing, a safer working environment and a sense of being involved in the development of a learning culture where all stakeholders benefit.

➤ **Organisational and work structures along with working patterns may need to be considered to bring about reductions in road risk.**



## Health & Safety and Legal

Many organisations are not fully aware when they ask someone (an employee, a consultant, a contractor, etc) to drive as part of the companies work requirements. The task of driving is no different to any other work-related task and therefore the same legal (and moral) duty of having in place suitable arrangements to manage health & safety, applies.

- ▼ This is the case, even if driving is not the individual's main duty, for example if the daily routine involves driving from one site to another or the individual is driving their own vehicle (termed grey fleet) and fully covered by **FSGB Driver Management**. This is a very wide-ranging duty and should not be underestimated.
- ▼ Should there be a serious road traffic collision involving a company or grey fleet vehicle, there are questions which the Police and/or Health & Safety Executive (HSE) will ask. The investigative process is intrusive for the driver, who may be arrested at the scene, and may have ramifications for the management of the business.

With an average of 10 work-related road deaths every week in the UK crashes are clearly happening all too often.

- ▼ The introduction of the **continuous learning programme** demonstrates the company has recognised all of its obligation under current statutory health & safety guidance.

These include:

- An interactive driver handbook, including driver and vehicle related policies.
- A systematic approach to managing work-related road risk.
- A comprehensive communication programme for all drivers, presented via the **Achieve Driver App**, and includes safety guidance, videos, eLearning modules, and all other related information.
- Continuous measurement and recording of driver performance.
- Continuous measurement and recording of vehicle performance, including grey fleet.
- A review process which continuously analyses the data produced by the software.

➤ **Supporting and developing individual drivers to become safer should not be considered as an option – it's a must do, where everyone benefits.**





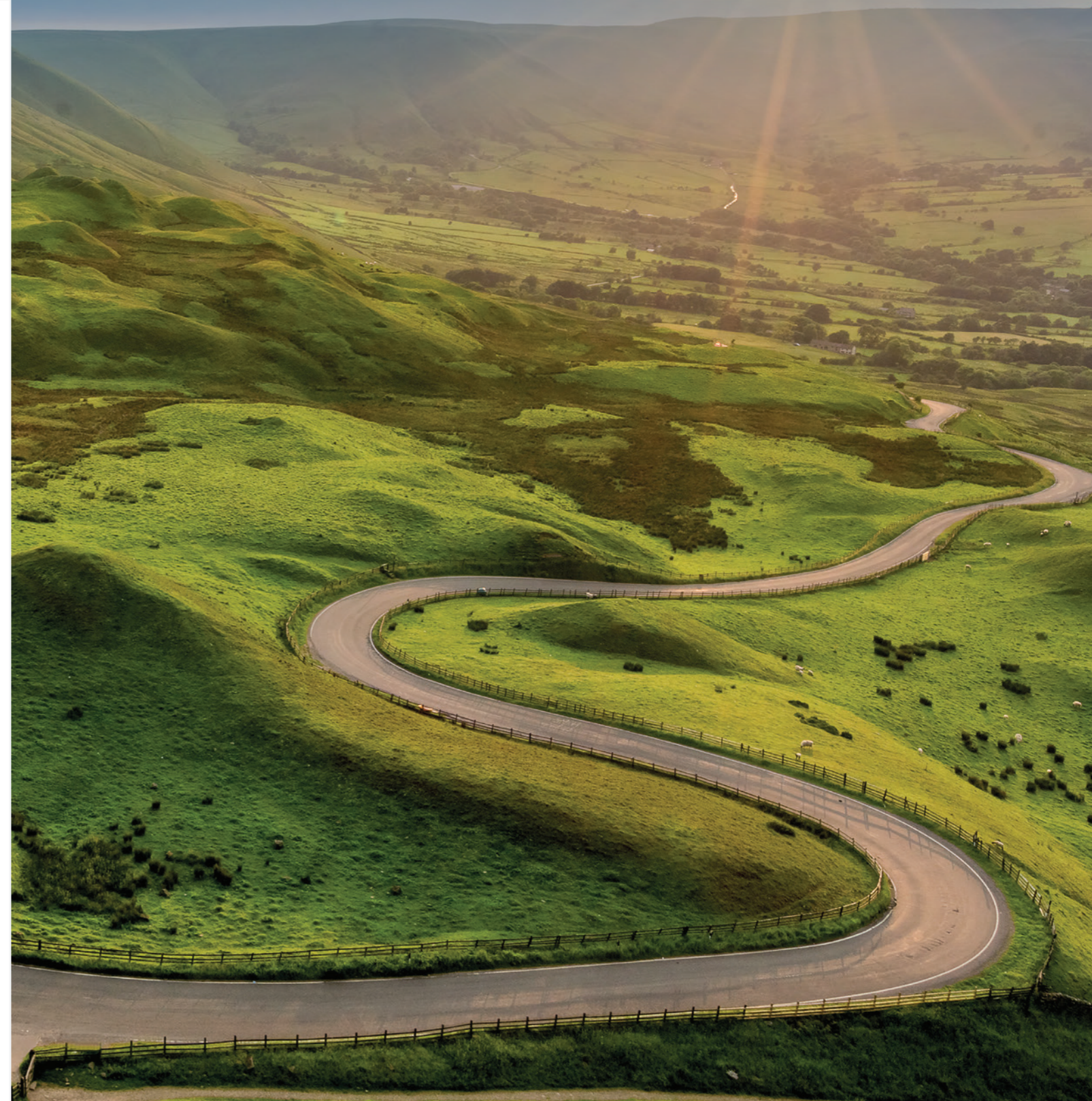
Creating an environment that supports individual beneficial change

## Summary

The content of this brochure reflects many years of knowledge, experience and skill of individuals dedicated to the development of a fully integrated work-related road safety programme.

- ▼ **FSGB Driver Management** is a fully integrated inclusive programme which supports an individual driver's learning objective, resulting in full compliance, improved driver safety and wellbeing, plus an increase in overall operational productivity.
- ▼ By using advance technology and applying a working knowledge and understanding of the challenges, with **FSGB Driver Management** we are confidently setting a industry standard.

▶ The driver, the vehicle, the journey is a collective bundle of enormous costs, which if not managed properly could result in the failure of a business – lost jobs – lost investment.







**Positive driving attitude and low crash rates are achieved when there are:**

- ▼ **Clear driving standards and rules.**
- ▼ **Excellent driver training.**
- ▼ **A policy to report and learn from all driving incidents.**

**Department for Transport**

## Get in contact

If you would like to get in contact, please email Marcus at: [marcus@fleetservicegb.co.uk](mailto:marcus@fleetservicegb.co.uk), or call **03332 200 507**

**Visit our website to find out more on how FSGB Driver Management can benefit you and your company.**



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