



# Pocket Guide to the Management of Work-Related Road Safety

Engage – Encourage – Support – Improve

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# Introducing FSGB Driver Management

Within the Fleet Service GB management team there is a considerable depth of knowledge regarding the management of work-related road safety, stretching back over many years. Industry awards and accolades received over that time recognise the commitment and passion demonstrated by the team when dealing with this extremely important and challenging area.

As with any service, nothing stands still, and I am delighted to say that the development team within Fleet Service GB have been able to enhance further the driver management process. By using leading edge technology (all inhouse developed) we are now able to say with certainty:- **Fleet Service GB is the only driver and vehicle management company with a genuinely fully integrated range of services** that properly address **work-related road safety**.

Within this pocket guide we are providing a taster for what our **FSGB Driver Management programme can do**. Myself and my team welcome the opportunity to explain in more detail exactly why you should consider our FSGB Driver Management programme.

As we enter considerably challenging times for everyone involved in fleet, we are conscious that being able to demonstrate cost and operational efficiencies as well as delivering compliance is a primary consideration.

**The FSGB Driver Management programme does that and more.**

We look forward to exploring the challenges with you.

**Marcus Bray,**  
Sales Director



# The Challenges of Driving at Work

The Health and Safety Executive's (HSE) have produced guidance on managing work-related road safety and is freely available on their website [www.hse.gov.uk/roadsafety/](http://www.hse.gov.uk/roadsafety/). It sets out the legislative framework associated with driving at work and provides clear guidance on what a company and individuals are required to do.

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 seriously 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 in human and financial terms is considerable and impacts lives and businesses.



**The introduction of the fully integrated FSGB Driver Management programme – will produce considerable benefits including a safe driving culture that supports a genuine commitment to driver's wellbeing.**

# Why the Risk Should be Managed

There has never been a better time to get it right and to make sure within a business that fleet costs are identified and strictly managed.

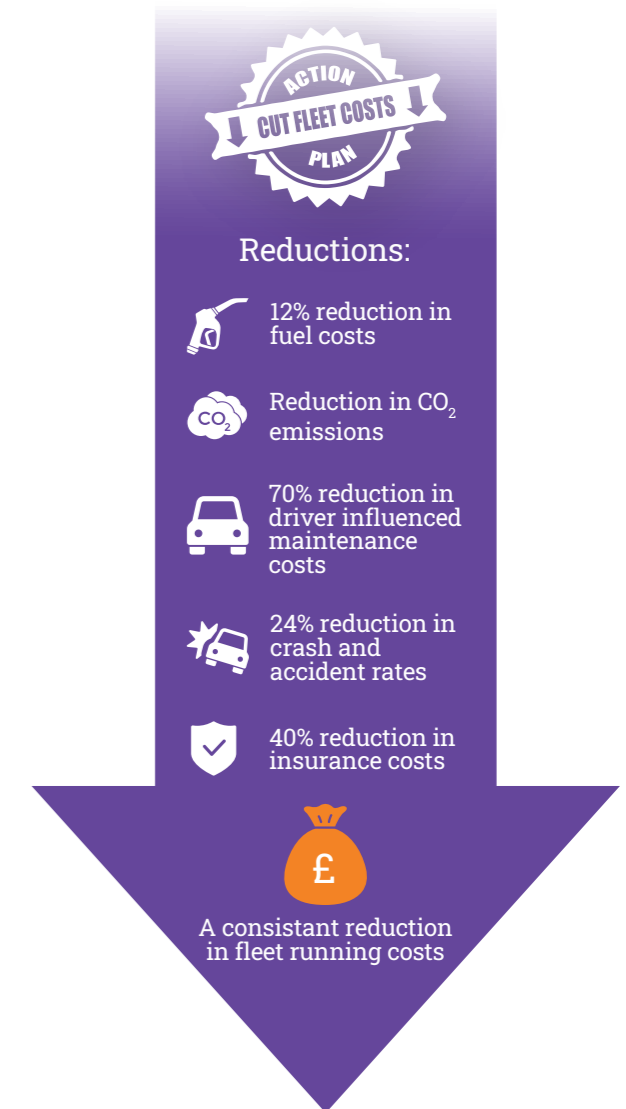
The reality is that in many organisations 20% of drivers are responsible for 80% of fleet maintenance costs and also negatively influence other areas of fleet related expenditure.

Fleet Service GB takes the view that anyone driving any vehicle for work purposes should be part of a fully integrated solution where everyone benefits. The driver must become an integrated part of the solution rather than being identified as the problem.

**Engage with the driver – Encourage the Driver – Support the driver – share the Improved benefits.**

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

**You don't need to increase your budget to drive down your costs – FSGB Driver Management programme is an investment with a guaranteed return.**





# What's in it for me?

Within a company there will be a different focus from different departments when looking at the management of work-related road safety.



## I'M A HUMAN RESOURCE DIRECTOR

... If you don't respect and care for the individuals who come to work for you, they will seek those assurances elsewhere. The feeling of value needs to start with the management and filter through to the rest of the workforce.



## I'M A HEALTH & SAFETY DIRECTOR

... I want a comprehensive risk assessment and management process for identifying, managing and reducing the risk to work-related road safety.



FSGB Driver Management has been developed as an integrated 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, financial and health & safety requirements.



## I'M A PROCUREMENT DIRECTOR

... My objective when choosing a supplier is to ensure my company receives value for money.



## I'M A FLEET DRIVER

... Driving at work is just a part of my job, and I didn't realise how important it is to continually develop my driving skills, as I do with my other work skills.



## I'M A FINANCE DIRECTOR

... I have a clear and defined responsibility to ensure all financial aspects of the business are professionally managed.



## I'M A FLEET MANAGER

... Part of my job is to make sure all aspects of work-related road safety are comprehensively managed. All employees driving for work purposes rely on FSGB Driver Management to keep them safe and supported, at all times.

# What is the Key Aspect of the Programme

Engaging and encouraging **the driver** to participate in a programme that will significantly improve driver wellbeing, impacting positively on job satisfaction, must be a major consideration for all employers where driving for work is a business requirement.

FSGB Driver Management, once implemented, will demonstrate to all drivers that they are part of a **valued team member initiative**. Its delivery functionality, supported by a highly intuitive driver app, will quickly demonstrate to a driver that their safety and wellbeing is the prime consideration.

Cost and operational benefits also become apparent as the programme becomes embedded.



**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.**

# Technology that Makes a Difference

By fully integrating all aspects of the driver and vehicle management process, the programme is able to continuously deliver the required level of support identified by the continuous individual performance analysis, that creates an ever-changing **live driver score**, which in turn determines the level of in-vehicle training required.

All drivers are provided with an intuitive driver app which joins up all of the activities and acts as a communication hub for the driver and the company. In particular, access to the very essential driver handbook and company policies.

By continually measuring the performance of the vehicle and the driver, the FSGB Driver Management programme 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.

Nothing is left to chance – the advanced technology provides a level of automation which ensures that drivers in vehicles once registered in the programme are continuously performance measured and supported at all times.

Live links from in-vehicle technology adds another level regarding the collection of vehicle and driver performance data.





# Summary

As stated at the outset, the purpose of this pocket guide is to provide an introduction to the FSGB Driver Management programme which is, as a result of considerable experience gained over many years, industry leading

The continuous analysis, learning and training aspects of the programme using leading edge technology analytics and smart communication support and develop on a continuous basis individual driving skills.

FSGB would suggest that the implementation of a driving at work programme should not be considered by companies as optional.

**The risks of doing nothing are considerable – making the necessary change and implementing FSGB Driver Management will produce amazing results.**

Engage – Encourage – Support – Improve



**Steve Mulvaney**  
Fleet Manager, Canal & River Trust

**“All the challenges presented to management when dealing with work-related road safety are comprehensively dealt with in the FSGB Driver Management programme. It is setting an industry standard and provides me with all the tools I need.”**

# Core Products

Fleet Service GB offers a range of core products, as well as a fully integrated, complete solution:


 **FSGB Fleet Management**

 **FSGB Driver Management**

 **FSGB Accident Management**

 **FSGB Maintenance Management**

If you would like to receive any more information on these products, please email Marcus at:  
[marcus@fleetservicegb.co.uk](mailto:marcus@fleetservicegb.co.uk)

 **Creating an environment that supports individual beneficial change.**



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Please note that in the interests of customer care, all telephone calls are recorded

Every effort has been made to ensure that the information contained herein was correct at the time of going to press. However Fleet Service GB reserves the right to make changes to any products, services and specifications in line with a policy of continual product improvement.

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Visit our website to find out more on how our core products can benefit you and your company.