



# ROAD SAFETY

A PROMOTION BY FLEET SERVICE GB

## Ignorance is no excuse

A driver safety campaign





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## EFFECTIVE MANAGEMENT OF WORK-RELATED ROAD SAFETY

### Ignorance is no excuse

When it comes to the management of vehicles and drivers, nothing is ever a problem until something goes wrong, then the questions begin...

After payroll, within many companies that operate vehicles, the cost of the fleet is possibly the largest cost to the company.

It is a moving picture of changing circumstances all of which require a level of management that comprehensively understands the needs and, at the same time, is able to positively influence regularly occurring events. Driver safety and wellbeing must sit at the core of a documented driving at work policy embracing compliance with the policy and legal requirements, including health and safety.

Clearly defined driving at work policies need to be explained and easily accessible to anyone either driving a company provided vehicle or any vehicle on company business. All policies should be included within a comprehensive digital driver handbook. A document which must be read by all drivers and importantly acknowledged by the driver as read and understood.

To further support a company's commitment to managing all aspects of driving at work, all drivers should be formally inducted into the company and be involved, if at all possible, in regular driving-related workshops that include participation in an e-learning programme dealing with multiple aspects of driving at work.

By clearly defining the responsibility and putting in place processes and procedures that demonstrate a genuine commitment to manage driving at work, companies will be in a stronger position to defend any situation likely to occur – this is a continuing process and must be acknowledged within the company structure as such.

➤ A learning culture is one where training forms a key pillar in the company's business plan. It is a strategy to achieve its goals. Typically, in these companies learning opportunities are made available to everyone.

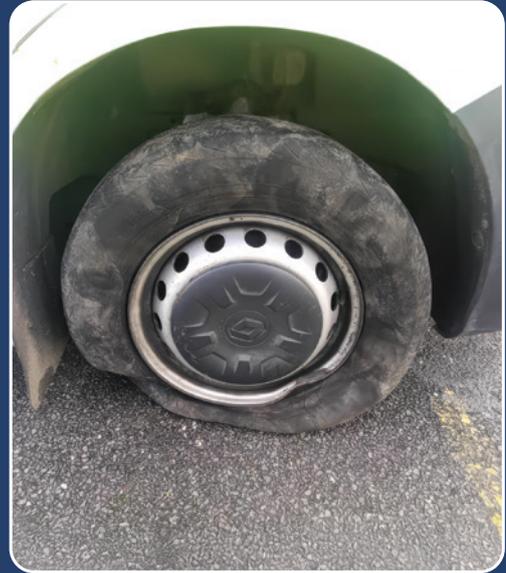
# Images captured by FSGB Garage Network as part of the Eyes & Ears Safety Initiative

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**Example 1**

A dangerous and illegal tyre



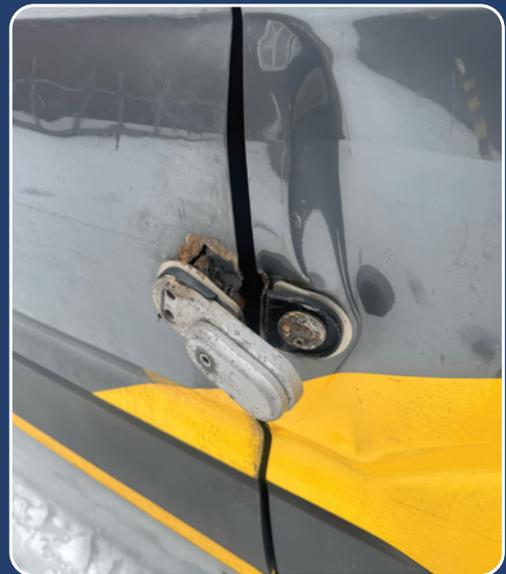
**Example 2**

Side wall impact



**Example 3**

Unreported broken wing mirror



**Example 4**

Unreported broken hinge

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**Example 5**

Disintegrated clutch



**Example 6**

Badly damaged wheel and tyre



**Example 7**

The dangers of driving too close to the vehicle in front – lack of concentration, poor road conditions and a failure to allow a sufficient gap, all too often lead to collisions that impact all aspects of fleet operations.



# A Legal Perspective

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According to the Department of Transport's (DfT) analysis of road collisions published on 25 September 2025, 459 people were killed in collisions involving a worker driver, representing 29% of all road fatalities. In January 2026 the government launched its first road safety strategy in more than a decade with the aim of reducing deaths and serious injuries on our roads by 65% within the next 10 years.

The strategy sets out a range of policies including setting up a two-year National Work-Related Road Safety Charter pilot which will be monitored and evaluated. The aim of the Charter is to "promote good practice, and accountability of organisations and their workers".

The strategy warns:

*"Regulatory measures will be considered if voluntary engagement is insufficient in reducing work-related road risk."*

The Health and Safety at Work etc Act 1974 applies to all health and safety risks in a business and includes work-related road risk. Given the government's stated intent, the Stop & Think campaign is a timely reminder of the need for a robust system to manage work related-road risk including appropriate policies and procedures, safe and maintained fleet and employees that are fit and competent to drive.



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Reported road casualties Great Britain: estimates involving driving for work- <https://www.gov.uk/government/statistics/reported-road-casualties-great-britain-involving-driving-for-work/reported-road-casualties-great-britain-estimates-involving-driving-for-work>

Road Safety Strategy- <https://assets.publishing.service.gov.uk/media/695e2cff8832ab3a48513809/road-safety-strategy.pdf>



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The images captured by the **FSGB Garage Network** indicate very clearly the challenges facing fleets in an environment where within seconds situations can change.

Introducing **FSGB Driver Management** represents the beginning of a change in culture resulting in considerable benefits.

**Managing work-related road safety** and corporate social responsibility impacts everyone involved in fleet operations.

## Get in contact

If you would like more information, please email the sales department at:  
**sales@fleetservicegb.co.uk**,  
or call **03332 200 507**

Visit our website at:  
**fleetservicegb.co.uk/stop-and-think/** to find out more on how Fleet Service GB can support your company policy.



Issue No.	Campaign Title
1	Are your drivers fit for purpose?
2	Manage the risk not the crisis
3	Seeing is believing
4	Every picture tells a story
5	What shape are your vehicles really in?
6	Ignorance is no excuse

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

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