



ROAD SAFETY

A PROMOTION BY FLEET SERVICE GB

A driver safety campaign

ACTIONS SPEAK LOUDER
THAN WORDS

A large black rectangular road sign with yellow text, mounted on a tall grey pole. The sign is positioned over a multi-lane road with several cars in the distance. In the background, there is a blue directional sign for "Wiltshire Bridges" and "Section 7".

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Actions speak louder than words

In every business where vehicles play an essential role, it is vital to have a clear and cohesive policy covering all aspects of work-related road safety.

Although this may seem simple and obvious, regrettably many organisations make little or no effort to develop and implement an effective road safety strategy. Common reasons include comments such as “all my drivers are grey fleet,” “everything they need is in the handbook,” or “I rely on drivers to comply with the law,” and so on.

Whatever the justification, the reality remains: if a company does not have a robust, well-managed driver safety programme in place, it becomes liable in the event of an incident. This liability can also extend to individuals if it is shown that they failed to effectively manage the risks associated with driving for work.

This is a brief outline of the significant, sometimes life-changing consequences that can arise when a driving-at-work policy is not properly understood, implemented, or managed - potentially compromising the company, its employees, and the public.

However, there is good news. When organisations genuinely embrace the challenge and introduce management-supported, top-down policies, consistent and meaningful benefits result.

In the pages that follow we look at how companies and individuals have embraced work-related road safety processes that consistently demonstrate positive outcomes. To achieve similar results requires a commitment to change by the introduction of a safety culture.

If the Stop & Think campaign results in one life being saved, then all our efforts have been worthwhile. When it comes to managing risk – **actions speak louder than words.**



Geoffrey Bray,
Chairman, Fleet Service GB

Canal & River Trust

A commitment to support and develop individual drivers.



Steve Mulvaney,
Fleet Manager

Fleet Operations

The fleet consists of 485 vans, 1 HGV, 1142 grey fleet and 1728 registered drivers.

Supporting and developing individual drivers to become safer should never be considered as an option. At Canal & River Trust, this is considered a priority where everyone benefits.

The perceived pressure on a fleet driver can be considerable and, as such, it is my responsibility, as the person managing the fleet, to make sure that processes and procedures are in place – not only to manage risk but also to support and help drivers fulfil their obligations safely and to the best of their ability

As fleet managers we are continuously being asked to embrace all of the considerable advances in technology but in my view, there remains the need to make sure that appropriate interventions are actioned immediately as and when driver related safety issues are identified. This is a key element of my strategy.

In addition, all Canal & River Trust vehicles are maintained and supported strictly in accordance with agreed requirements, minimising

downtime and significantly improved operational efficiency. This is a continuing process.

As a direct result of implementing the FSGB vehicle and driver management programmes, I am able to report a considerable financial saving of £250,000 over the measured period, whilst at the same time recording 98% driver compliance.

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Listen to our podcast with Steve Mulvaney [here](#).



Platform Housing Group

Implementing an essential driver daily vehicle check.



Matt Neale,
Head of Fleet

Fleet Operations

700 light commercial vehicles supports the Housing Association's properties.

As a fleet manager, I take my responsibility extremely seriously, in particular the safety and wellbeing of all Platform drivers. This influences everything I do with regard to managing the fleet.

Introducing a driver daily vehicle check is an important part of making sure that all drivers are engaged in an all-embracing driving at work safety programme. Looking at their vehicle on a regular basis supports a familiarisation objective with the result that possible issues are identified and dealt with. This simple but effective process highlights to drivers an important fact and that is vehicles go wrong and when they do, results can be devastating.

My fleet team at Platform, supported by FSGB, continuously look at all aspects of managing the fleet, making sure that robust procedures and processes are not only in place but are demonstrated to be effective.

As a final observation, I make it a priority to regularly engage with industry colleagues, learning

from their approaches and, where appropriate, attempting to improve them.

The industry doesn't stand still and where safety is concerned a concentrated focus is required in order to produce consistent and substantial benefits.

The daily driver vehicle checks are facilitated using an intuitive driver app – this prompts the driver to carry out the check, digitally submit the information thereby ensuring process compliance.

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Listen to our podcast with Matt Neale [here](#).





SRL Traffic Management

Driver safety and wellbeing as a prime consideration.



Andy Fay,
Fleet Manager

Fleet Operations

To deliver a nationwide service, SRL operates 160 vehicles of varying types driven by 157 registered drivers.

By having a clear focus on driver safety and wellbeing I have been able to implement driver safety initiatives that ensure not only a consistent message but also the establishment of a safety culture.

As people join SRL it is my job to identify any required driving at work activity and then to involve that person in an SRL driver induction day. This initiative has proven to be extremely valuable, not only in reinforcing the driving at work message but also in identifying required interventions.

By embedding driver safety into the SRL daily activity, I am able to continuously deliver the safety message that I know is interpreted by the drivers as a top-down signal that everyone is valued and should be supported.

At SRL, we take nothing for granted and we know that our safety message must be continuous. I appreciate the support that I am personally given and I know that the drivers also appreciate and

value the commitment and effort demonstrated by the company.

As part of the daily disciplines, I require all drivers to carry out daily vehicle checks. This is an important feature covered in the induction day, and overall results allow me to report 98% driver compliance statistics. On many occasions this figure rises to 100%.



HTG Group UK

Embracing technology to support continuous communication.



Neil Berry, Chief Executive

Fleet Operations

HTG fleet consists of 422 vehicles, the majority being ambulances, the balance being made up of cars and grey fleet.

As an organisation working closely with the NHS, it is imperative that my company fully embraces the clear health and safety guidance covering driving at work.

HTG is a leading, highly visible, provider of specialist transport services to the NHS. As Chief Executive, supported by all of my colleagues and FSGB, we have put in place robust processes addressing not only driver safety and wellbeing but also and very importantly, vehicle condition and maintenance.

Within the management team, it is a recognition that the vehicle and driver processes must be continuously checked and where identified as needing change, updated accordingly. By adopting this approach everyone in the team takes ownership, feels involved and able to influence results.

To deliver consistent results, I am pleased to say that technology has played its part. The use of the Achieve Driver App with its

incredible functionality has become a one-stop shop for HTG Drivers.

There is no doubt in my mind that the use of technology providing clear communications has directly influenced driver behaviour and is recognised as a key component in the work-related road safety success story to date.

An outstanding partnership delivering visibility and financial control with driver compliance continuously being recorded at 95%.

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Listen to our podcast with Neil Berry [here](#).



Stannah

Stannah Management

Driver safety as an essential component of an overall risk strategy.



Denise Hawkins,
Fleet Manager

Fleet Operations

The Stannah fleet consists of 180 cars, 469 vans and 74 grey fleet vehicles.

Driver safety is central to Stannah's overall risk strategy, supported by a comprehensive driver programme.

As part of my monthly discipline, I produce compliance and safety reports which are presented to the Board. This process ensures visibility of activity at the highest level including integrating data automatically into HR records.

Ongoing training, in my view, is a priority. By introducing a combination of scheduled and ad-hoc e-learning, I am able to regularly refresh the safety message. This is supported by campaigns such as Stop & Think reinforcing driver commitment and engagement.

A successful safety-first culture should always start at the top, and having this culture embedded into the fleet operations, allows my team to continuously engage with drivers - introducing initiatives such as Driver of the Month.

Stannah's safety record speaks for itself - to find out how we do it I

would be more than happy to share my experience with anyone who is considering introducing a driver safety programme.

At all times I have clear visibility and control of all fleet costs and increased driver participation in achieving consistent compliance and safety standards.

LiveWest

LiveWest Homes

Placing drivers at the heart of a safety programme.



Paul Ayris,
Fleet Manager

Fleet Operations

To support a comprehensive property maintenance service - LiveWest operates a fleet of 680 light commercial vehicles.

Driver safety and wellbeing at all times influenced the development of a safety programme where I actively encouraged drivers to consider themselves as professional drivers.

This approach represented a significant management change and needed support from the top of the organisation to make sure that the message was clear and more importantly understood. I am pleased to say that I was given full support.

The visibility of activity, continuous measurement of performance and the use of appropriate interventions, designed to support and improve all aspects of driving at work - all played their part in the successful development of a deliverable strategy.

As a professional fleet manager with a commercial vehicle background, I have always considered driver safety and wellbeing as a number one priority. Trusting one another to deliver a positive working environment as a direct result of a

change in culture is, in my view, the right approach - driver safety is not optional.

The results achieved have been significant and I am pleased to report that the organisation has seen a 23% reduction in crash rates, 62% reduction in driver influenced costs and an overall compliance record of 98%.



Summing up – the law of unintended consequences

For many organisations, work-related road risk (WRRR) is one of the most significant health and safety risks in their business. And yet, perhaps because driving for work is not seen as a key part of its operation from a health and safety perspective, WRRR does not receive the attention from management that it should.

The government in January 2026 launched its Road Safety Strategy that aims to reduce deaths and serious injuries on UK roads by 65%. It acknowledges that 1 in 3 road traffic fatalities involve someone driving/riding for work.

On its webpage *Employers – driving and riding safely for work*, HSE provides guidance on managing WRRR. It also explains the law and how it is regulated: The police and the Driver and Vehicle Standards Agency (DVSA) enforce road traffic law while HSE enforces employers' duties under health and safety law.

When a work-related road incident happens, it may not just be a matter of dealing with insurers and compensation claims. If there is a criminal investigation, there will be management time in responding with the potential for large fines and reputational damage if convicted. But more importantly there is the human cost – lives lost or severely impaired and the impact upon their family and friends.

The contributors to this publication explain the benefits of managing WRRR from cost savings to driver wellbeing. The aim is to reduce the risk and in doing so improve safety for all road users.



Michael Appleby,
Partner,
Fisher Scoggins Waters LLP

Reported road casualties Great Britain: estimates involving driving for work: 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: assets.publishing.service.gov.uk/media/695e2cff8832ab3a48513809/road-safety-strategy.pdf



ROAD SAFETY

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The **Stop & Think** campaign, with this wrap-up issue entitled **Actions Speak Louder Than Words**, has helped open wider discussions across fleets – particularly around the vital need to recognise drivers as part of the solution, rather than part of the problem.

I am pleased to confirm that the organisations featured in this final issue work with the FSGB team in a spirit of genuine partnership. Objectives are openly discussed, clearly defined, and supported by processes designed to deliver meaningful results.

In these challenging times, organisations, in my view, have little choice but to prioritise the effective management of driver safety, wellbeing, and overall fleet costs.

My team and I look forward to strengthening our existing partnerships and embracing the opportunities and challenges that new partners will bring.



Sarah Clifford,
Client Services Director

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
7	Actions speak louder than words

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The Stonehouse, Notton Business Park, Notton, Lacock SN15 2NF
sales@fleetservicegb.co.uk | 03332 200 507 | fleetservicegb.co.uk

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