Driving for Work

Managing Speed

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PRAISE Thematic Report 9

- Speeding: State of Play
- Speed and risk

- A Role for Employers
  - Work Practices, Policy, Planning and Enforcement
  - Risk Management
  - Technology to reduce speed risk

- Concluding Remarks

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State of Play

☠ **Inappropriate or excessive speed**

2,200+ road deaths could be prevented each year if average speeds dropped by 'only' **1km/h** on all roads across the EU.

Widespread (!):

At any one moment, **50%** of European drivers exceed legal speed limits. (OECD 2006 estimate)

Drivers Exceeding speed limits
- up to 30% of on motorways
- up to 70% on roads outside built-up areas
- Up to **80%** in urban areas (PIN 2012)

Contributor to collisions
- Involved in up to 1/3 of all fatal collisions.
- role largely underestimated in 'minor' collisions

60

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Speed and Risk

Impact speed Risk of PEDESTRIAN death		Collision speed Risk of DRIVER death [side collisions]		Driving speed Risk of SERIOUS COLLISION	
30 kmph	5%	30 kmph	0%	60 kmph	2%
50 kmph	45%	50 kmph	30%	70 kmph	5%
60 kmph	85%	55 kmph	80%	80 kmph	20%
		65 kmph	90%	85 kmph	50%
				90 kmph	>70%

Speeding and stopping distance

- Video from the Irish Road Safety Authority available at

    http://youtu.be/IJFI2twwlm4

Speed & Driving for Work

Driver Profile

- 50%+ of company car drivers **speed**
- 13%+ involved in **excessive speeding**

'faster drivers tend to be younger…to drive high annual mileage in company cars and…to be in the managerial, administrative or professional occupational groups, travelling for business purposes.' (GB)

HGV Drivers [GB 2008]

- 85%+ exceeded speed limit on dual carriageways
- 75% exceeded speed limit on inter urban single carriageways.

- ¼ of deaths caused by **LGV drivers** involve breaking the speed limit

Why drivers speed?

They can
- Types of roads and journey
- Vehicle type and capability
- Won't get caught, no sanctions or penalties

They're pressurised to
- Just in time management
- Time sensitive deliveries
- Payment by results
- Other work distractions

They enjoy it
- Thrill seeking
- Competitiveness
- Stressed
- Bored

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Why act to prevent speeding?

The Business Case

• Duty of care to employees, legal compliance;

• Reduced running costs through better driving standards;

• Fewer working days lost due to injury;

• Reduced stress and improved morale / job satisfaction;

• Fewer vehicles off the road for repair;

• Improved corporate image; reduced risk of losing the goodwill of customers;

• Less chance of key employees being banned from driving

What employers can do?

Putting
People……,

Policies…….

and

Procedures in place

To work the problem!!!

The Driver, the Journey and the Vehicle

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Policy on Speed

- Set **standards and expected behaviours**

- Define the **responsibilities** of employees and managers

- Regularly **assess and monitor work practices**

- Provide **information**

- **Assess, prioritise and train drivers** in techniques which encourage consistent and lower speed driving.

- **Monitor** driving practices [spot checks, fuel consumption, technology, speeding offences].

- Avoid incentives to speed

- intervention for offenders and appropriate **remedial action**

- **Liaise** with police and regulators [talks, updates, speeding reports]

Time Management & Planning

Look at:

•**Work Practices**: work practices that do not pressurise staff to speed.

•**Working patterns:** shift patterns, journey planning, employment contracts and work schedules do not contribute to driver stress and speeding.

• **Journey Management**: realistic scheduling of trips and contribute to appropriate time management.

•**Client Expectations**: avoid making any concessions that might adversely affect road safety (unrealistic time constraints)

Enforcement

• Monitor the driving of workers. Look at appropriate speed and incident contributors.

• Co-operate with national enforcement authorities to identify and address problems relating to speeding.

• Strongly implement speeding policy by developing a system of sanctions/rewards and clearly communicating this to employees.

• Consider the use of incentives to support driving at appropriate speeds.

• Utilise in-vehicle technology to monitor and coach driver behaviours.

Assessment & Training

- **Target training** on the basis of need utilising risk assessment, collision, telemetry and licence violations data to identify key areas of risk.

- **Risk based approach**. Make sure that training on speed is rooted in the employer's health and safety at work culture.

- **Comply with the legal requirements**.

- Make sure that **instruction, information and training** on speed management is given linked to the needs of the employees.

- Target employees for eco driver training including the safety aspects.

Vehicles & Technology

- Intelligent Speed Adaptation (ISA)
- Speed Limiters
- Event Data Recorders
- Telematics

Vehicles & Technology

- **Involve workers**

- Include safety criteria when purchasing vehicles

- Appropriate vehicle for the driver and the task

- Develop appropriate safety solutions. Work closely with suppliers, equipment manufacturers, insurers and customers

- Utilise speed management technologies

- **Inform workers** of safety technologies purpose (i.e.: this is for your own good and we value you and are concerned for your wellbeing!)

- **Train workers** on how to use equipment properly.

- Use the available technology and systems to analyse the driving behavior of employees, contractors and subcontractors.
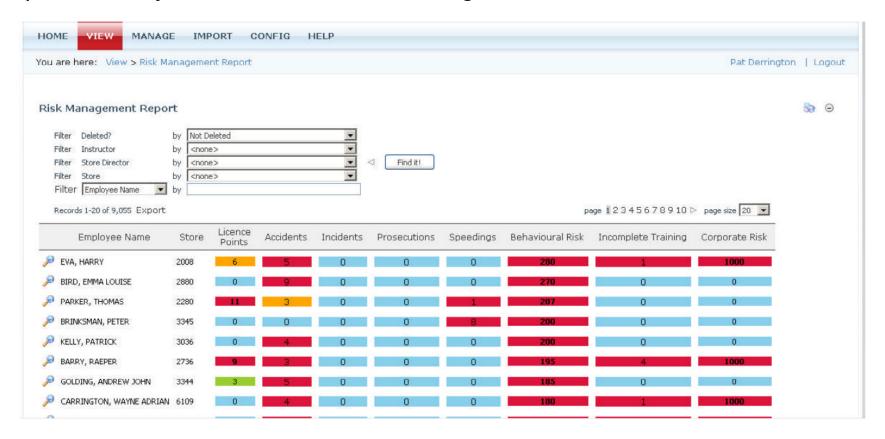
Good Practice

Tesco Dotcom

www.tesco.com

'No Speed' Policy, Telematics & Risk Rating for Individual Drivers

Good Practice

• Policy on Speed as part of broader Driving for Work Policy

• GPS Vehicle Tracking and Fleet Management Programme

  - includes speed monitoring
  - integrated controls
(driver, journey, vehicle)
  - real time monitoring
  - review & discuss data

• Speed limits on all transit vans
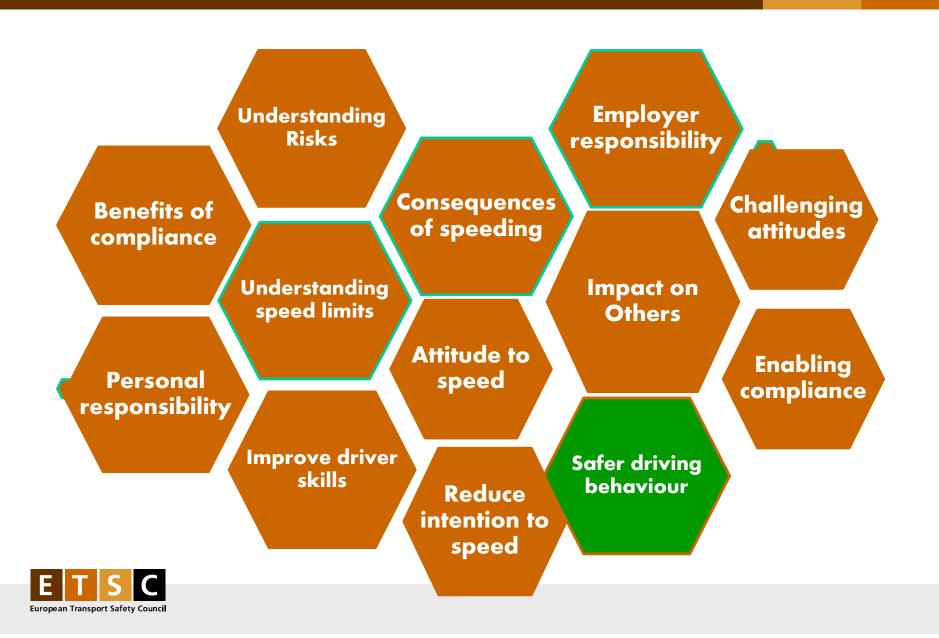• Communicate with Employees-
  - Tool box talks

Driving Of Company Vehicles Policy

Killarney Telecom recognises that driving is one of the highest risk activities employees undertake on a day to day basis. This document is intended to bring together all previous instructions and guidelines, and to provide a definitive and comprehensive guide to each company driver's entitlements, duties and obligations.

Maps

Vehicle
Vehicle: 04-KE-4878_Bernard Ryan
Date: 17/05/11 12:15:00
Status: Ign On
Speed: (KPH) 0
Longitude: -8.4093
Latitude: 53.9818
Idle Counter: 33

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Concluding remarks

Understanding Risks

Employer responsibility

Benefits of compliance

Consequences of speeding

Challenging attitudes

Understanding speed limits

Impact on Others

Personal responsibility

Attitude to speed

Enabling compliance

Improve driver skills

Reduce intention to speed

Safer driving behaviour

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Find out more…

- **PRAISE Handbook**
- **PRAISE Factsheets**
- **Speed Monitor**
- **Safety Monitor**
- **Drink Driving Monitor**
- **Reviews & Policy Papers**
- **Fact Sheets**

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