

Fleet safety survey report 2015

Part 2: Speed: policy, education and community

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Introduction

Making sure that drivers travel at a safe and sensible speed is one of the most important ways in which fleet managers can make their fleets safer. Speed will determine whether a driver can stop in time to avoid a collision, and if a collision does occur then speed will be the main factor in determining the severity of the crash. This is particularly the case with collisions with pedestrians and cyclists.

This report explores three powerful tools that companies can use to make their fleets and local communities safer: speed policy; education and training; and speed in the community.

About this report

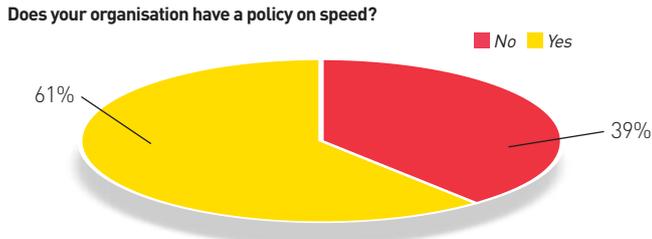
This report, supported by Licence Bureau, is based upon an online survey of fleet managers from 131 organisations, working with nearly 26,000 vehicles and 40,000 people who drive for work. They answered questions on the policies, educational and training tools, and their role in speed-related community projects.



PART A: SPEED POLICY

1. Does your organisation have a policy on speed? This might be in an employee contract, or the employee handbook.

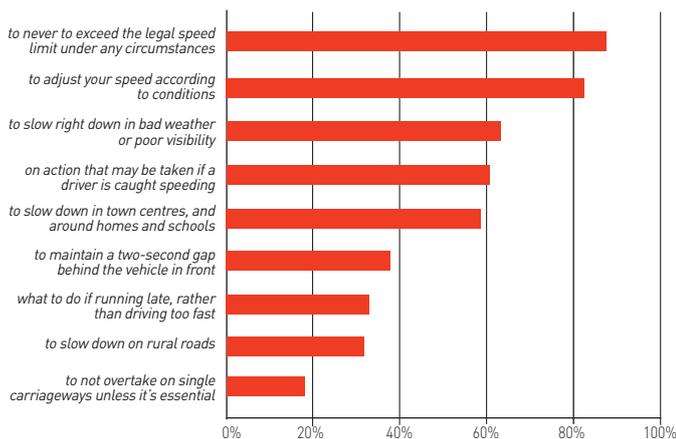
No: 39%
Yes: 61%



It is surprising that four in 10 organisations do not have a speed policy. Having a policy on speed – in the employee handbook, contracts, or provided separately by the organisation – is an essential step in improving road safety. Without a policy, it is far harder for drivers to be clear what is expected of them, and for line managers and senior management to be clear on the organisation’s educational and disciplinary approach. Not having a well-developed policy potentially leaves a company open to legal challenges in the event of it being necessary to discipline or dismiss a driver.

2. For those organisations that have a speed policy, on what does it contain guidance?

- to never to exceed the legal speed limit under any circumstances 88%
- to adjust your speed according to conditions 83%
- to slow right down in bad weather or poor visibility 64%
- on action that may be taken if a driver is caught speeding 62%
- to slow down in town centres, and around homes and schools 59%
- to maintain a two-second gap behind the vehicle in front 38%
- what to do if running late, rather than driving too fast 34%
- to slow down on rural roads 33%
- to not overtake on single carriageways unless it’s essential 18%



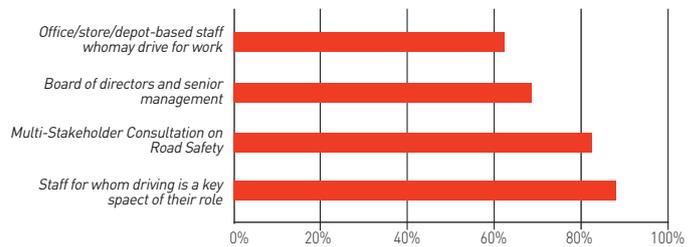
There are aspects of organisations’ speed policy that are common, and nearly universal. These include the need to adjust speed to conditions and not to exceed the speed limit under any circumstances. However, while it can be helpful to reiterate the law and Highway Code, these are minimum requirements, and company policies should ideally go further.

The results show various ways most companies’ speed policies could be strengthened. Four in 10 speed policies fail to outline procedures that would follow a driver speeding, a case of speed policy not being used to its full potential. Some types of advice are rare. Despite rural roads being the most dangerous in terms of deaths and serious injury rates, only one in four organisations specifically ask drivers to slow down on these roads.

3. Which staff does your speed policy apply to?

- Staff for whom driving is a key aspect of their role 89%
- Staff who may be required to drive for work at some point in time 82%
- Board of directors and senior management 68%
- Office/store/depot-based staff who may drive for work 63%

Which staff does your speed policy apply to?

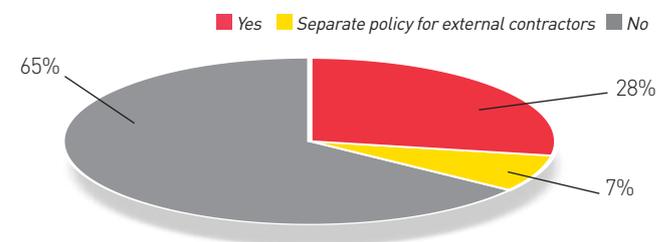


Nearly seven in 10 fleets with a speed policy have one that applies to the highest level of the organisation. Having a speed policy that applies to all staff is a powerful way of engaging all drivers with the policy, and making sure that management has bought in to the need for safe speeds. However the results indicate that some companies could strengthen their approach by extending the application of their speed policy.

4. Does your speed policy apply to external contractors?

- Yes 28%
- No, but we have a separate speed policy for external contractors 7%
- No 65%

Does your speed policy apply to external contractors?





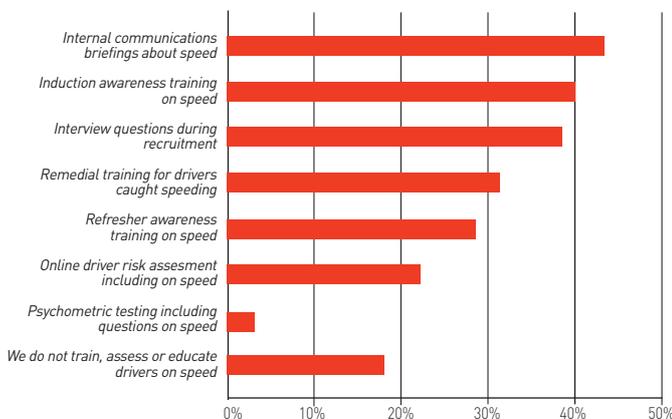
Of the organisations that use external contractors, only a third have a speed policy that covers these contractors. 65% of organisations that use external contractors do not have a speed policy governing these contractors.

PART B: DRIVER EDUCATION AND TRAINING

5. Does your organisation use any of the following methods to train, assess and educate drivers about speed?

- Internal communications/briefings about speed 44%
- Induction awareness training on speed 40%
- Interview questions during recruitment 38%
- Remedial training for drivers caught speeding 31%
- Refresher awareness training on speed 29%
- Online driver risk assessment including on speed 23%
- Psychometric testing including questions on speed 3%
- We do not train, assess or educate drivers on speed 17%

Does your organisation use any of following methods to train, assess and educate drivers about speed?

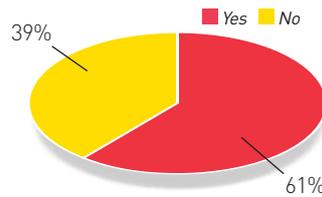


Nearly one in five organisations do not do any training, assessments or education for their drivers on the topic of speed. This is concerning, as these organisations are not giving speed due attention during recruitment, in training, or during the course of employment. In addition, while most companies deliver some training and education on this vital topic, many are not taking advantage of all available (and important) opportunities to communicate key messages on speed. It's worrying that 60% of companies fail to provide induction awareness training on speed, and seven in 10 don't provide remedial training to drivers caught speeding.

6. Of those organisations that do offer some training or education on speed, do they provide training for drivers specifically addressing the following topics?

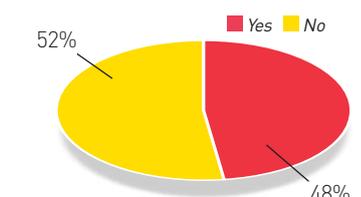
Staying within the legal speed limit

Yes – 61%
No – 39%



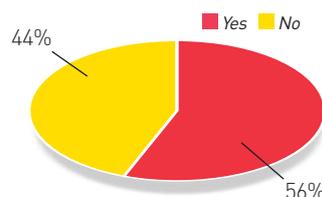
Driving at 20mph (or 30km/h) or below in urban areas

Yes 48%
No 52%



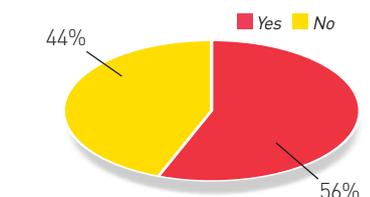
Slowing down for bends, brows, dips and junctions on rural roads

Yes 56%
No 44%



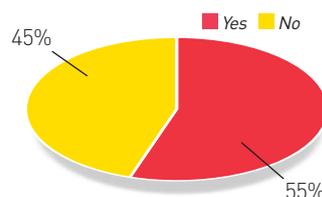
Keeping your distance on motorways

Yes 56%
No 44%



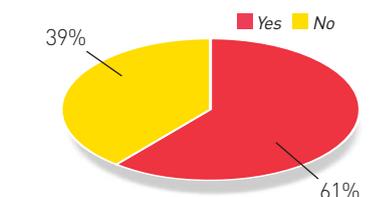
The dangers of overtaking

Yes 55%
No 45%



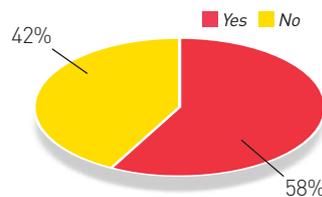
The possible consequences of speeding and driving too fast

Yes 61%
No 39%



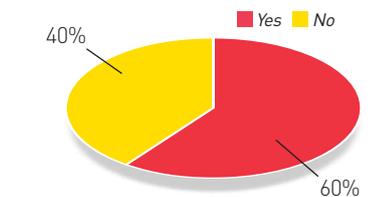
Stopping distances at different speeds

Yes 58%
No 42%



Stopping distances in wet and icy conditions

Yes 60%
No 40%



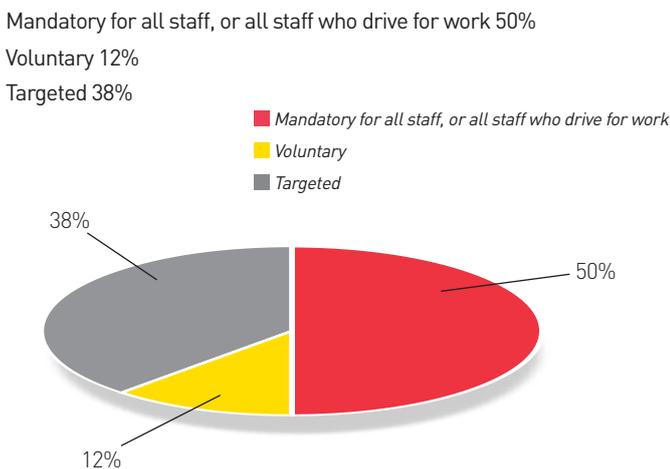


FACTS: SPEED

- Speed is a factor in all collisions: it is the speed of a vehicles that determines whether a driver will be able to stop in time to prevent a collision, and if there is a collision how hard the vehicles will hitⁱ.
- Speed, either breaking the speed limit or driving too fast for conditions, is a primary factor in a third of all UK road deathsⁱⁱ.
- Small increases in speed mean much bigger increases in stopping distances. Stopping distances treble between 20mph (30km/h) and 40mph (60km/h).
- Driving at slower speeds and in an eco-friendly manner can save companies up to 30% in fuelⁱⁱⁱ.

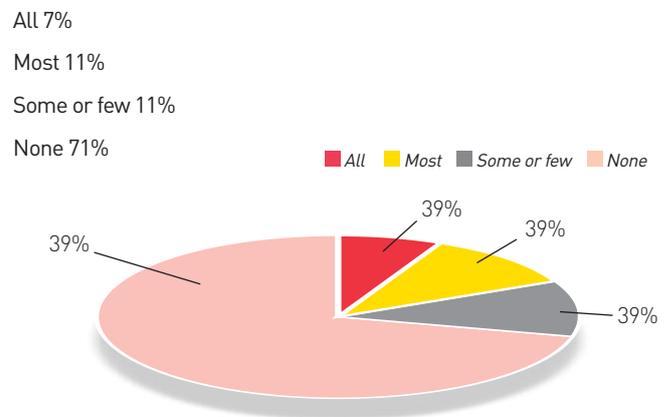
With only around six in 10 organisations offering training or education on most of these key road safety topics, there is scope for developing speed training and education further in most organisations. The rarest topic covered was staying under 20mph (30 km/h) in urban areas. The benefits of slower speeds around schools, homes and shops should be an essential part of driver training and education.

The mix of types of training offered by organisations is as follows:



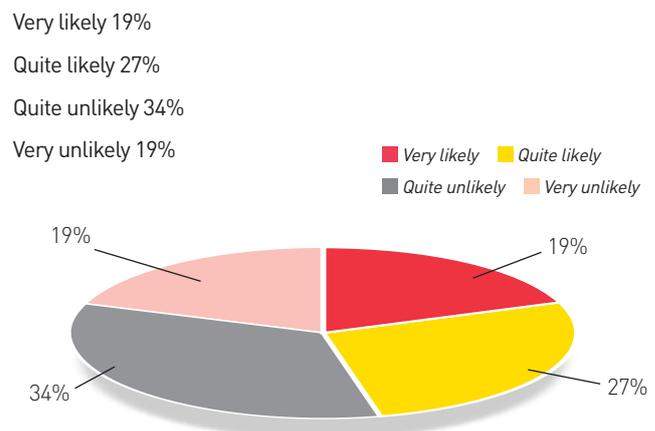
Organisations are using a mix of mandatory training for all staff, and targeted training to address specific issues. Both can be powerful methods for getting messages across. Targeted training can be used to deal with specific issues as they arise with particular drivers.

7. Aside from vehicles that are required to have speed limiters fitted by law, do you fit speed limiters to your vehicles?



Only three in ten organisations fit speed limiters to their vehicles that are not required by law. A fifth of organisations fit speed limiters on all or most of their vehicles, which is a positive step to help keep drivers under the speed limit. However, speed limiters should be used alongside and not instead of training and education for drivers.

8. Intelligent speed adaption uses GPS and a digital speed limit map to either warn the driver not to speed or prevent them from doing so by applying the brakes automatically. If this technology were available (which would require a comprehensive speed limit map to be created), how likely do you think your organisation would be to make use of it?



The industry is split on the introduction of Intelligent Speed Adaptation. This is despite the technology have great potential for reducing crashes and deaths on our roads. ISA can be advisory, which gives the driver a warning if the speed limit is exceeded; voluntary, which reduces the rate of acceleration over the speed limit but can be overridden; or mandatory, which prevents a vehicles going over the speed limit. Trials of ISA have predicted voluntary ISA could reduce road deaths by 21%, and mandatory ISA could reduce deaths by 46%. Advisory ISA is far less effective, but could still reduce fatal crashes by 5%^{iv}. Clearly, more needs to be done to convince the industry of the benefits of ISA.



Case study: Iron Mountain and Green Road

Iron Mountain is a storage and information management company with a fleet of 430 vehicles in the UK, including 290 vans.

All of Iron Mountain's vehicles are fitted with speed limiters, but they felt that it was also important to tackle speeding at all limits. Driver speed is also an issue that Iron Mountain has begun to focus on using their telematics software. Line managers receive live feedback from speed violations by their drivers, and they receive an automatic email if a driver goes 4mph above the speed limit. Line managers are themselves held accountable on what action they take with drivers to improve safety, including toolbox talks, additional training or coaching, or formal action.

This focus on speed has seen a reduction in speeding incidents down to 0.5 violations per vehicle per week. 2014 saw a reduction in crashes, collisions and incidents by over 20%, with a 5% insurance premium reduction.

Three quarters organisations don't undertake any of these activities in the community to tackle speed. Speeding is one of the most prominent, and destructive, forms of anti-social behaviour. It impacts upon health, wellbeing and the environment as well as road safety. This means working to combat excessive speed is of great benefit to an organisation: it improves an organisation's reputation, complements a wider CSR or sustainability programme, and delivers benefits to staff, their families and the wider community.

Find out about Brake UK's GO 20 campaign to reduce speed to 20mph (30 km/h) in communities, around homes and schools, and make streets safer for walking and cycling, at www.brake.org.uk/go20, and read Brake's online toolkit on community campaigning at www.brake.org.uk/go20toolkit.

Conclusion

With speed one of the most important issues affecting road safety and communities, organisations can take steps to improve their drivers' compliance with speed limits, and to drive at a safe speed in communities and on rural roads. However, not all organisations are doing this.

Only six in ten organisations have a speed policy in place, and many of those that do can make better use of this policy by making it a more comprehensive. Organisations are not taking advantage of the full range of opportunities for assessment, education and training. Finally, only a quarter of organisations are doing any work in their communities on speed, which means that they are not translating their skills and experience in road safety for broader public benefit, which can help with developing a strong road safety culture internally.

Brake Professional is a low-cost global membership scheme for fleet professionals, run by Brake, the road safety charity.

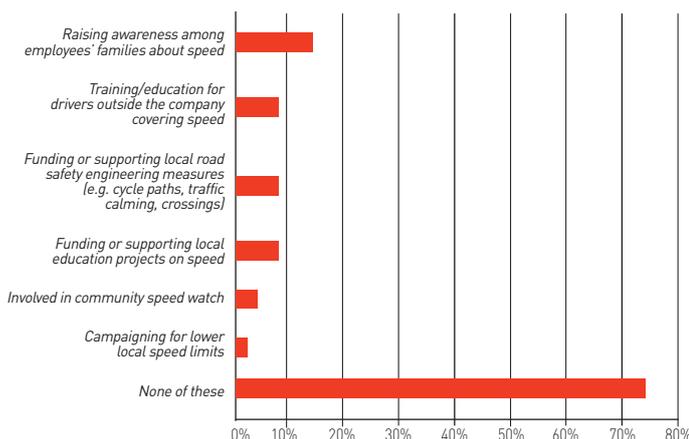
The Brake Professional membership scheme is open to any organisation operating large vehicles, vans, company cars and employee owned vehicles, as well as fleet suppliers. Brake Professional provides its members with access to a wide range of practical road safety guidance and tools, and free and discounted access to Brake training and events. Find out more at brakepro.org.

PART C: SPEED IN THE COMMUNITY

9. Does your organisation do any of the following in the community to promote safer traffic speeds? (tick all that apply)

- Raising awareness among employees' families about speed 15%
- Training/education for drivers outside the company covering speed 8%
- Funding or supporting local road safety engineering measures (e.g. cycle paths, traffic calming, crossings) 8%
- Funding or supporting local education projects on speed 8%
- Involved in community speed watch 5%
- Campaigning for lower local speed limits 3%
- None of these 74%

Does your organisation use any of following methods to train, assess and educate drivers about speed?



End notes

- i Speed management, OECD/ECMT 2006 <http://www.internationaltransportforum.org/Pub/pdf/06Speed.pdf>
- ii Reported road casualties 2013, Department for Transport, 2014 https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/359311/rccgb-2013.pdf
- iii Economic Aspects of Sustainable Mobility, Schade, W and Rothengatter, European Parliament Policy Department, 2008 http://www.europarl.europa.eu/EPRS/IPOL_pe460064_xm_en.pdf
- iv DaCoTa factsheet on vehicle safety, European Commission, 2012

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