

Managing occupational road risk in small and medium size enterprises

Presented by:

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THE ROYAL SOCIETY FOR THE PREVENTION OF ACCIDENTS

Royal Society for the Prevention of Accidents



STATUS:

- *Independent charity established 1917*

MISSION:

- *“....to save lives and reduce injuries”*

VISION:

- *“To lead the way on accident prevention”*

Leading on Managing Occupational Road Risk (MORR) since 1997



OBJECTIVE:

- ***“To ensure that the risks which people face (and which they create for others) while on the road as part of their job are managed by employers within the framework which they should already have in place for managing other aspects of health and safety at work”***

Road casualties G.B.

	KILLED	SERIOUSLY INJURED
1981/85 average	5,598	74,534
1994/98 average	3,578	44,078
2009	2,222	24,690
Percentage reduction	60	67

Targets

2000 - 2010: 40 % reduction in KSI

**2010 - 2020 (proposed): 33 % reduction in fatalities; 33%
reduction in serious injuries**

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Cutting road carnage



MORR: UK's biggest occupational safety issue



- Increasing road mobility in a service based economy
- 550-750 worker deaths p.a. c.f. 180 RIDDOR fatalities
- 25 mpy riskier than deep sea fishing!
- H&S and RT law both apply!
- Action to be focused on management not just drivers
- Contributing to DfT targets
- HSE strategy and prioritisation?
- Reaching SMEs?

Why MORR is an H&S blind spot

- Not reportable to HSE
- HSE focused on site transport
- No questions asked at crashes about on road at-work driving
- Police focus on driver error
- Driving not an occupational skill
- Drivers regarded as solely responsible
- H&S practice too law led?
- Vehicles regarded as commonplace



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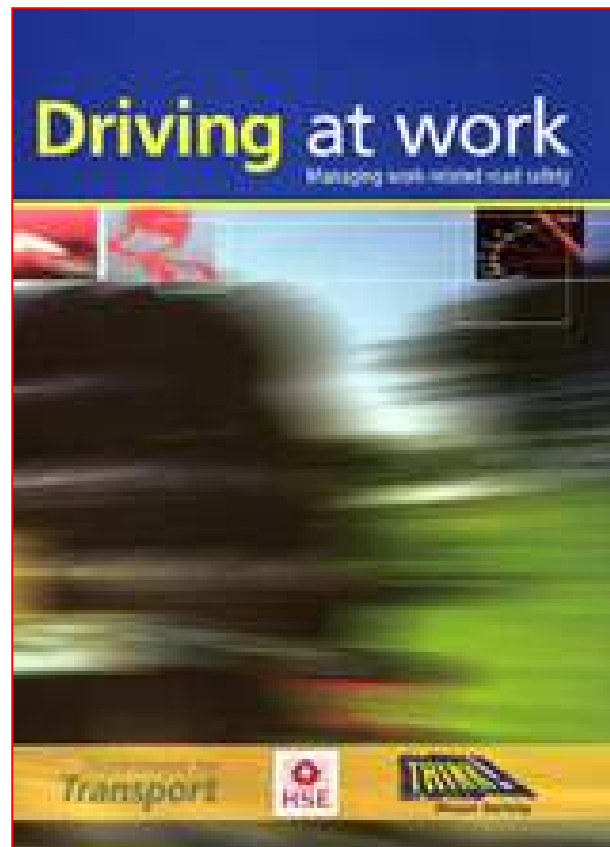
Risk perception?



Problem equivalent to ...



HSE/DfT guidance 'Driving at Work' - Sept '03



Accessible at

<http://www.hse.gov.uk/pubns/indg382.pdf>

- Confirms that H&S law does apply on the road
- Suggests approaches to risk assessment
- Suggests control measures/performance review
- Signposts further information
- Highlights the 'business case' for action

Who is at risk?

NOT JUST

- Commercial vehicle drivers
- Bus and coach drivers
- Taxi drivers
- Motorcycle couriers
- Dot com delivery drivers
- Pizza delivery riders
- BUT**
- *Sales staff/service engineers*
- *Social workers*

- *Emergency services*
- *Local authority staff*
- *Voluntary workers*
- *Police*
- *Government officials*
- *Teachers*
- *Vehicle recovery staff*
- *Health workers*
- *Postal workers*
- *Fund raisers*
- *At-work pedestrians*
- *Anyone on the road as part of their job!!!!*

Causes of road crashes?

IMMEDIATE:

- inappropriate speed
- inattention
- falling asleep
- travelling too close
- drink/drugs
- adverse weather
- vehicle defects
- highway conditions

UNDERLYING:

- pressure/attitudes
- distractions
- inadequate sleep
- congestion
- stress
- poor journey planning
- poor maintenance
- poor routeing

Employer impact on crash risk

Exacerbate

- Too far
- Too fast (incentives to speed etc)
- Unsafe routes/conditions
- Unsafe vehicles
- Stressed, tired, untrained drivers
- Poor work/life balance
- Mobiles
- Poor H&S culture

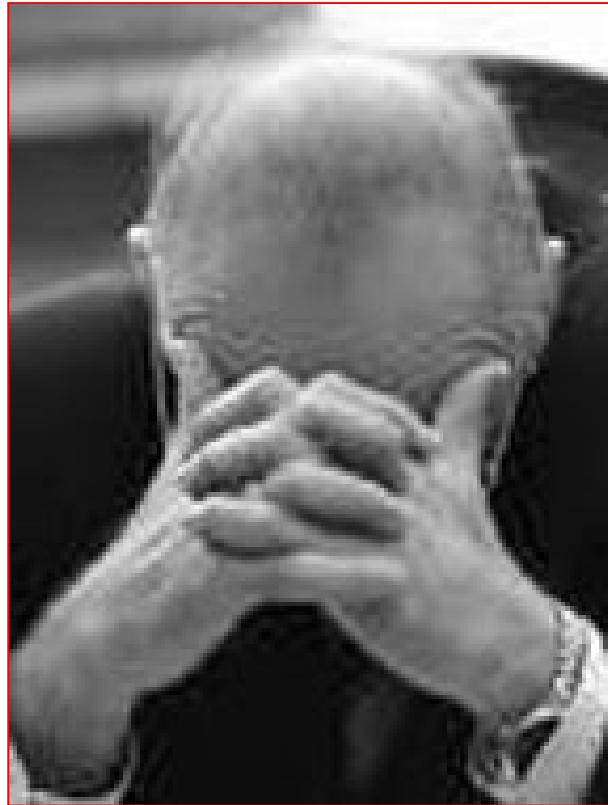
Ameliorate

- Reducing exposure
- Clear policy on speed
- Journey planning
- Safer vehicles
- Driver assessment and training
- Action to combat fatigue
- 'No mobile while mobile'
- Clear MORR policies
- Leadership by example

Three reasons for action

- 1. Ethics: (Corporate Social Responsibility)**
- 2. Legal compliance (H&SW Act, RT law, CM, civil claims etc)**
- 3. The 'business case' (cost reduction, efficiencies, reputational risk, culture building)**

Threats to the business



- Hidden accident costs
- Lost business opportunities
- Lost staff time
- Higher fleet premia
- Loss of staff morale
- Threat to corporate reputation
- Notices and/or prosecutions
- More common law claims
- Prosecution (corporate manslaughter?)

So what are businesses doing?

■ **SOME STILL VERY LITTLE !!!!**

but many....

- driver handbooks
- licence checking
- driver feed back schemes (e.g. Well driven?)
- negative penalties
- crash data analysis
- driver assessment and
- **DRIVER TRAINING...**

Yes, OK BUT....

managing occupational
road risk is not just
driver training....

Managing occupational road risk means...

developing a
risk management approach,
i.e. putting in place the
policies, people, procedures
to
‘work the problem’ !!

Embedding MORR in a risk management framework

- A** 1. defining RS policy objectives
- U** 2. organising and train for MORR
- D** 3. planning and implementing controls
- I** 4. measuring performance
- T** 5. reviewing and feeding back

Using risk assessment...

To help managers and/or drivers understand:-

- 1. 'How, when, who, how bad etc?'
- 2. Whether existing controls adequate or more needed?
- 3. Which risks to tackle first?

Suitable assessment?

Three levels:

1. Generic
2. Specific
3. Dynamic
 - Safe journey tasks?
 - Safe vehicles?
 - Safe drivers?

Some key risk factors

- **Journey task** (speed? fatigue? routeing? distance? timing? distractions, weather? night/day?)
- **Vehicle** (fit for purpose? properly maintained? additional safety features?)
- **Driver** (age/experience? crashes/points? attitudes? competence? fitness? eyesight? stress? sleep quality?)

Preferred approaches to risk control

1. *eliminate*

2. *reduce*

3. *isolate*

4. *control*

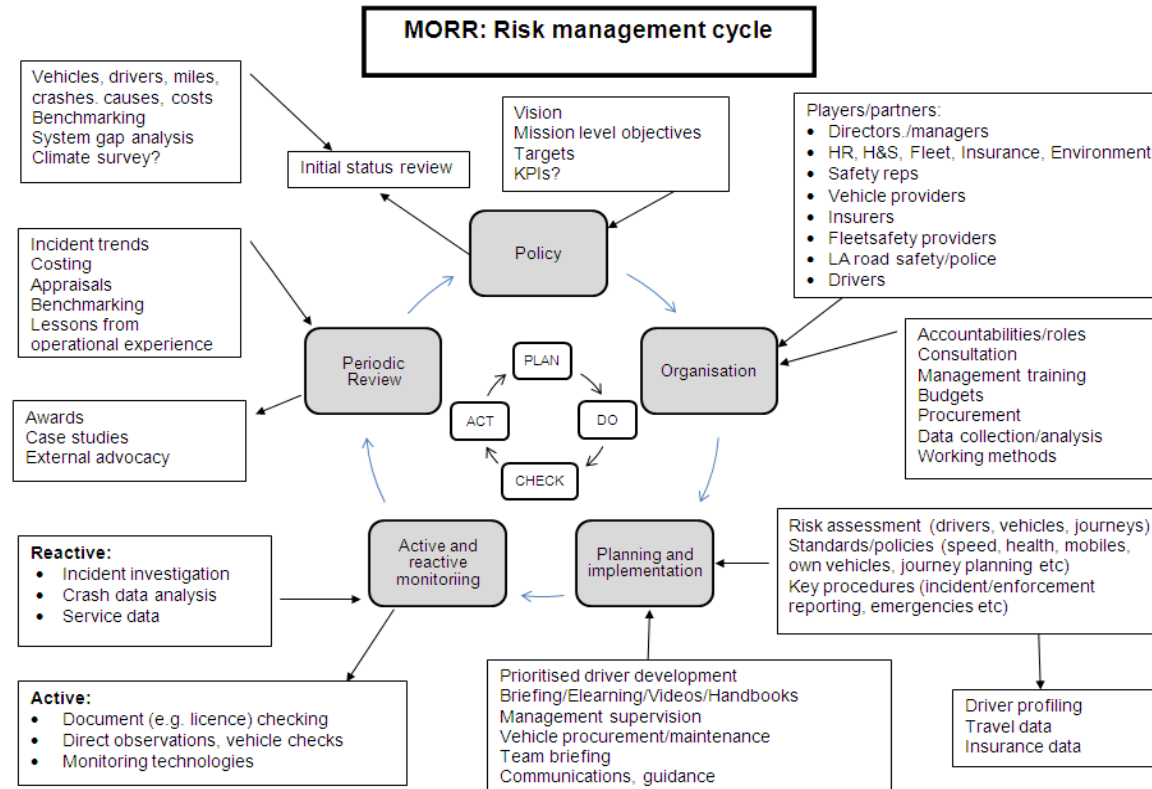
5. *adapt*

- meeting without moving
- change/mix mode
- reduce journeys/mileage
- reduce hours/distances
- optimise schedules
- plan 'safer' routes
- avoid adverse conditions
- specify 'safer' vehicles
- ensure maintenance
- assess driver fitness
- reduce distractions
- alcohol/drugs policies
- assess driver competence
- prioritised driver training

Data, data, data...



MORR cycle

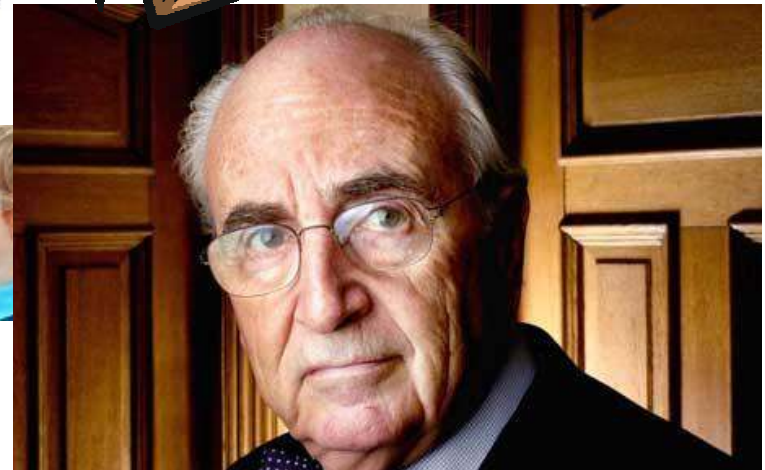
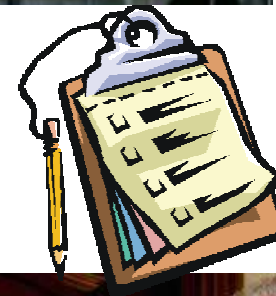


Barriers for SMEs?



- Lack of expertise
- No formal systems
- Dilute accident experience
- Attitudes to risk
- Fear of authority
- Time poverty!

Living in a health and safety culture?

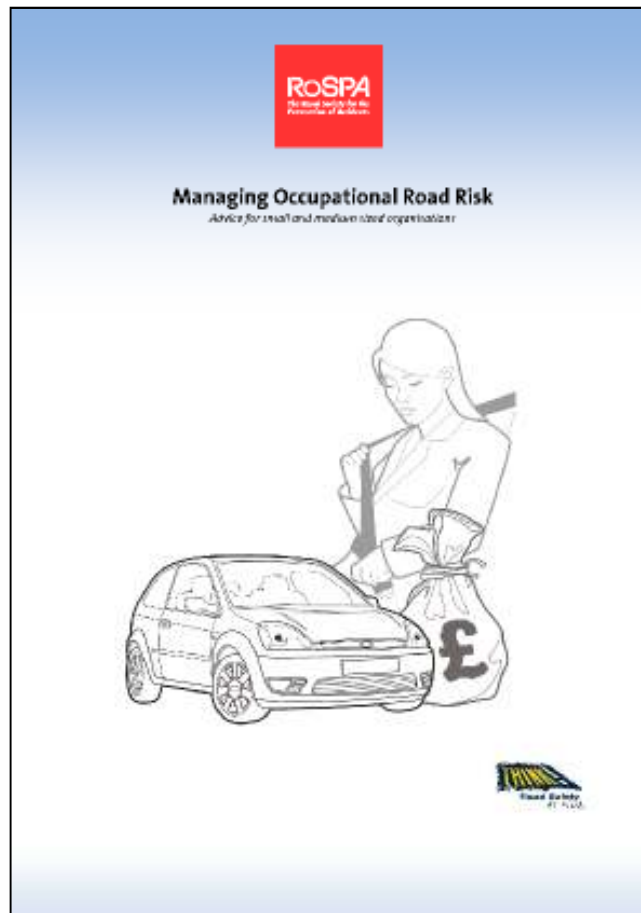


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Cutting 'Red Tape'?



Simple guidance



- **Problem**
- **Law**
- **Business case**

- 1. PLAN**
- 2. DO**
- 3. CHECK**
- 4. ACT**

Plan...

- **Review vehicles, mileages, incidents, causes costs**
- **Consult workers**
- **Develop short policy statement**
- **Simple risk assessments**

Do...

- Reduce road travel
- Assess drivers
- Deliver training
- Ensure journey planning
- Control speeding
- Ensure driver fitness
- Right vehicle for job
- Maintenance and servicing
- Taxed and insured
- Safe parking manoeuvring
- Emergency plans
- Prohibit mobile phone use
- Managers to lead by example

Check...

- **Licences/points**
- **Road traffic offences**
- **Accidents/incidents**
- **Daily weekly vehicle checks**
- **Insurance claims**

- **Review progress**
- **Share lessons learned**
- **Develop simple action plan**
- **Celebrate/reward safe driving**
- **Keep the topic live**

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Challenge everyone to ...



Some useful UK websites

- www.rosipa.com
- www.orsa.org.uk
- www.morr.org.uk
- www.hse.gov.uk/roadsafety
- www.airso.org.uk
- www.roadsafe.com
- www.pacts.org.uk
- www.brake.org.uk
- www.larsoa.org
- www.rosipa.com/drivertraining
- www.drivingforbetterbusiness.com
- www.fleetsafetybenchmarking.net



Thank you

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