



June 2007

Michael Kemp reporting affairs as he finds them

'The secret is right attitude to create a thriving culture'

FACT: Successful top execs turn car road risk into profit

POLICE have discovered that successful business executives are most likely to operate thriving vehicle safety cultures that accrue huge cash savings.

"It's strange that business leaders with sharp money-making skills see work place safety in financial terms. They quickly identify pluses and swing them to advantage.

"Effectively they turn Health & Safety (H&S) road risk prevention into a cash creator by seizing its rewards," recently retired Metropolitan Police occupational road risk (ORR) specialist Chief Insp. Ian Brooks told FSG's 2007 Client Workshop in mid-May.

"Employee drivers are given the right attitude and their business managements the right culture in which best practice thrives – as a cash saver."

Mr Brooks, now a London-based fleet vehicle law enforcement consultant focusing on company exposure to ORR, warned: "Corporate accountability is growing so severe that no company can afford to mistake its H&S responsibilities.

"Yet can your business prove it acted as responsibly as it could?"

FACT: Drivers who have most accidents are most neglectful in car maintenance. In one company FSG found 98 such drivers (14%) were responsible for a third of fleet crashes "costing £100,000, up to £1300 each, over three years.

"The business could be £80,000 in pocket by engaging RiskMaster ORR management," said FSG chief Geoffrey Bray.

CASE STUDIES:

"A MOBILE phone company has saved £500,000 over two years, a FTSE business has saved £380,000 since 2003, another company has cut its car insurance from an average £690 to £170 p/vehicle, and a building firm is saving £800 p/vehicle on a fleet of 600."

Presenting those facts Andy Neale, from Drive & Survive occupational driver assessment, training and management specialists, added that risk management produced:-

"Fewer crashes, 5-15 per cent rise in mpg / cut in fuel bill, and multiple

quantifiable cost savings including reduced bent metal costs, better residuals, lower insurance excess, less vehicle down time and lower administration costs."

HIGH-risk drivers can be identified before being employed, revealed business psychologist Peter Clarke, an executive of Hogrefe, Oxford's psychometric recruitment assessment processes.

He said: "An eight-minute test assessed by Hogrefe (at £14.60 or less in quantity) sifts out road risk before it happens by differentiating between good and poor drivers.

"It looks at selective and sustained attention and visual concentration. Using the test Nottingham City Council has reduced drop-outs for bus driver training from 1-in-3 to 1-in-10 saving £72,000 in six-months."

BEWARE: "You can reason that public liability insurance will cover your company's legal costs following a working driver's serious crash... until he is found guilty of a criminal offence that nullifies insurance," said FSG director Roger Ashman.

Police get HSE power Reducing risk is going green

A "DEDICATED team" of London traffic police now has HSE-delegated power, until December 2010, to prosecute ORR offences in the freight sector including van operation.

"In a work-related road traffic accident the HSE will not automatically be called to the scene, so perhaps this is the shape of things to come," said specialist City H&S defence lawyer Michael Appleby.

Also, at H&S Commission

request, the IoD is (until June 22) leading a steering group overseeing production of new authoritative guidance for directors on their H&S responsibilities.

Mr Appleby (Fisher Scoggins) advises: "No company or director can contract out of H&S responsibilities. It is essential for each to know their undertaking, to understand in detail their commitment, present and future."

REDUCING ORR also reduces global warming, declared Perfect Circle Management chief Tim Watts in stating "safer fleets are greener... lower fuel use reduces a carbon footprint".

Mr Watts said the Energy Saving Trust offered free advice to companies on cutting CO₂ emissions by efficient sustainable use of energy, but:-

"Working drivers are involved in 800-1056 death crashes a year and HSE

research suggests that for every £1 recovered through insurance £8-£36 is lost in uninsured costs.

"A quarter of UK CO₂ emissions is from road transport and last year 49 per cent of new vehicles went to fleets travelling over 60bn miles p/a.

"There is scope for company ORR strategy that improves business, reduces fleet costs, and raises a 'green' profile."