

Directors invest in **RiskMaster** to manage their companies' work-related road safety. If you feel your company could benefit in a similar fashion, contact the RiskMaster team:

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We look forward to hearing from you.

Winner of the Brake Award for Outstanding Commitment to Fleet Safety 2007, 2008

What's in it for me?

One of a series of factsheets about the benefits of managing work-related road safety for:

- fleet managers
- company directors
- drivers
- shareholders
- union members
- general public

If you would like to receive any of the others in this series, please email the RiskMaster team at: **riskmaster@fsguk.com**



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Please note that in the interests of customer care, all telephone calls are recorded

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I'm the board director ultimately responsible for managing work-related road safety.

What's in it for me?



Managing work-related road safety has become a big issue.

My board has finally woken up to its work-related road safety obligations and all the benefits that follow if it's done properly. It's my job as the director responsible to grip this issue and manage it properly.



We're demonstrating our social responsibility

We're telling our customers, staff, suppliers and the great British public how we are protecting our drivers and other road users. It's great PR and adding value to our business. I'm complying with section 172 of the new Companies Act.

We're increasing productivity

We're now managing an area of our business which up until now was largely unmanaged. We know what vehicles our drivers are in, what they are doing, how they are doing it and where they are. We can now manage out weaknesses and errors and focus on improving performance.

We've gained a competitive advantage because we are setting the standard

Because we are able to focus on individual driver performance, we're managing an area of our business most of our competitors can't touch. We can now see it in the bottom line and our investors, our staff, and the public, can see it too.

We're protecting ourselves from prosecution

Whilst there are no guarantees in life, we are now very confident that we are taking reasonably practicable steps to ensure the safety of ourselves and the public.

Managing work-related road safety is an excellent investment

Fewer missed orders, fuel and insurance savings, and the public and drivers are now safer and happier. It's win-win-win. Not a cost but an investment.



Our staff turnover is much lower

When we started looking at what our drivers get up to, some resigned straightaway. Some couldn't or wouldn't improve or didn't want to be managed. They were fired. Some have improved and reaped the benefits. Initial turnover was high but now it has settled down with few grievances and happier, contented and more efficient staff.

The company enjoys improved efficiencies

The benefits are going straight into the bottom line. Vehicles are lasting longer with higher residual values and using less fuel. Insurance premiums have plummeted. Sales and delivery targets have improved – it's a win all round.

We're doing this because it's the right thing to do, not because we have to.

It isn't a 'get-out-of-jail-free' card but it's delivering huge benefits and it's great for business.

