

Health, Safety, Security and Environment
The Fleet Manager's guide to road safety



Staying safe on the road

DESTINATION: SAFER JOURNEYS



SHELL FLEET SOLUTIONS
TOGETHER ANYTHING IS POSSIBLE

A man wearing a tan cap and a blue long-sleeved shirt is operating a yellow vehicle. He is looking out the window to the left. The interior of the vehicle has a grey, tufted seat. The exterior of the vehicle is bright yellow. A yellow line graphic starts from the top right of the image and points towards the text on the right.

Protecting your people, your property and your business

Wherever you are operating, road safety will be a key priority for your fleet. It is a challenge that can have a huge impact on both the lives of your people and the performance of your business, so it's vital to understand the risks you face and the action you can take as a Fleet Manager.

Just as an accident will have negative effects on almost all aspects of your fleet, the benefits of improving road safety will be felt everywhere from morale to the bottom line. For example, safer fleets are known to be more productive and efficient, have lower insurance and repairs costs, less employee downtime and turnover and a better reputation in the marketplace¹.

The cost of an accident



\$47bn

the cost to employers in the US in 2013 of vehicle crashes on and off the job²

50%

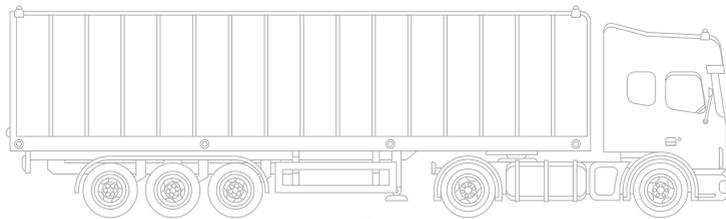
High-mileage drivers in the UK are 50% more likely to be involved in accidents that cause injury³

To your drivers



Human cost

From the death of a driver to the physical and mental impact of an accident on the driver and their loved ones



Medical expenses

From rehabilitation to therapy

Lost wages

During recovery period

To your business



Financial

Including vehicle damage, insurance, fines, legal costs, additional salaries and overtime



Delays

Damage to reputation and loss of contracts

Lost productivity

Vehicles off the road

How to improve fleet safety

Fleet safety is shaped by everything from the driving skills of your team to the condition of vehicles and the road. There are two key ways that Fleet Managers can ensure a safer operation.



Shaping driver behaviour



Introducing safety measures



Working with others to improve road safety



Engaging your team



Health & Safety is good for business

Improving health & safety does more than protect your team's wellbeing, it also delivers proven and measurable results for your business. Here are some examples:

30%

Shell's Road Safety Programme has delivered a return on investment of up to 30%⁴

60%

reduction in road accident damage and third-party costs over 5-year period⁵

50%

reduction in absenteeism cost due to road collisions over 5-year period⁵



Shaping driver behaviour

Improving the skill of your drivers is the most obvious way to improve safety in your fleet. As well as reducing accident rates, this will have other advantages. For example, reducing speeding and excessive braking is also more fuel efficient – a valuable benefit when fuel is estimated to represent about 30-35% of fleet operating costs. In addition to providing training on these issues, encouraging your team to stay healthy and ready to drive is another key factor in promoting fleet safety.⁶

Providing training

In this section, we look at some basic skills training that is important for anyone driving for work, whether they are operating a commercial vehicle or a company car. Depending on the region you operate in, these may be included in the relevant compulsory training – if they aren't, we recommend organising a training programme of your own or finding courses offered by a reputable third party.

Defensive driving

Defensive driving training is all about anticipating risk and avoiding it before it becomes a serious problem. By teaching your drivers how to improve their observational skills and identify dangers, you can help them stay safe despite adverse conditions and mistakes by other road users.

Distracted driving

Talking on the phone (even hands-free), eating and drinking at the wheel are some of the things that most commonly distract us from driving. By educating your drivers on the threats, you can help to ensure they're able to concentrate for longer and stay focused on the task. It's also important to stress the need to pull over to rest and refuel regularly.

Driving in adverse conditions

Driving in winter and at night are two examples when it can be more challenging to drive. Yet some simple training can help to ensure drivers are aware of the dangers and equipped to respond properly and stay safe.



Did you know?

78% of collisions are caused by some form of inattention or driver distraction.⁷

Ensuring your team is fit and active to drive

Even the best-trained driver needs to look after their health in order to do their job well. There are a number of ways that their Fleet Manager can help.

Examples include:

- Making sure the team is not fatigued and understands the importance of quality sleep
- Offering advice on and access to healthy and nutritious food at base and on the road
- Encouraging drivers to add exercise to their routine and providing relevant equipment and advice – e.g. dumbbells and an exercise video
- Ensuring that working practices are reasonable and don't lead to stress and overwork





Introducing safety measures

Fleet Managers have a big part to play in making sure that the working environment they create is safe and supportive. The kind of measures you can think about extend from how you plan your team's working day to the way you connect with your vehicles and drivers when they are out on the road.

Journey management

A journey management plan is typically a set process that is followed for journeys of more than a few hours. It's a useful procedure to follow as it acts as a checklist for the Fleet Manager and covers the key issues drivers need to consider when planning a safe and efficient journey.

A typical journey management plan could include:

- Deciding if and when to drive, including rest breaks, driving and duty hours
- What route to take, what vehicle to use – e.g. making sure it is suitable and in good condition
- Required driving skills, competence and fitness to drive
- Road and environmental conditions – e.g. hazards, traffic conditions and other road users

- Emergency response readiness – e.g. vehicle breakdown, crashes and medical emergencies
- Ways to communicate – deciding how and when to keep in touch
- Loading and unloading – e.g. ensuring the load is stable and secure

Thinking more broadly, Fleet Managers should also regularly question and review the number of journeys with the intent to eliminate work overload and stress for the driving team.



Telematics

Telematics systems are making a major contribution to road safety by constantly recording how a vehicle is being driven. This helps the Fleet Managers identify behaviours that could result in collisions, such as speeding, harsh braking and failure to use seat belts. In combination with additional driver training, these identified behaviours can be improved, making for safer and often more fuel-efficient journeys.



Did you know?

The RAC has reported a 43% reduction in accidents involving staff with access to telematics^B

Vehicle safety features

Sourcing vehicles with the latest safety features is a key way of protecting your people. The savvy, safety-first investments you make today will become tomorrow's second-hand market, making vehicles safer across your community.

Regulation compliance

Fleet is a heavily regulated industry, so it is important to know the safety rules that apply in your region and what you have to do to meet the regulations. This will generally cover the safety of your drivers, your vehicles and your working practices – for example, compulsory training and maximum working hours.

You can include these mandatory requirements into a wider safe driving policy. Here's an example of the ground your policy can cover:

- Driving licence requirements
- Use of seat belts
- Use of daytime running lights
- Reverse-in policy
- Speed control
- 60 second vehicle safety check
- Collision reporting
- Use of mobile phones/radios

Measuring and reviewing performance

Tracking safety standards in your fleet is the key to identifying where problems lie and where improvements need to be made. This will allow you to set a baseline that you can use to see how much impact your efforts have over time. At the simplest level, this will be a record of accidents and incidents that occur, but you can incorporate tools such as telematics to build a clear picture of driver behaviour, or schedule in proactive maintenance work on your vehicles. However you gather your data, it is vital to carry out regular reviews, analyse the results and act on your findings.

10x

A fatal crash is 10x more costly on average than a non-fatal injury, which is itself 10x more costly on average than a property damage only crash⁹



Working with others to improve road safety

With road safety being such a major issue in fleet and beyond, there are lots of organisations and initiatives that can offer inspiration and support.

Joining associations and networks

Joining established groups – such as the Network of Employers for Traffic Safety or Global Road Safety Partnership – can be a good way to learn more about the issues and access free materials that you can share with your team.

Learn more about the UN Decade of Action on Road Safety

The United Nations (UN) has declared 2011 – 2020 the Decade of Action for road safety, with an action plan that's designed to save millions of lives on the road. The plan is an excellent best practice guide for all road users, including fleets, and focuses on five key areas:

- Road safety management
- Safer roads and mobility
- Safer vehicles
- Safer road users
- Post-crash response



Get involved in community road safety programmes

From encouraging seat belt use in drivers to raising children's road awareness, community safety programmes can help to reinforce safety messages within your own team while building connections with local people where your fleet operates.

Making a difference in Malaysia
Shell's Road Safety Movement in Malaysia is aimed at school and college students and local communities. It offers practical advice on issues such as riding motorcycles and travelling to and from school.

#shellselamatsampai



Engaging your team

Good communication and a proactive approach are the key ingredients to engaging your people on road safety to make sure they understand the risks they face and what they need to do to keep themselves, their vehicles and other road users safe.

It is worth remembering that the time you invest in sharing information and educating your team will deliver tangible returns in terms of a safer, more efficient and more productive fleet.

You may have in-house safety information that you can give to your team, and another good place to start is public road safety bodies in your region. Shell also produces a wide range of safety-related material that is designed to help drivers understand the issues and change their behaviour.



Get started

To learn more about HSSE: Road Safety and the many other ways we can help your fleet get where it needs to go, please speak to your Shell Account Manager or visit shell.com/fleetsolutions

Sources

1. The Business Case for Managing Road Risk at Work, European Transport Safety Council
2. NETS – Cost of crashes report 2015
3. RAC – 2013 Guide to driving for work
4. The Economical and Societal Impact of Road Transport Incidents at Shell
5. The Business Case for Managing Road Risk at Work, European Transport Safety Council, 2013
6. Davies and Robson's Fuel Management Checklist for Transport Managers
7. Shell Transport Laboratory: Managing Driver Distraction
8. RAC Telematics report 2016
9. Research by the Network of Employers for Traffic Safety (NETS)

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Road Safety Reminder

Practice safe driving. Please be reminded to 1) wear your seat belt; 2) follow the prescribed journey management plan; 3) while driving, do not use your phone and do not exceed speed limits; and 4) no alcohol or drugs while working or driving.