



Fleet Risk Management

A UK Nationwide Plumbing & Heating Company - Commercial Fleet

The company decided that the level of incidents they were suffering was unacceptable.

It was decided that the appropriate way to address the problem was by completing meaningful assessment and training of drivers. For this they used a combination of desktop and on-road methods. A pilot study was set out to include drivers from 64 branches in NW and N Midlands Area (211 drivers).

Approach

All drivers within the pilot area were assessed using DriverMetrics® (developed by Cranfield University). The output was used to categorize drivers and plan resources.

Following this, physical assessments of the drivers deemed as high risk were completed. The physical assessments included a one on one with the driver and a trained assessor. The assessor was reviewing driver style/technique etc but he was also tasked with completing some rudimentary compliance checks.

This assessment concluded with a licence check and a basic eyesight test. The outcome of the physical assessment determined the frequency required for re-checking e.g. Low Risk – 3-year cycle, Medium Risk – 18-month cycle and High-Risk – 3 month cycle.

Drivers deemed as remaining high risk following the physical assessment were then required to be given an on-road training session by a third party provider.





Results

The DriverMetrics® results showed that 40% of the drivers assessed were high "at risk" (against an average of 25-30%), 46% medium (average 50%) and 14% low (average 20%). Following physical assessments 8 (10%) high-risk drivers were selected for on-road training.

Though the pilot study was relatively small the outcome was a significant reduction in accidents within the pilot group compared to the group as a whole.

The assessment and training work began in November 2007. If we look at the group as whole during the period from March to November 2007 there were 357 accidents with an average repair cost of £436. From March to November 2008 there were 349 accidents with an average repair cost of £421. This represents an accident rate reduction of 2.25% and a repair cost reduction of 3.4%.

Within the pilot area from March to Nov 2007 there were 109 accidents (average repair cost £387). Following the assessment and training work from March '08 through to November '08 recorded accidents fell to 76 with an average repair cost of £182.

Whilst the proportion of high risk drivers who received an on-road intervention was small, the reduction in crash costs over the course of the pilot supports the utility of DriverMetrics® Profiling as an intervention in its own right. Participating in the profiling process raises consciousness of the role of behavioural factors in crash risk, and encourages a degree of self-reflection among drivers, particularly when implemented within the context of an active safety culture.

This represents an accident rate reduction of 30.3% and a repair cost reduction of 79%.

The success of the pilot means that the company are now adopting this approach for all drivers (a further 739 drivers) within their commercial fleet. If the results of the pilot study are repeated across the group there is a potential annual saving of £165,000.