

Case Study: Yorkshire Water

Yorkshire Water provides essential water and wastewater services to the Yorkshire and Humberside region, playing a key role in the region's health, wellbeing and prosperity.

In November 2018, Yorkshire Water engaged DriverMetrics® to provide its Fleet Driver Risk Index™ assessment for 1500 company car and commercial vehicle drivers. The most scientifically validated driver risk assessment available, the Fleet Driver Risk Index™ accurately identifies the behavioural factors associated with individual driver risk.

Fleet Driver Risk Index™

As part of Yorkshire Water's fleet risk management programme, every driver received a personalised report detailing their strengths and weaknesses as a driver; together with recommendations for driver development. The overall results from Fleet Driver Risk Index™ informed the development of a highly targeted intervention strategy. Drivers were allocated the most appropriate development and training path, based on how they scored on the Fleet Driver Risk Index™.





Driver Safety Improvement Interventions

The Yorkshire Water team used the DriverMetrics® Management Information System to decide which drivers should receive additional training, according to their scores on the Fleet Driver Risk Index™. Our published research has shown that certain factors pose the most significant contributions to crash involvement: driving excitement, hazard monitoring, aggression, fatigue, anxiety and work-related risk in response to time pressure. With this in mind, the Yorkshire Water fleet risk management programme began with all drivers completing a series of interactive behaviour-based eLearning modules. The modules informed the drivers about these key behavioural risks using interactive scenarios and end of module tests to check for understanding.

Some drivers were identified as requiring additional support based on their responses to the Fleet Driver Risk Index™ and invited to attend an Insight into Action workshop, delivered by a DriverMetrics® accredited coach. The bespoke workshop enabled each driver to reflect on their own responses to work and traffic situations and how these responses can increase risk. Behavioural change was facilitated using an interactive, discussion group setting and behaviour change techniques. At the end of the workshop, drivers were coached to develop their own personal action plan to improve well-being and safety behind the wheel when driving for work.

For those at the highest risk of being involved in a crash according to the DriverMetrics® Management Information System, drivers were allocated to our one to one Personal Coaching session. The DriverMetrics® Personal

Coaching sessions were delivered remotely via telephone conference by a DriverMetrics® accredited coach. Each session was personalised to coach drivers on key behaviours that increase risk and the development of strategies for safety improvement. At the end of each session, the coach facilitated the development of personal goals towards becoming safer drivers.

Results

Insurance data shows that the Yearly Risk Rate for Yorkshire Water LCV and LGV reduced significantly between 2018 and December 2019. Furthermore, the Annualised Incident Ratio for company cars also saw great reductions between April 2018-March 2019 and April 2019-March 2020.

“Working with DriverMetrics® has been a very rewarding experience – through their bespoke approach, each driver received a personalised development plan and training based on their needs. We have seen a significant reduction in incidents since undertaking the driver risk assessments.”

David Hibbs,
Transport General Manager