

# Case Study: Peninsula Business Services Group Ltd



Since 1983, Peninsula Business Services Group Ltd has been providing Human Resources and Health and Safety related professional services to small to medium businesses across UK & Ireland.

Peninsula operates a mixed company car and grey car fleet, with many employees making use of a car allowance. The driving population predominantly consists of Business Development staff, together with Employment Law and Health and Safety Consultants.

## Fleet Driver Risk Index™

Following a recommendation from their insurer - Aviva - Peninsula Business Services Group Ltd first implemented the Fleet Driver Risk Index™ assessment in 2016. The Fleet Driver Risk Index™ is an online driver risk assessment that identifies specific behaviours that increase the risk of driving for work. It takes less than 20 minutes to complete, with each driver receiving a report, which summarises the results and provides tailored advice on driver safety improvements. Over the past five years long many Peninsula Business Services Group Ltd employees have retaken the assessment, and all new employees are expected to complete it.





## Targeted eLearning

Following completion of the Fleet Driver Risk Index™, Peninsula Business Services Group Ltd employees are automatically allocated eLearning modules targeted to their individual results. The highly interactive modules are based on the latest research into fleet safety and a scenario-based approach encourages drivers to reflect on how behavioural tendencies can increase their risk and how to adopt safer strategies. All Peninsula Business Services Group Ltd drivers are also given the opportunity to take additional eLearning modules if they wish.

## Management Tools

The management team at Peninsula Business Services Group Ltd are able to review, monitor and manage the implementation of their driver risk management programme via the DriverMetrics® Management Information System.

Mark Rowlands, Peninsula Group (UK&I) Internal Health And Safety Technical Advisor has also completed the DriverMetrics® Coaching Programme. This highly practical and tailored online course has provided him with the knowledge and skills to use the Fleet Driver Risk Index to effectively risk assess drivers and implement behavioural change programmes.

“The combination of the Fleet Driver Risk Index™ assessment and targeted eLearning has successfully reduced the number of drivers at high risk of a crash and helped reduced our insurance premiums. It is now firmly embedded in our Health and Safety culture, and we expect all employees who drive for work to complete the assessment and eLearning.”

**Mark Rowlands,**

Peninsula Group (UK&I) Internal Health And Safety Technical Advisor.

## Results

Peninsula Business Services Group Ltd report that the DriverMetrics® programme forms an key element of an overall package of measures that has helped drive their fleet insurance premiums down, bucking the general trend of increases seen from insurers over the last few years.