

No job is important enough to cast safety aside

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Modern cars may be safer than ever before, but that doesn't mean companies don't have a role to play in ensuring safety for drivers, passengers, and for all members of the public. A well thought and dedicated safety policy is required to make sure that role is not neglected.

A company's safety policy sets out the general approach to manage health and safety issues within the business. The main message that should be universally accepted is that no job is important enough to cast safety aside.

Technology can help enforce a safety policy by implementing telematics solutions, but companies can also introduce reward programmes to ensure all drivers are motivated to follow safety guidelines. Why not offer safe drivers upgrade options?

Here are 7 key things to keep in mind when designing or updating your safety policy:

1. **Senior management** needs to be on board. You cannot uphold a safety policy if senior management isn't behind its underpinning principles.

2. **Processes** need to support and respect your safety policy. Drivers shouldn't feel pressured to use their time behind the wheel as productive time. Similarly, there should be no expectation for them to achieve higher targets than what is technically possible. If congestion means they can only make five deliveries or client visits, don't ask them to do six or seven.
3. **It is not only about drivers of company cars** . At times of carsharing and ridehailing, you can expect all employees with a driver's licence to be behind the wheel in a professional context at one point or another. This means all employees should be included in the fleet safety policy.
4. Driver **training should be repeated regularly** , either as virtual, computer-based training, or with physical training. Training can also be **tailor-made** to address areas where a driver needs to improve. Responsible driving behaviour can also be encouraged through reward programs.
5. Driver **behaviour should be monitored** . This can be achieved by looking at collision data, but technology can add valuable information. Telematics systems, for instance, can tell a company if its drivers respect speed limits or if they brake harshly.
6. **Telematics require data analysis** . Collecting telematics data is one thing but you need the capability to process it. This is particularly useful for LCV or tool car fleets but less so for perk cars. Once collected, data can be analysed and used to implement correctional measures which promote better behaviour behind the wheel. This also helps reduce CO₂ emissions and limit fuel consumption while generating savings and creating a safer environment.
7. The **common standards should apply to all markets** . Global or international fleets should establish a common safety standard that applies to all regions and countries, taking into account differences in legislation, conditions and preferences.

Safety has always been at the heart of the services offered by ALD Automotive. The experts from the Business Intelligence & Consultancy Group can assist you in drawing up or reassessing a safety policy that fulfils your needs.

Do you want to know more about designing a safety policy? Contact [us](#)

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