

Fleet survey report 2016

The Brake Pledge

Produced by:



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About Brake Professional

Brake Professional is a low-cost global membership scheme for fleet professionals, run by Brake, the road safety charity. The Brake Professional membership scheme is open to any organisation operating any kind of vehicle, suppliers to the fleet industry and anyone else with an interest in fleet safety. Brake Professional provides its members with practical road safety guidance and tools, and free and discounted access to Brake training and events. Find out more at brakepro.org.

About this report

239 fleet operators completed this survey. Whilst the majority of respondents are from the UK, responses also came from fleets based in Asia, Africa, North America, mainland Europe, and Australasia. Respondents manage a total of more than 190,000 vehicles including mopeds, cars, vans, trucks, and buses, and more than 170,000 employees driving for work. The size of the fleets varied: the smallest were single-vehicle operators; the largest had over 80,000 vehicles.

Introduction

This survey focuses on the six key areas of road safety covered in the Brake Pledge:

- speed
- alcohol and drugs
- eyesight, fatigue, and health
- distraction
- vehicle maintenance
- sustainability

Respondents were asked questions about their organisation's overall approach to managing occupational road risk, as well as their organisation's policies and procedures on individual areas of the Pledge.



slow



sober



secure



silent



sharp



sustainable



SLOW: MANAGING DRIVER SPEED

Speed is a critical factor in road crashes and casualties. Traffic speed also has a huge impact on communities, influencing whether people feel safe walking and cycling, and therefore their travel choices.



Employers with staff who drive for work can play a critical part in reducing and managing speed, often achieving reduced costs and other benefits like enhanced reputation at the same time.

We asked fleet operators what policies and training they have in place to manage driver speed.

Key findings:

- Almost three in ten respondents (28.2%) do not have any speed policy in place in their organisation. Worryingly, of those who do not have any speed policy in place almost half (40.7%) represent medium-sized and larger organisations with more than 250 employees.
- More than half of respondents (54.5%) do not include any information in their speed policies about the procedures that will be followed if a driver fails to adhere to the policy.
- Six in ten respondents (59.8%) do not include the instruction 'never to exceed the speed limit under any circumstances' in their speed policies, and more than half (54.5%) do not include information in their policy about the action the organisation will take if a driver is caught speeding.
- Many respondents advise their drivers on adjusting their speed depending on their situation, with almost seven in ten (67.5%) advising their drivers to adjust their speed according to conditions, and five in ten (56.5%) advising to slow right down in bad weather and poor visibility.
- Four in ten respondents (42.1%) provide mandatory training for all at-work drivers on staying within legal speed limits, and additional one in ten (10%) extend this training to all staff, regardless of whether or not they drive for work purposes.
- Three in ten respondents (31.1%) don't provide any training, even at a remedial level, on staying within legal speed limits, four in ten (39%) don't provide any training on keeping your distance on multi-lane highways, and four in ten don't provide any training on stopping distances at different speeds (37.6%) and wet and icy conditions (35.8%).

Of respondents working in the UK, six in ten (62%) agree with Brake's call for the government to lower the national default residential speed limit from 30mph to 20 mph).



It is encouraging to see a fall in the number of organisations that don't have a speed policy in place, from four in ten in 2015¹ to three in ten in 2016. However, it is worrying that three in ten organisations still don't have any speed policy in place, especially as medium-sized and large organisations make up a significant number of those organisations without a policy in place.

It is concerning that more than half of fleet operators surveyed don't include any information in their policies about the procedures that will be followed if a driver fails to adhere to their policy; disciplinary procedures are an important part of any policy, and it is important that drivers have a proper understanding of the consequences should they break the rules.

For more information on managing driver speed in your fleet, read the Brake Professional guidance report '**Managing driver speed**', available to Brake Professional members online, or to order from our [online shop](#).

SOBER: TACKLING DRINK AND DRUG DRIVING



sober

Drink and drug driving remains one of the biggest causes of deaths and serious injuries on roads around the world.

For example, in the UK one in seven road deaths are at the hands of someone who got behind the wheel over the legal limit². Many more casualties may be caused by drivers who have low amounts of alcohol in their system, as even one drink can make you at least three times more likely to die in a crash³.

Drug driving is also a widespread menace: many medical and illegal drugs have very serious negative effects on driving ability.

We asked fleet operators what methods they use to train, assess and educate drivers on impairment through alcohol and drugs, and what policies and procedures they have in place to prevent drink and drug driving.



Key findings:

- Seven in ten (74.7%) respondents take disciplinary action against employees found to have any amount of alcohol or illegal drugs in their system at work, with almost half (46%) of respondents dismissing such employees.
- Five in ten (46.9%) respondents use interview questions during recruitment to assess drivers on impairment through alcohol and drugs, with six in ten (63.8%) then offering induction awareness training on the topic.
- Six in ten (65%) use internal communications to educate drivers on impairment through alcohol and drugs, and three in ten (28.8%) conduct online driver risk assessments on impairment through alcohol and drugs.
- Six in ten educate drivers on the risk of drink-driving, including 'morning after' drink-driving (63.6%), and drug driving, including prescription medications that impair driving (58.6%).
- Half of respondents (51%) offer confidential advice and support to driver who believe they have a substance misuse problem, and six in ten (60.1%) encourage employees to approach managers in confidence if they suspect a colleague is drink or drug driving.

Of UK based respondents, four in five respondents (81%) agree with Brake's call for the UK government to lower the legal drink drive limit to 20mg alcohol per 100ml blood.



Seven in ten fleet operators surveyed in 2016 take disciplinary action against employees found to have any amount of alcohol or illegal drugs in their system at-work, compared to only six in ten in Brake's 2014 survey⁴. There has also been a small rise in the number of employers offering confidential advice and support to drivers who believe they have a substance misuse problem, and also a rise in the proportion of operators educating their drivers on both drink and drug driving, compared to 2014.

For more information on preventing drink and drug driving in your fleet, please see the Brake Professional guidance report '**Zero tolerance: tackling drink and drug driving**', available to all Brake Professional members, or to order from our [online shop](#).

SECURE: ENSURING VEHICLE SAFETY



Employers have an important responsibility to ensure that the vehicles being driven on behalf of their organisation – whether company owned or leased, or employee-owned – are safe on the roads and well-maintained.

If safety critical parts such as brakes and wheels are not kept in good repair, this could cause the driver to lose control or fail to respond in time in an emergency, with potentially fatal results.

We asked fleet operators about their policies on vehicle checks, priorities when choosing new vehicles, and vehicle servicing standards.

Key findings:

- Of respondents with trucks in their fleet, nine in ten (94.1%) have policies stating vehicle walk around checks should be completed either daily or before each journey.
- Seven in ten respondents (71.3%) said the price and subsequent running costs of a vehicle are their top priority when making decisions about vehicle purchasing and leasing.
- Only in one ten (11.7%) have vehicle safety ratings as their top priority when making purchasing and leasing decisions.
- Six in ten respondents (57%) set minimum qualification standards for mechanics working on their vehicles, and six in ten (64.1%) also ensure the qualifications on mechanics working on their vehicles are checked and verified.
- Fewer than half (44.5%) ensure regular training to refresh and update knowledge and skills is provided for mechanics working on their vehicles.

It is concerning that such a small proportion of fleet operators have vehicle safety ratings as their top priority when making purchasing and leasing decisions, and that such a high number are prioritising price and vehicle running costs over safety. It is equally concerning to see that loyalty to manufacturer or model is prioritised to a similar degree as safety.

For more information on maintaining safe vehicles, read the Brake Professional guidance report '**Maintenance and mechanics: how safe are your vehicles?**', available to all Brake Professional members, or to order from our [online shop](#).



SILENT: PREVENTING DRIVER DISTRACTION



silent

Driving is a highly unpredictable and risky activity, so it requires full concentration at all times. Drivers who divide their attention, because they're on the phone or distracted by something else, are significantly increasing their risk of causing a crash. Drivers who perform a secondary task at the wheel are two to three times more likely to crash⁵.

At-work drivers are particularly at risk of being distracted, and employers have a responsibility to put policies and training in place to prevent their drivers from driving whilst distracted.

We asked fleet operators about their organisations' policies on hands-free phone use at the wheel, as well as other in-vehicle technology that might be distracting to their drivers.

Key findings:

- Four in ten respondents (37.9%) have an organisation-wide policy banning all employees from using hands-free phones at the wheel.
- Six in ten respondents (59.2%) install sat nav or GPS systems in company vehicles, and six in ten (59.8%) also have telematics systems installed in company vehicles.
- Only four in ten (44.1%) have a policy that drivers should not adjust, or communicate using, any of their in-vehicle technology while driving.

Only four in ten UK based respondents (40%) support Brake's call for the UK government to extend the ban on mobile phone use at the wheel to include hands-free phone use.



It is encouraging to see that there has been an increase in the number of respondents who have an organisation-wide policy banning all mobile phone use, including hands-free, while driving, from three in ten respondents in 2013, to four in ten in 2016.

For more information on preventing driver distraction in your fleet, please see the Brake Professional guidance report '**Eliminating driver distractions**', available to all Brake Professional members, or to order from our [online shop](#).

SHARP: ENSURING EMPLOYEES ARE FIT TO DRIVE



sharp

Poor vision, fatigue, ill health and stress can significantly affect ability to drive safely, causing casualties. Impaired fitness to drive has been shown by crash investigators to be a particular safety concern for long-distance at-work drivers.

We asked fleet operators what methods they use to train, assess and educate drivers on fitness to drive, and what policies and procedures they have in place to ensure their employees are fit to drive.

Key findings:

- Three quarters of respondents (75%) educate drivers on the risk of driving tired, but only four in ten (38%) require drivers to take rest breaks every two hours on long journeys, and only one in ten (8.3%) offer employees free screening for sleep apnoea and other sleep conditions.
- Six in ten (58.3%) plan journeys and shifts to ensure drivers are able to have sufficient sleep and rest time before and in between journeys, but only five in six (49.5%) monitor drivers' hours to ensure regular rest breaks are taken.
- Four in ten respondents (38.7%) educate drivers on the risks of driving with poor eyesight, and the importance of getting your eyes tested at least every two years, and three in ten (34%) require staff who drive for work to have a full eyesight test at least every two years.
- Only three in ten (33%) require a full eyesight test for all new staff who driver for work, or proof they had one recently.
- Three in ten (26%) of respondents think that individual drivers have responsibility for ensuring they are fit to drive, compared to two in ten (18.8%) who think responsibility lies with managers, and fewer than one in ten (4.2%) who think responsibility lies with senior managers. Half of respondents (51%) think that responsibility lies with all parties.

Since 2014⁶, there has been a rise in the proportion of fleet operators who think individual drivers have responsibility for ensuring they are fit to drive, and a decrease in those who think that fitness to drive is a shared responsibility between drivers, fleet and line managers, and senior management.



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For more information on ensuring your drivers are fit to drive, please see the Brake Professional guidance report **'Fit to Drive'**, available to all Brake Professional members, or to order from our [online shop](#).

- Half of respondents (54.9%) encourage employees to car share if travelling to the same or similar locations, and six in ten (56.5%) plan meetings and appointments so several are in the same area on the same day, to minimise repeat trips to the same location.
- Half of respondents (42.9%) encourage employees to avoid travelling whenever possible, for example by teleconferencing or home working instead.

Four in ten respondents (44.4%) said that sustainable and environmentally transport is very important to them as an individual, but only three in ten (35%) said that it is very important for their organisation.

SUSTAINABLE: ENVIRONMENTALLY-FRIENDLY TRAVEL



sustainable

Sustainable and active travel are key components of improving road safety. Professionals have a role to play in promoting eco-driving, active travel, sustainable travel plans, and safe cycling and walking routes.

It is encouraging that many organisations promote sustainable travel choices to their staff, and provide workplace facilities for employees who choose to walk and cycle to work.

It is crucial that employers educate and train their drivers in eco-driving techniques, so that they can be as fuel efficient as possible when driving. In this survey, we asked fleet operators what actions they take to help promote alternative forms of travel; employers who enable staff to leave vehicles behind and make sustainable choices such as using public transport, walking and cycling, and teleconferencing meetings are improving road safety and the environment. Sustainable choices can also help reduce fleet operating costs and travel reimbursement claims, as well as improving employee wellbeing.

For more information on promoting sustainable travel in your organisation, please see the Brake Professional guidance report **'Sustainable travel plans for employers: Reducing travel costs and risk'**, available to all Brake Professional members, or to order from our [online shop](#).

We asked fleet operators how they encourage sustainable commuting for all employees, and how they enable staff who don't need to drive as part of their job to choose more sustainable transport options.

Key findings:

- Fewer than one in ten respondents (7.6%) prioritise environmental concerns when making vehicle purchasing and leasing decisions.
- Almost half of respondents (45.4%) promote walking and cycling as travel choices to staff, and six in ten (60.5%) provide workplace facilities, such as bike racks or showers) for those who walk and cycle.
- One in ten respondents (9.2%) invest in safe walking and cycling routes in their localities, and also one in ten (11.9%) engage with local government to encourage implementation of safe walking and cycling routes in their locality.

End notes

- 1 Fleet safety survey report 2015 part 2: Speed: policy, education and community, Brake, 2015
- 2 Provisional estimate for 2014, from Reported road casualties Great Britain: Estimates for accidents involving illegal alcohol levels: 2014 (second provisional), Department for Transport, February 2016
- 3 Review of effectiveness of laws limiting blood alcohol concentration levels to reduce alcohol-related road injuries and deaths, National Institute for Health and Clinical Excellence, 2010
- 4 Fleet safety survey report 2014 part 1: fit to drive, Brake, 2014
- 5 The impact of driver inattention on near-crash/crash risk, National Highway Traffic Safety Administration, 2006
- 6 Fleet safety survey report 2014 part 1: fit to drive, Brake, 2014



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