Driving for Better Business

AN AWARD-WINNING FREE PROGRAMME FROM national highways

Are you operating company cars or vans?

Driving for Better Business is a 'free to access' campaign aimed at raising awareness of work-related road risk by sharing the business benefits that come from good management.

Around 20 million vehicles are used for work purposes in the UK including company cars, vans, trucks and, it's thought, around 14 million privately-owned cars are used for business journeys – we call this grey fleet.

According to government statistics, over 35,000 injury collisions each year involve at least one person who was driving for work.

The risk of this happening is called work-related road risk and company owners, directors and managers all have a clear legal responsibility to minimise this risk. While the driver obviously has a responsibility to behave safely, directors MUST risk assess driving activities and put policies and procedures in place to minimise those risks.

The good news comes on two fronts. The first is that it isn't difficult to be compliant. **[Your Organisation]** is working with the Driving for Better Business programme, which is free to access and contains lots of free resources to help you understand the risks, plus a wealth of safety information for you to share with your drivers and colleagues. We also have a series of online tools to help you identify and fill any management gaps.

The second is that companies that already do this well, operate at a much higher performance level because they see massive business benefits on top of reducing collisions and unnecessary vehicle damage. These benefits can include reductions in vehicle downtime, maintenance costs, fleet insurance, fuel use and emissions, and management and admin time. A selection of case studies can be viewed on the Driving for Better Business website.

If you would like some support to help you manage driver safety, then please get in touch.

We are also trying to gauge if there is interest in a "drop in breakfast event" at **[Local Business Park]** where we could explain more about the scheme and bring some of the resources, plus pastries and coffee!

Do let me know if this is of interest or for more information, please contact:
[Your name]
Email: **[Your Email]**
Tel: **[Your phone number]**