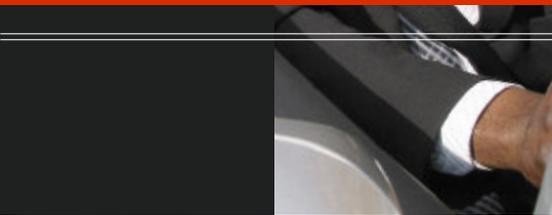


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Direct Line & Brake Reports on Safe Driving 2009-2012 **REPORT EIGHT**

At-work drivers



Produced by:



Working in partnership with:



direct line



Julie Townsend, Brake's deputy chief executive, says:

"People who drive as part of their job should be taking great care to stay within the law and not put people in danger, but according to these results, at-work drivers are more likely to take many deadly risks than other drivers.

"It's crucial all at-work drivers take their responsibilities seriously, whether they're driving a commercial vehicle, company car, or their own vehicle to business appointments. But there is also much more that many employers could do to ensure their staff don't feel under pressure to take risks – such as by rushing between appointments or feeling obliged to take calls at the wheel – and to make safety their number one priority. While some organisations work hard to ensure the safety of their vehicles and drivers, many others could do far more.

"We are urging all employers to implement comprehensive fleet safety policies, including monitoring drivers, journeys and incidents, and ensuring vehicles are well-maintained, journeys are well-planned, and staff are trained and briefed so they know to always put safety first. Brake provides a range of guidance to help organisations do this through our Fleet Safety Forum, and we recognise and promote good practice through an annual Fleet Safety Awards.

"It's also vital the government gives greater attention to improving safety among at-work drivers, as these drivers are thought to be involved in such a high proportion of crashes. The government needs to do more to engage and support industry to further develop road risk management. We also believe on-road incidents should be reportable to the Health and Safety Executive, as on-site incidents are, so employers are properly held to account for the on-road safety of staff. The government should also ensure there are plenty of rest areas for long-distance drivers, and ensure there are more traffic police and commercial vehicle enforcement officers to detect dangerous law-breaking and stop dangerous fleet operators."



About this report

This report is split into four parts on driver distraction, speed, tiredness, and drink and drug use.

This is the eighth and final in a series of reports on safe driving by Brake and Direct Line published 2008-12. The report is based on three surveys of 804, 797, and 938 people who drive for work carried out by Brake volunteers in 2011, at a range of locations across the UK. Every effort was made to ensure a wide variety of people responded. Repeating some questions from a survey

carried out in 2007 by Brake and Green Flag has enabled some analysis of changing attitudes and behaviour.

Brake thanks the volunteers who helped conduct the survey and collate the results. For other reports in the series, visit www.driverpoll.com.



RECOMMENDATIONS FOR GOVERNMENT

The government should:

- promote and encourage implementation of comprehensive fleet safety policies that include: a commitment to plan all journeys carefully, including the need to make the journey in the first place, and allowing plenty of time to avoid speeding and stress; a ban on distractions while driving, such as using mobile phones and eating at the wheel; careful monitoring of drivers' welfare, to ensure they are fit to drive, including regular eyesight, alcohol and drugs tests; thorough vehicle maintenance procedures; a programme of driver monitoring, training, induction and education that ensures all staff understand that safety is their top priority, and how to keep themselves and others safe;
- require all companies to report, record and analyse crashes, including near-misses, to manage their road risk effectively. Health and safety incident reporting rules (Reporting of Injuries, Diseases and Dangerous Occurrences Regulations), or RIDDOR should cover at-work drivers as well as on-site employees;

- ensure all fatal and serious injury crashes involving someone driving for work are investigated through the Health & Safety Executive (HSE);
- deliver targeted publicity and engagement campaigns to warn at-work drivers and fleet managers of risks associated with at-work driving and provide advice on how to manage and cut crashes;
- increase numbers of traffic police and front-line enforcement staff working for the Vehicle & Operator Services Agency (VOSA), to enable heightened levels of enforcement checks on drivers and vehicles;
- introduce tougher penalties against companies flouting maintenance, driver hours or licensing rules, or putting pressure on drivers to break the law and drive dangerously, particularly for repeat offenders.

Fleet Safety Forum

The Fleet Safety Forum is an essential low-cost service run by Brake for any manager with staff who drive for work. It provides vital, up-to-date guidance on a range of fleet safety issues through high quality events, awareness training, expert guidance, case studies and news bulletins. It also recognises good practice in fleet safety through an annual awards. For more information, call 01484 559909 or email fleetsafetyforum@brake.org.uk.



For advice on safe driving, general information on road safety and details of road safety campaigns and events, including Road Safety Week, visit www.brake.org.uk or www.roadsafetyweek.org.uk.

For more information on government campaigns on safe driving, visit the Department for Transport's Think! website, www.thinkroadsafety.gov.uk

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At-work drivers



STRESS AND EMOTIONS

THE FACTS: DRIVING FOR WORK

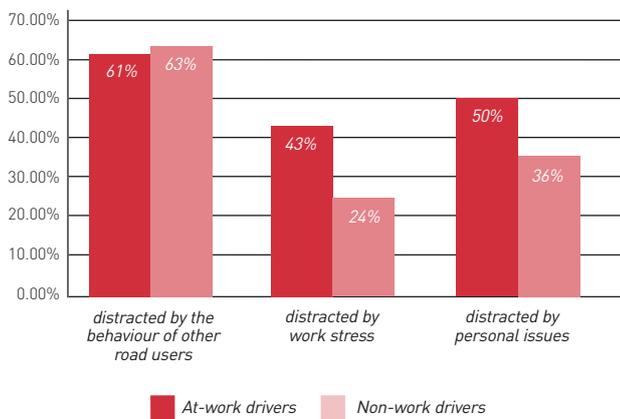
- Up to one in three road crashes involves someone driving for work¹.
- Of all work-related deaths in the UK, 75% occur on the road², a much higher proportion than in the US, for example, where in 2000 24% of civilian worker deaths were on the road³.
- Drivers who drive for work are 30-40% more likely than other drivers to be involved in a crash⁴.
- 19% of journeys on British roads are undertaken by at-work drivers, and they account for 30% of the distance travelled⁵.

Q1: Within the past 12 months, have you driven while not concentrating because you felt stressed, annoyed or upset due to the behaviour of other road users, work stress, or personal issues?

At-work drivers are nearly twice as likely to admit to driving while distracted due to work stress as people who only drive for non-work purposes, and much more likely to be distracted by personal issues too.

- 50% of at-work drivers admitted driving while distracted by personal issues, compared to 35% of non-work drivers
- 43% of at-work drivers admitted driving while not concentrating due to work stress, compared to 24% of non-work drivers
- 61% of at-work drivers admitted driving while not concentrating because they felt stressed, annoyed, upset at the behaviour of other road users, compared to 63% of non-work drivers.

Figure 1: driving while stressed



ADVICE FOR DRIVERS: KEEPING CALM

- Driving requires you to be constantly alert and aware of your surroundings, but stress and strong emotions can be a dangerous distraction. If you feel angry or stressed, you should pull over in a safe place and take a few moments to calm yourself down. You should only begin your journey again once you are able to pay full attention to the road.
- Plan your journey to allow plenty of time for potential hold-ups and rest breaks, and take breaks at least every two hours, to help you stay alert, focused and composed.
- Never jump into a car straight after an argument, or if you are experiencing strong emotions, which affects your concentration. If you are driving back from a tense or challenging meeting or appointment, take some time to relax and focus your mind back onto the task of driving safely.

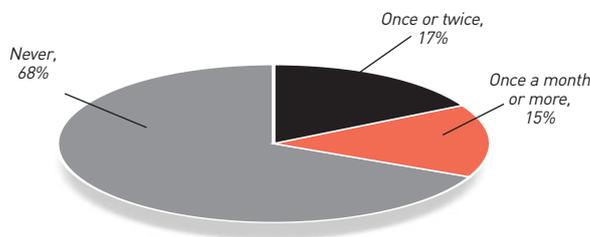
MOBILE PHONES

Q2: Within the past 12 months, have you driven while sending or reading a text message?

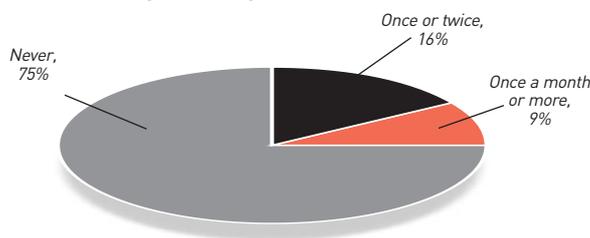
At-work drivers are much more likely to take the deadly risk of texting at the wheel, and nearly twice as likely to do so monthly or more: a horrifying one in seven do this.

- 31% of at-work drivers admit sending or reading a text, compared to 24% of non-work drivers
- 17% of at-work drivers admit sending or reading a text once or twice, compared with 16% of non-work drivers
- 15% of at-work drivers admit sending or reading a text once a month or more, compared with 9% of non-work drivers
- 68% of at-work drivers say they have not texted while driving, compared with 75% of non-work drivers

Figure 2: At-work drivers texting while driving



Non-work drivers texting while driving



At-work drivers

LOST LIVES

Maureen Waites, aged 64

In November 2006, Maureen Waites, a self-employed hairdresser from County Durham, UK, was killed in a high speed crash on the A696. The car which crashed into Maureen's Citroen was driven by 19 year old Rachel Begg, who had been texting at the wheel. Following the collision, it was found that Begg had used her phone nine times in the 15 minute journey immediately prior to smashing into Maureen's car. Travelling at around 70mph and with her attention on her phone, Rachel Begg drove directly into Maureen's car, killing the 64 year old grandmother instantly.

Q3: Within the past 12 months, have you driven while using the internet or an app on your phone, for example emailing or checking updates on a social networking site (excluding using it as a sat-nav)?

Fewer at-work drivers than non-work drivers are taking the risk of using the internet at the wheel, but it's still a significant one in 11 who admit to this.

- 9% of at-work drivers admitted using an app or the internet on their phone while driving, compared with 12% of non-work drivers
- 4% of at-work drivers admitted using an app or the internet on their phone while driving once a month or more, compared with 5% of non-work drivers
- 91% of at-work drivers say they never use the internet or apps while driving, compared with 88% of non-work drivers.

ADVICE FOR DRIVERS: MOBILE PHONES

- Many of us are becoming used to being connected 24/7 via our mobile phones, both for social and work purposes. Increasingly, mobiles act as phone, laptop, sat-nav, music player and social media provider all in one.
- But however attached you are to your phone, and however important it is for you to be connected, when you are driving you need to put it away. Taking or making a call hands-free or hand-held, emailing, texting, inputting details into a GPS application, or repeatedly glancing at the screen, are all major distractions that put your life and the lives of others at great risk. Driving is the most dangerous and complex activity most of us do on a daily basis and it requires your full concentration. Your phone can wait.
- Put your phone out of sight, reach and earshot to avoid temptation: ideally in the boot. If you're doing a lot of driving, or setting off on a long journey, change your voicemail to say you might not be contactable if you're driving. If you drive for work, make colleagues and clients aware that you can't pick up calls while driving, but will come back to them as soon as you can once safely parked – you'll sound more focused and professional on the call as a result. Take regular rest breaks and use these to check messages and return calls.

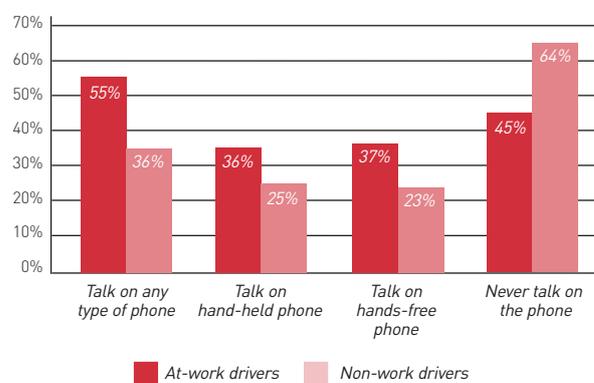


Q4: Within the past 12 months, have you ever driven while talking on a hand-held or hands-free mobile?

At-work drivers are nearly one and a half times more likely to risk talking on any type of phone than people who only drive for non-work purposes.

- 55% of at-work drivers admitted talking on a mobile (hands-free or hand-held) at the wheel, compared to 36% of non-work drivers
- 35% of at-work drivers admitted talking on a hand-held mobile at the wheel, compared to 25% of non-work drivers
- 37% of at-work drivers admitted talking on a hands-free mobile at the wheel, compared to 23% of non-work drivers
- 45% of at-work drivers never talk on the phone at the wheel, compared to 64% of non-work drivers.

Figure 3: Mobile phone use



ADVICE FOR EMPLOYERS: MOBILE PHONES

- Some employees and even employers still believe that preventing drivers using phones while driving will hinder business. However, companies who have already implemented bans have found this is not the case.
- Fleet managers can overcome initial difficulties by ensuring good consultation, communication and feedback throughout the introduction of a policy to prevent phone use alongside strict procedures for non-compliance.
- It's important to have a strong message from the top of the organisation in support of a ban on phone use at the wheel, to ensure drivers and managers take it seriously.
- Writing a clear and readily available policy on the restrictions and penalties for non-compliance is essential.
- Employees should return calls during breaks from driving, making them able to give callers their undivided attention. Drivers should set up caller diverts and other suitable systems to prevent any negative impact from being unavailable for periods of time while driving. Companies who take these steps report customers responding favourably to the ban as it shows the company is taking responsible action to protect the welfare of employees and the public.

At-work drivers



THE FACTS: MOBILE PHONES

- Tests have found drivers on hands-free phones take 20% longer to brake in an emergency due to the distraction.
- Talking on a mobile phone has been found to increase the risk of crashing four-fold, whether or not the driver uses a hands-free kit, because of the distraction of the phone conversation.
- Driver crash risk remains higher than normal for up to 10 minutes after the call has ended⁶.
- In laboratory tests, it has been found driving is impaired more during a phone conversation than by having a blood alcohol level at the current UK drink drive limit (80mg/100ml blood)⁷.

End notes

1. *Reported Road Casualties Great Britain 2011*, Department for Transport, 2012
2. *DfT Road Research Report No. 51*, Department for Transport, 2004
3. Charbotel B., Martin J.L., Chiron M, "Work-related versus non-work-related road accidents, developments in the last decade in France". (2010) *Accident Analysis and Prevention*, 42 (2), pp. 604-611
4. *Reported Road Casualties Great Britain 2011*, Department for Transport, 2012
5. *National Travel Survey 2011*, Department for Transport, 2012
6. *Association between cellular-telephone calls and motor vehicle collisions*, Massachusetts Medical Society, 1997
7. *Using a hands-free mobile whilst driving can be more dangerous than drink driving*, Transport Research Laboratory, 2009

