

Driving **D**own Risk

Why most companies with employees who drive on business are at risk and what to do about it



 **ultimatecarcontrol**

in association with **VOLVO**

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Introduction



Robb Gravett

**Former British Touring Car Champion
and founder of Ultimate Car Control**

According to the Department of Transport, it has been estimated that up to a third of all road traffic accidents involve either a company car or a private car being driven on company business.

Driver training is now at the forefront of many leading business's concerns about risk management. Recent legislation has significantly increased both the obligations on businesses and the penalties for non-compliance, yet many companies are not in a position to feel confident that this risk is being managed effectively.

Most larger businesses are aware of the risk, and their obligations under Health & Safety and Corporate Manslaughter legislation. Driver training in a large organisation is also a serious financial commitment. The major issue is finding the right solution and financing package for the size of business.

With smaller businesses, there is a quite shocking lack of awareness surrounding the new legislation, and the actions that they are legally required to take in respect of their business drivers. It is these businesses that would most probably be unable to withstand the potential penalties that would go with a successful prosecution.

Companies should not forget that in weighing up the costs of driver training, there can be huge financial and morale benefits to choosing the right training programme.

The first successful prosecution under this legislation and the start of a second, while not related to driver safety, has allowed business to start to quantify this risk properly and many are now rightly worried about their potential exposure. The penalties from the first prosecution included a fine of one year's turnover – not profit, but turnover. This helped to sink the business in question but there was also the widespread negative publicity in the national press and what would possibly have been a custodial sentence for the Managing Director were it not for ill health.

However, it isn't all bad news. Companies should not forget that in weighing up the costs of driver training, there can be huge financial and morale benefits to choosing the right training programme.

Group training can be hugely entertaining and motivational while still being compliant and educational, and a course with proven results can bring massive savings to the business by substantially reducing accidents, which in turn will lower insurance costs, reduce fleet maintenance costs, and decrease the costs associated with accident-related sick leave.

This report will give you an overview of an employer's obligations under the current legislation and how to minimise the potential risk. I hope you find it useful.



You're organisation is at greater risk than you may imagine

150

The number of cars crashed whilst being driven for business use
EVERY SINGLE DAY OF THE YEAR!

1,000

The number of business drivers involved in fatal road accidents
EVERY YEAR!

1 in just 8000

The chance of a fatal road accident happening for
EVERY 25,000 MILES DRIVEN!

Unlimited

The potential fine for your company if convicted under the new Corporate Manslaughter Bill

2 Years

The potential prison sentence for negligence in discharging duty of care under the Health & Safety at Work Act

The **Health and Safety at Work Act of 1974** introduced the motor vehicle as an extension of the workplace. This means that an employer must treat the car in the same way it would treat any other piece of complex or dangerous machinery and provide adequate training for anyone using it – meaning any of their employees who were required to drive on business.

It is not simply enough to rely on the fact that an employee has passed the standard driving test. The responsibility extends to making sure the employee understands the effects of driving under the influence of drink and drugs, especially if their job involves entertaining clients. It means the driver should be aware of the consequences of poor time management and the effect that rushing between too many appointments can have on their concentration, leading to potentially dangerous situations like excessive speeding or poor hazard perception.

The **Management of Health and Safety at Work Regulations 1999** requires that businesses with 5 or more employees must undertake a written assessment of the risk to the health and safety of those employees while they are undertaking their work activities. This includes driving while on business.

The company must be able to point to procedures put in place to make sure it doesn't ask, intentionally or otherwise, that an employee puts themselves at risk in a car on company business, and that the employee is trained to act responsibly when in control of the car.



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As the blame culture continues to gain traction, victims are increasingly looking to employers for proof of the vehicle's suitability and roadworthiness together with details of what driver training had been provided.

The penalties for a conviction under these laws are fines of up to £20,000 for each separate breach (there may be several for a single incident) plus the possibility of disqualification as a director for up to five years and a humiliating publicity order.

The recent introduction of the **Corporate Manslaughter Bill and Corporate Homicide Act 2007**, which came into force on 6th April 2008 has given employers cause for even greater concern. For the first time, companies can be found guilty of corporate manslaughter if an employee is involved in a fatal road accident. To back this up, further legislation came into effect in January 2009, **The Health and Safety (Offences) Act 2008**, which opens up the possibility of imprisonment for employees who contribute to health and safety offences.

Where, previously, incidents were investigated by the Health and Safety Executive, possible breaches under the new Act will now be investigated by the Police who have the power to cordon off the company premises, including directors' personal homes, and to remove any equipment or records as possible evidence whilst, or until, the investigation has been completed.

The possible penalties, if convicted, can include massive fines and even prison terms for senior management if they are found to have been negligent. In addition, the judgement can include forcing the company to publicise its conviction and so the negative publicity could be extremely damaging.

The Corporate Manslaughter act in action

First Prosecution Successful

In February 2011 the first company to be charged under the new Corporate Manslaughter Act was successfully prosecuted. While the offence was not related to driving, it gave businesses a good indication as to the seriousness with which the courts are likely to deal with these offences and also the level of punishment if found guilty.

Cotswold Geotechnical was duly found guilty and fined £385,000 – equivalent to an entire year of turnover. In fact the Sentencing Guidelines Council have recommended that the appropriate level of fine following conviction for Corporate Manslaughter will seldom be less than £500,000 and could amount to millions of pounds.

Cotswold Geotechnical 's director Peter Eaton (not in court due to being seriously ill with cancer) also came in for some damning criticism with the Judge calling his approach to health and safety “extremely irresponsible and dangerous”. Cotswold Geotechnical was subsequently put into liquidation.

Second Prosecution Now Under Way

Almost exactly three years to the day since the Corporate Manslaughter Act came into force, proceedings began against a second company, Lion Steel. The case is being closely watched by legal experts and professionals in the HR and Health and Safety fields to see how the law will be applied.

The Manchester based firm was charged over the death of employee Steven Berry, who fell through a fragile roof panel at one of the firm's sites. The prosecution claim that three of the firm's directors were aware of the risk but did nothing, and they now stand accused of manslaughter by gross negligence. The company and its directors are also being charged under the Health and Safety Act.

The case is of so much interest because Lion Steel is much larger with over 100 employees (Cotswold Geotechnical had only 5) and so the case is expected to clarify some critical parts of the law such as who qualifies as a senior manager, and also to provide some indication as to how a jury will evaluate the obligations and relative compliance of the company in question.

Staff obviously have an obligation to look after their own welfare and not to intentionally put themselves in harm's way, however it is their employers who will come under the spotlight if an incident occurs. Appropriate health and safety systems and policies must be in place and communicated to all. As with all crime, ignorance of the law is not an acceptable defence and those responsible, including Health and Safety managers and company Directors, will be judged on whether or not they satisfied their obligations under this new legislation. The penalties for getting that decision wrong could be extremely serious indeed.

As with all crime, ignorance of the law is not an acceptable defence

A final thought...

As these laws become better understood, so the potential ramifications are being seen to be ever more far reaching. Employers are starting to look at instances where a company car may be used for something that is not traditionally seen as business use in the conventional sense. Instances such as a employee's spouse or partner driving home from an evening business function or getting a son/daughter to drive them to the airport for a business trip.

the Police have the power to cordon off the company premises, including directors' homes

The consensus of many large fleet operators and the leading legal and insurance experts in the field of road risk is that employers may also now have a potentially significant exposure in allowing an employee's family and friends access to a company car for these sorts of trips, and possibly even for journeys entirely unconnected with the business. Thus, the employer may be responsible in law for the same checks and training provision in regard to these additional drivers. ■

What do you need to do to comply?

If your company has more than five employees who drive on business, whether in a company vehicle, pool car, hire car or their own car, YOU ARE REQUIRED BY LAW to provide comprehensive safety and awareness training with documentation and maintain a strict audit trail of training for all these employees.

You are required by law to provide comprehensive safety and awareness training with documentation and maintain a strict audit trail of training for all employees

Primarily, the company must be able to point to procedures it has put in place to make sure it does not ask, intentionally or otherwise, that an employee puts themselves at risk in a car on company business, and that the employee is trained to act responsibly when in control of the car.

When reporting on the introduction of the new Corporate Manslaughter legislation, The Times newspaper found that a staggering 53% of businesses failed to make some of the most basic checks required to ensure their employees were driving legally. More and more police forces are also now taking greater interest in the causes of accidents involving business drivers. They say that companies must recognise their responsibilities under duty of care legislation and realise that they are responsible for their employee's welfare when on the road whether they are in a company car or their own car.

The first and easiest step that any company must undertake is to check the driver is qualified to drive by checking and copying the driver's licence. If the licence shows the holder has received points for offences, these might indicate that the driver is a habitual speeder or has been caught jumping red lights.

In these instances the company is now aware that the driver might be higher risk and could be perceived as negligent if it failed to comply with the other obligations.

The second step is to check that each driver has the appropriate insurance. Standard private insurance only covers the driver for getting to and from their usual place of work. It does not cover them for additional travel during the working day to meet clients or make deliveries and it won't cover the replacement costs of any company property that might be in the car at the time. Driving without insurance is obviously a very serious offence and it doesn't require a great leap of imagination to realise that if an uninsured business driver is involved in an accident, any other parties could very quickly bring a private prosecution against the company in question for negligence.

Standard private insurance only covers the driver for getting to and from their usual place of work. It does not cover them for additional travel during the working day to meet clients or make deliveries

The company might also want to check the suitability and roadworthiness of the employee's car if they are using their own, especially if long distances or high annual mileages are involved.

Once these basic checks have been carried out, and they can often be done very simply as part of your usual induction programme, it is time to look at a driver training programme. Many large companies now have established driver training programmes, however, the content and consistency of delivery of some of these courses may not provide the level of compliance that the employer thinks.

Companies are failing to implement basic checks

A recent survey by Fleet Consultancy *Fleet21* has revealed that too many companies, and their drivers, are still taking risks by not checking driving licences or having appropriate business insurance cover.

George Emmerson, Senior Partner at Fleet 21, states that the survey's results show employers are putting their business at risk by not checking that all licences and insurance requirements meet the required legislation.

"For many, simply asking the employee to show their driving licence is seen as being the answer. However someone in the organisation needs to verify that they have seen such documentation and logged that the documents have been seen by the employer."

The report goes on to say that many employers and employees are not aware that the Photo Card driving licence requires renewal every 10 years. *Fleet 21* confirms this is a requirement and further points out that any employee driving on company business with such a licence will face a potential charge for failing to renew their licence which can lead to a £1000 fine.

"The fact that so many drivers are unaware of such a ruling is of huge concern. The photo card driving licence has a 10 year limit to take account of ageing and other changes. The DVLA does issue reminders to drivers that their licence will soon require renewing, but this warning is often ignored."

Insurance is another area that needs to be managed by the employer or employees driving vehicles on company business. The old way of thinking that insurance was just a fact of life has been replaced, as more employers implement a formal risk management policy in an effort to contain escalating insurance costs and there are many examples of companies dramatically reducing accident rates through well-run driver training programmes.

Mr Emmerson says it is important that companies must make sure that employees undertaking company business in their own vehicles are fully insured for business purposes. If they choose to ignore this request the employer needs to stop them from undertaking any journey on company business in their own vehicles.

Reproducibility of results is one of the emerging key factors which is leading many companies to look to courses delivered away from the public road

The driver training should have both a theory and practical element. The theory side should include the usual hazard perception and highway code familiarisation but should also cover things like drink and drug awareness, especially if your employees are out entertaining clients. The course should also encourage an awareness of proper time management and the perils of rushing to appointments, especially for those with hectic schedules and driving long distances.

For the practical side of the driver training, reproducibility of results is one of the emerging key factors which is leading many companies to look to courses delivered away from the public road with all the additional hazards and distraction that brings. They usually incorporate specific exercises to test and educate drivers in how to deal with a range of likely extreme scenarios such as emergency braking, accident avoidance and proper use of the car's own on-board safety systems.

These 'private location' courses are especially useful if the company suspects any of its employees might suffer from either a lack of confidence, or an unfortunate oversupply of confidence.

Finally, the employer should make sure that all licence/ insurance checks, and any training given are logged appropriately against each employee for easy future reference. There should also be a procedure in place for reviewing this information in a timely fashion to ensure it is up to date. If one of your employees is involved in a serious or fatal accident the Police will expect you to know your company policies and procedures, and to have all this information to hand through an established audit trail. ■

The Grey Fleet - You can't ignore it

Henry Ford famously quoted that you can have any colour - providing it is BLACK and we all know what happened to that policy. Then the environmentalists came along and everything became GREEN and now we have what is probably the duller colour, GREY, which relates to the millions of motorists driving their own private vehicles on company business. According to figures from HMRC it is estimated that there are just over 2 million Company Cars on the road but the estimate for the Grey Fleet is nearly 6 million vehicles.

government legislation does require that these vehicles and their drivers operate within the same legislation that is applied to genuine company vehicles

The majority of Health and Safety policies in place with fleets take no account of the Grey Fleet vehicles or the employees that drive them. However government legislation does require that these vehicles and their drivers operate within the same legislation that is applied to genuine company vehicles.

An area of great concern to the authorities is that the Grey Fleet covers an enormous number of private vehicles driven by employees that are not subject to the required rigid management policies and procedures that apply to company-provided vehicles. However, it is a legal requirement that Grey Fleet vehicles and their drivers are subject to exactly the same internal management policies and procedures.

For example, simple short journeys such as trips to the bank or the Post Office etc. on behalf of the company will be regarded as a business journey and as such the vehicle and driver are subject to the same legislation applying to the operation of Company Cars. A simple rule is that any employee who is paid by the employer to undertake any journey of any length is for the purpose of that journey operating a Company Car.

The authorities do not recognise the difference between the company car and the grey fleet vehicle driving on company business and all such vehicles and drivers will be subject to current Health and Safety legislation

Employers must ensure the vehicles and employees undertaking grey fleet journeys meet all the vehicle legalities, driver legalities and servicing schedules before allowing any vehicles and or drivers to drive on company business no matter how trivial the journey. The authorities do not recognise the difference between the company car and the grey fleet vehicle driving on company business and all such vehicles and drivers will be subject to current Health and Safety legislation. Employees driving on company business in a private vehicle are 'at work' and therefore, have to be regarded by the employer as being at a 'place of work' which means the private vehicle and the employee driving such a vehicle become subject to the Health and Safety at Work Act.

With changes in the tax structure a company car can be an attractive part of a salary package again. With the low tax on the greener cars on the market, of which there are plenty, company cars are becoming a better proposition for both employee and employer giving the employer the control to minimise their risk. With company provided vehicles, managing the risks can be relatively simple but with the grey fleet it will be anything but simple. Management of the grey fleet can add considerably to existing fleet management operations and such systems must be able to cope with any additional workload resulting from management of the grey fleet.

Make sure that all levels of management are aware that policies do exist with regard to employees using their own vehicles on company business, and that these must be adhered to with no exceptions. If you have a grey fleet operation, ask yourself these questions. Does the journey have to be made? Can they use a pool car which you can totally control?

It is easy for employers to regard the grey fleet as being none of their business – unfortunately the law does not see it that way

Many companies could be at risk if they have a grey fleet and for them it is definitely worth giving the issue some serious thought and ask if it is worth the risk. It is easy for employers to regard the grey fleet as being none of their business. Unfortunately the law does not see it that way - these vehicles and their drivers are very much the concern of the employer. There are already a number of examples where an employer has ended up in court resulting from an incident involving a private vehicle being driven on company business.

Many larger companies now believe that because of the additional administration workload the grey fleet should be abolished entirely and drivers made to use pool cars, company cars or, dare we say it, public transport. However many smaller and medium sized firms are often unaware of the issues, with fleet management being handled in an ad hoc way.

The following data from a recent report by Fleet Management Consultancy *Fleet21* reveals some alarming facts.

- It is believed that over 75% of companies have no procedures in place to check that privately owned vehicles undertaking a company journey meet all standards regarding maintenance and safety.

Over 50% of employers have no idea as to whether the privately owned vehicle being used on company business is correctly insured

- The majority of companies do not check that MOT legislation is being adhered to by employees using privately owned vehicle for company business.
- 35% of companies have no formal procedures for checking driving licences for employees driving privately owned vehicles for company business.
- Over 50% of employers have no idea as to whether the privately owned vehicle being used on company business is correctly insured.
- The majority of companies permitting company business in privately owned vehicles do not carry out risk assessments or driver training for the grey fleet drivers
- The majority of companies have no policy for reporting accidents in which an employee is involved in an accident whilst driving a privately owned vehicle on company business.

So how do we solve the problem? One of the first steps organisations can take is issue all employees who drive their own cars on company business with the same guidelines that they would issue to bona-fide company car drivers. The guidelines for company car drivers and grey fleet drivers should be virtually the same. They also need to put in strict procedures to check licences, insurance documents, and the general road worthiness of the vehicles. There are a number of companies that offer an outsourced service to undertake all of these checks on behalf of an organisation for a relatively low monthly fee. It might save you and your company a lot of heartache and expense in the future. ■

If you have to think... It's too late!



A driver's seat view of the latest driver training techniques

When I was told I would be attending a 'Driver Training' day, I was mildly offended by the implied slur upon my manhood and my driving capabilities. After 30 plus years of driving a company car, and hundreds of thousand miles under my belt, I really didn't see this as being a good use of my time. However, my interest was piqued when I was told the course was being run by Robb Gravett, an ex-British Touring Car Champion and his company Ultimate Car Control. My interest was further aroused when I was told that, rather than being a course which would test my knowledge of the Highway Code or the importance of mirror signal manoeuvre, it was going to teach me potentially life-saving skills of what to do when faced with an emergency situation. Perhaps I might learn something!

So, on a sunny but cold late April morning, I made my way to the Transport Research Laboratory where Ultimate Car Control hosts its driver training programme. After some much needed warm refreshment in a pair of grand prix style trailers beside the training ground, the group of corporate students were split into two. One group would be learning the theory, whilst the other group would be doing the practical.

My classroom team were then taken through the theory part of the course on 'what to do when it all goes wrong.' This was somewhat emphasised by the sounds from outside, of cars travelling at speed towards the trailer. A great screeching of brakes followed, but thankfully, no ensuing sounds of impact.

Thankfully, I wasn't the only one who hadn't glanced at the Highway Code in over a decade. Frighteningly, it did show how familiarity with the road leads to ignorance and complacency.

I was quickly reassured by our tutor that this was nothing to worry about, as it was just my fellow students learning the practical realities of what we were being taught. I did hope they were quick learners!

In our morning theory lesson we went on to learn some important points about what happens to a car when we go into a corner. How braking and steering affects the balance of the car and how, by understanding this, we will be able to change direction in even the most challenging of situations. We also went through some of the motoring basics, like tyre tread and stopping distances. Thankfully, I wasn't the only one who hadn't glanced at the Highway Code in over a decade. Frighteningly, it did show how familiarity with the road leads to ignorance and complacency.

After a well earned lunch, my group resumed the day with the practical elements of the course. For the next hour we spent time driving quickly through a series of cones, accompanied by a dedicated instructor. The purpose of the test is to reach the end of the cones at high speed, then turn 180 degrees as tightly as possible without under-steering or over-steering. In this practical manoeuvre we were shown that by balancing the car correctly and through the correct use of the brake and throttle, we could execute a safe and efficient manoeuvre in a very tight turning circle. After overcoming my reticence to literally slam on the brakes, I eventually got it mastered, and felt I was truly beginning to understand the real message behind Gravett's unique technique.

After this I was then put through a test that was designed to simulate a stationary truck on a motorway, and how by using the 'technique' I would safely negotiate my way around the obstruction. So after a couple of practice runs I drove the car up to 50 mph, as the cones came nearer and nearer, just as I thought we were about to hit the obstruction I was told to brake and use the technique to steer around the object. Amazingly I was able to do just that without any damage to paintwork or limb.

After a few more runs this technique started to become a normal reflex action

After a few more runs this technique started to become a normal reflex action. As my instructor impressed upon me, this was down to what I had absorbed throughout the day. If it became instinctive in my day to day road driving, it could one day save my life. The whole message of the day was 'practical safety' giving me, the driver, an awareness that would make me a better driver through instinctive reaction. As my instructor so eloquently pointed out "If I have to think... it's too late!"

As if to emphasise how out of touch we had all become over the realities of our own driving perceptions, the final task of the day was to look at braking distances. We were asked to mark out with cones on the tarmac, where we thought a car would stop after braking from 50 mph. Shockingly, all of our cones were passed by some distance as the braking car sped by on the tarmac. Not even the best crumple zone, or airbag would have saved us then.

As I drove back out onto the M25 that evening I was acutely aware of the traffic around me. I had seen how I reacted in an emergency situation, and more importantly learned how to react in a safe and controlled manner. Today I had been given the luxury of a few goes at getting it right. In reality I wouldn't. Let's hope it is now ingrained into my driving technique. When I got home I faced the inevitable 'did you learn anything dear?' I am rather pleased to say I did.

It was exciting and engaging and delivered some very important messages in a very memorable and pleasurable way

In all seriousness, Robb's course has been specifically designed to help and support business car drivers like myself. It was exciting and engaging and delivered some extremely important messages in a very memorable and pleasurable way. There was none of the old stigma that used be attached to attending driver training, where it was viewed as a punishment. This was a day I would happily repeat, as I am sure I have more to learn.

On my return to the office several of my colleagues have now asked whether they can go on the course too. My answer is they definitely should. I would recommend it to anybody who drives, be it thousands or hundreds of miles a year. It has certainly changed two things in my life. The first being my driving style, and my awareness on the road, and the second being my view of driver training. It was a great investment of my time, and one day it may save my or others' lives. ■

UltimateCare is a turnkey solution from Ultimate Car Control to help organisations build their compliance position in a controlled manner.

It helps you cover critical obligations first such as the risk assessment, driver checks, policy documentation and to set up the audit trail - all actions that are required under the **Health and Safety at Work Act of 1974** and the **Management of Health and Safety at Work Regulations 1999**.

Highlight those who pose the highest risk and what, if any, remedial action should be taken to minimise the risk those individuals pose, both to themselves and your organisation

To enhance your compliance position, We then offer a full intelligent online risk assessment system which will highlight those who pose the highest risk and advise what, if any, remedial action should be taken to minimise the risk those individuals pose, both to themselves and your organisation.

On their own, the above activities merely represent the first steps and, in most cases, would not constitute full compliance as they will very likely highlight areas of higher risk that must be addressed. To build on this we offer a half-day client-site workshop to familiarise your staff with the new company procedures with specific attention given to speed, alcohol and drug awareness and the correct use of mobile phones and satellite navigation systems.

Finally, our unique, dynamics-based EPD driver training programme gives you and your staff the maximum protection possible and achieves total compliance, while at the same time dramatically reducing your fleet costs. More details on page 25.

UltimateCare Platinum Compliance

EPD Fleet Driver Training
 Genuine protection for all employees
 Dedicated tuition for highest risk drivers
 Maximum legal protection for company/directors
 Financial savings through reduced accidents/fleet costs

EPD Parking and EcoDrive Modules

UltimateCare Gold Compliance

Driver Education
On-Site Classroom Theory
 New Legislation
 Hazard Perception and Highway Code
 Drink/Drugs and Speed Awareness
 Mobile Phone and Sat Nav Policies

UltimateCare Silver Compliance

Online Driver Risk Assessment
 Individual Assessment and Report for each driver
 Risk highlights
 Remedial action recommendations
 Annual Re-assessment Programmes
 Full Audit Trail

UltimateCare Bronze Compliance

Driver Policy Documentation
 Employee and Employer Handbooks

Driver Suitability Checks
 Individual Licence and Insurance Checks
 Full audit trail for each driver

Assess Compliance Requirements

Company Risk Assessment
Legally Required under Management of Health and Safety at Work Regulations Act 1999
 Review of existing corporate policies
 Highlight and quantify key risk/exposure areas
 Recommendations and costs to reach full compliance
 Advice on attaining compliance within time/budget restraints

Maximum Legal Protection, Driver Safety & Cost Reduction

Respected lawyers and business risk insurance experts working in the field of road safety agree that EPD provides you and your business with the maximum possible protection.

"We believe that due to the high quality of the EPD programme and the fact Ultimate Car Control is providing an established audit trail and hard evidence that each client has taken the necessary steps to adhere to legislation it would be extremely unlikely, bordering on impossible, for a successful claim to be brought against their clients."



Accident Rate
DOWN ↓

Insurance Premiums
DOWN ↓

Lost Work Days
DOWN ↓

Maintenance Costs
DOWN ↓

Repair Costs
DOWN ↓

The benefits to your business

You can imagine the pressures involved in a Police investigation, should one of your employees be involved in an accident. Huge amounts of time and resources would be taken up assisting in the investigation, defending against a prosecution and trying to combat the negative publicity.

An effective driver training programme not only mitigates against the unthinkable happening, it but can also bring some other significant benefits.

Employers should not look solely at the cost of a driver training programme but view it relative to the costs of its fleet management programme. A good driver training programme can dramatically reduce the costs associated with fleet and accident management over a fairly short period of time, even making the driver training programme self-funding in some cases.

A good programme will significantly cut your incident rate (Ultimate Car Control clients see reductions of up to 50%) which will, in turn, bring down your insurance, bring down the maintenance and repair costs on fleet cars and also reduce the personnel costs associated with accidents such as lost work days through injury absence.

Compliance can also bring many other, less tangible rewards for the business. Full driver training compliance meets accepted Corporate Social Responsibility requirements. This can provide positive PR opportunities for the business, and help bolster a reputation as a good employer.

The vast majority of companies recommended as 'great places to work' have well developed Corporate Social Responsibility models and Health and Safety policies. They are renowned for looking after their employees properly and not shirking their legal and moral responsibilities to save money. As a result, these companies attract the very best talent available helping them to grow. ■

About Ultimate Car Control & EPD



“Having tried various forms of driver training, our employees had started to think of it as a chore and were reluctant to attend the usual courses where they were required to drive around the roads having their driving style criticised. When we were introduced to Ultimate Car Control and the concept of ‘Driving Dynamics’ it was like a breath of fresh air. All of our employees have enjoyed their driver training days and have asked for more. The introduction of driver training with Ultimate Car Control has given Health & Safety a new kudos!”

sanofi-aventis

Ultimate Car Control is a unique, nationwide specialist fleet and corporate driver training organisation assisting companies of all sizes, from SMEs to global blue chips, in all areas relating to driver safety.

Our EPD (Excellence in Professional Driving) fleet driver training programme is fully legally compliant under UK health and safety duty of care and Corporate Manslaughter legislation. It has been quoted as the most innovative, educational, exciting and complete fleet driver training programme available anywhere in the world.

EPD provides drivers with the building blocks to gain a complete understanding of dynamic car control. This understanding is achieved through a mixture of classroom and practical instruction where attendees can experience, in a safe environment, the art of high speed car control, with and without electronic driver aids.

Uniquely, the EPD Programme is delivered in one day and is effective for compliant companies for a period of three years. The courses are run at a number of venues across the country to ensure minimum disruption and travel for your employees.

Our venues allow us to complete the entire EPD course in a private, safe and secure environment with dedicated on-site classrooms and catering so your employees can concentrate fully on the task at hand. ■

About Robb Gravett



Robb Gravett, founder of Ultimate Car Control, has a unique driving sensitivity and awareness that has been developed from his many years of highly successful racing at the forefront of motorsport worldwide.

Robb is a former British Touring Car Champion and winner of numerous races and car championships across the world. Throughout his extensive career, he has won many accolades including being voted British Racing Driver of the Year and Chamber of Commerce Sportsman of the Year.

Years of success at the top of international motorsport has meant Robb has been able to re-invest his skills to develop EPD – Excellence in Professional Driving – a unique training programme to protect drivers at every level of risk.

The course provides the driver with a full dynamic awareness, and a level of car control that is unsurpassed. It is incredibly empowering and provides the driver with the skills required to be able to react and adapt to the critical motions of car control in a calm, controlled and confident manner. ■

About Volvo Cars



Volvo Cars is the globally recognised leader in automotive safety and strategic partner to Ultimate Car Control. Volvo's relentless focus on safety, preventing accidents and reducing injuries is at the centre of 'Volvo Vision 2020' – a unique and ambitious programme with a target that by the year 2020, nobody should be killed or injured in a Volvo.

Every Volvo represents the sum of more than 70 years relentless focus on safety. From making sure the driver stays informed and alert, to cutting-edge preventative safety systems, all the elements of a Volvo work together to help the driver avoid accidents.

The large EPD training fleet is made up solely of the latest Volvo cars to ensure our EPD customers – your employees – are only trained in the very safest equipment possible.



Even with all the innovative safety features we now include in our cars, our goal of reducing to zero the number of people killed or injured in a Volvo by 2020 is highly ambitious. Improving driver education and training will be a vital element which is why we've partnered with Ultimate Car Control. Volvo Cars use Ultimate Car Control's EPD Fleet Driver Training Programme to train their own employees in the UK and we actively recommend it to all our corporate customers as a valuable and effective way of helping to protect their employees on the road.

Selwyn Cooper, National Corporate Operations Manager, Volvo Cars UK

EPD

EXCELLENCE IN PROFESSIONAL DRIVING

Please contact us for more information
on our range of Driver Training programmes



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