

Fleet Safety Matters at Arval



Tracey Scarr
17th January 2012



ARVAL
BNP PARIBAS GROUP

| Just drive

Tracey Scarr Arval Fleet & Road Safety Manager



**Driving for
Better Business**



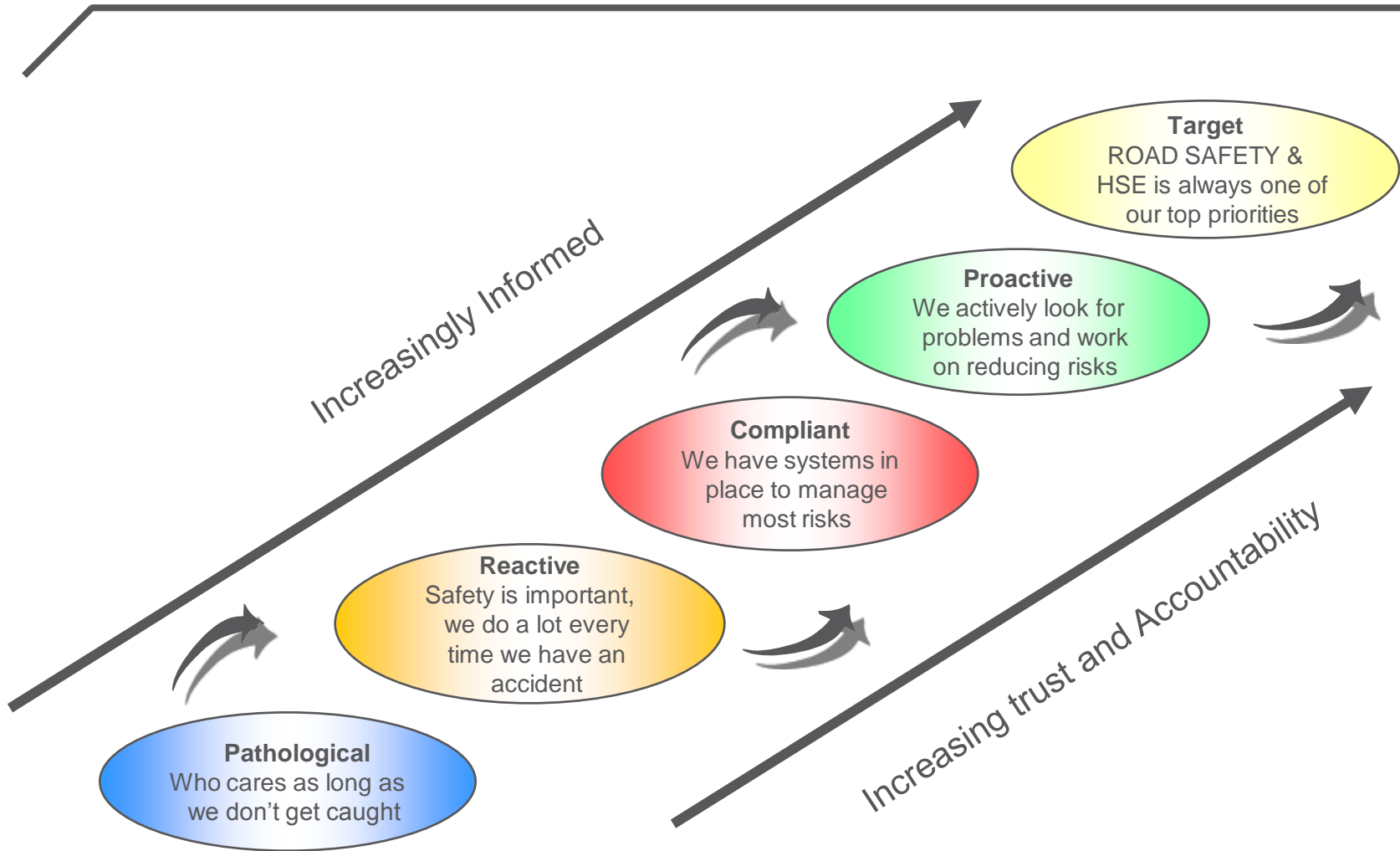
Arval win European eSafety prize



*Recognising achievement and innovations
which will improve road safety*



The Journey

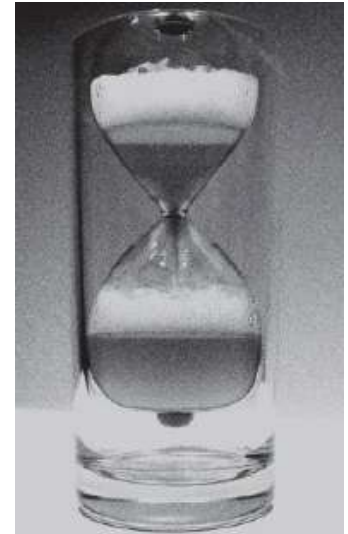


■ Why care about Fleet Safety?



■ Once upon a time.....

- An independent Fleet Risk Audit in 2003 identified:
 - “the risk exposure for Arval staff driving on business being **high**”
- **43%** crash ratio = High repair costs & third party claims
- Escalating unfair wear & tear costs (unknown & unmanaged)
- At the time we:
 - Did random licence checks
 - Carried out reactive driver training
 - Had an “ASPIRATIONAL” safety policy
 - Had unclear crash reporting & non-existent investigation process
 - Didn't have a designated Health & Safety/Fleet Manager
- We didn't practice what we preached!
- It was only a matter of time.....



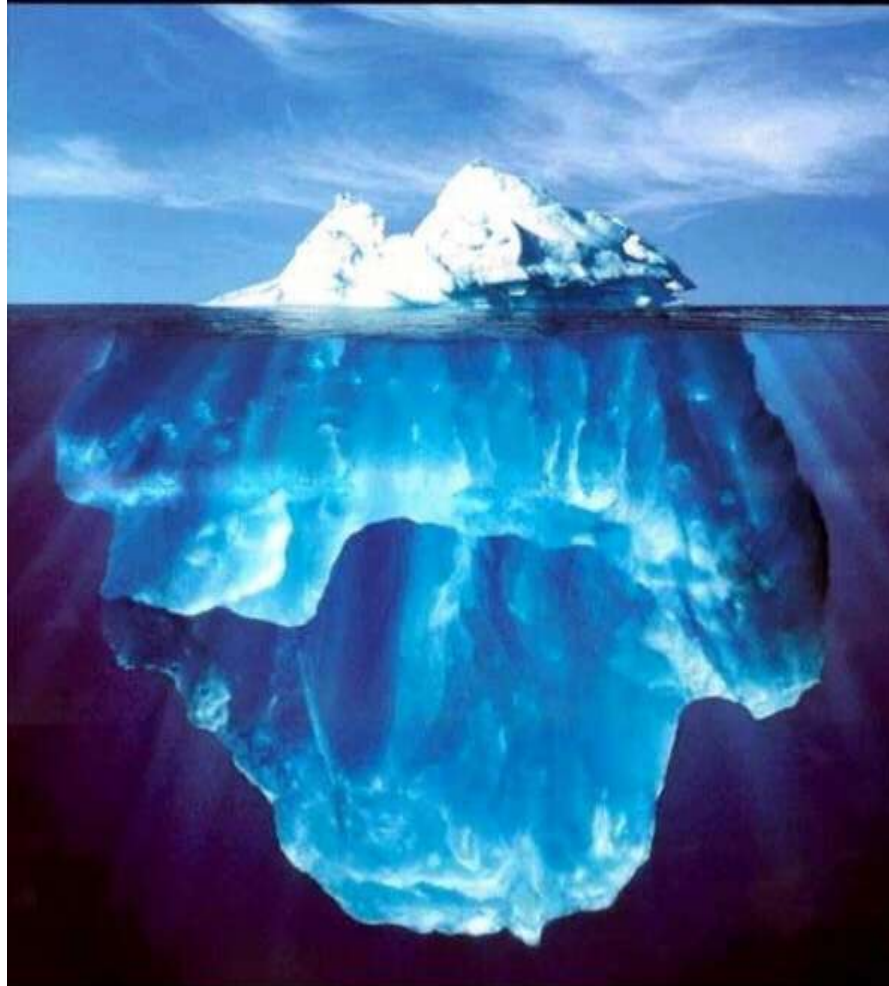
■ Do you know the TRUE costs?

Obvious costs

Repair costs

Insurance premiums

Replacement vehicle



Hidden costs

Downtime

Administration

Fines

Personal injury
claims

Loss of revenue

Compensation

Image/PR reputation

And more.....



■ What's the cost to your Business?



In 2004, Nestle calculated they
had to sell

235,000,000 Kit Kats

to fund their European motor
fleet insurance costs.



■ Convincing the Board

■ Legal position:

- Recommendations from the Risk Audit addressed
 - High risks addressed 1st
 - Appointment of Fleet Manager (me)
 - Policy & Handbook review

■ Financial review

- 3 years crash reporting
 - Repair costs & analysis of types of crashes
 - Third Party costs
 - Repeat offenders
 - Unfair wear and tear crash damage

■ Moral - Corporate Social Responsibility

- Reasons we must care about road safety
 - People are the heart of our business, not just when they drive for work
 - We can all make a difference!

**Arval Road
Safety
programme**

Drive4Life



■ Managing Work Related Road Risk

1. Policy

- Involve key stakeholders in policy setting
- Written & communicated policy
- Sign for acceptance and understanding

2. Responsibility

- Leadership from the very top!
- Senior Director as person responsible
- Health & Safety/Fleet Manager
- Line managers must ensure compliance
- Driver's responsibilities - all individuals should know what is expected of them!



■ Managing Work Related Road Risk

3. Organisation

- Raise awareness through intranet, notice boards, newsletters
- “Cultural Change” - engage ALL staff

4. Systems

- Assess all risks - Driver, Vehicle & Journey
- Record and investigate ALL crashes
- Promote effective journey planning
- Implement Risk Training programme (not just remedial measures)



■ Managing Work Related Road Risk

5. Monitor

- Analyse incident data, implement changes & share results
- Set targets, communicate & measure performance
- Daily, Monthly, Quarterly & Annually



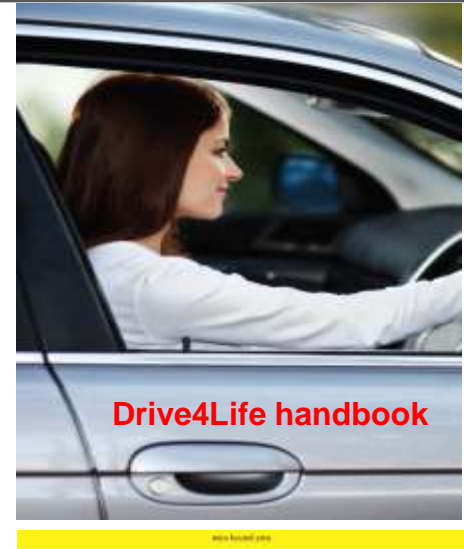
■ Your Fleet Safety Committee

■ Form your own “Fleet Safety Committee” with:

- CEO (if possible)
- HR, Finance & Sales Director’s
- Health & Safety Manager
- Fleet Manager
- External partner/suppliers
 - Insurer
 - Accident Management company

■ Objectives:

- Assess & review performance
- Identify trends
- Discuss strategies for improvement
- Agree action plan
- Communicate & implement changes
- Continue to monitor performance



Arval Crash Checklist

STATEMENT OF FACTS – PLEASE COMPLETE AT THE SCENE IF POSSIBLE

Name	Phone	Company	Address
Lead party details:			
Witnesses:			
Insurance parties:			
Other vehicles:			
Details of this case for your fleet management:			

Hand sign and mark damage to vehicles

Explain what happened in this crash

Describe the extent of the vehicle damage on your company car

Describe the extent of the vehicle damage on the third party car

Other damage or comments (other than the crash):

Details of this case for your fleet management:

Name	Phone	Third party details:

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■ Risk Management Strategy

- Independent Risk Audit
- Driver's Health Declaration
- Driving Licence checking via DVLA
- Driver Training Programme
 - On-line Risk Assessments every 2 years
 - On-road Driver Training (All High risk & high mileage)
 - Tailored workshop based training
 - E-Learning training available
- On-line “Fleet Risk Manager” reporting tool
- **Objective – ENGAGE & EDUCATE**



Haddon Matrix Framework

	Management Culture (30%)	Journey (10%)	Road/ Site Environment (10%)	People - Drivers and Managers (20%)	Vehicle (10%)	External/ Societal/ Community/ Brand (20%)
Pre-Crash or Pre-Drive	Leadership Business case Legal compliance Safety review Benchmarking Pilot studies Goals & policies Safety culture Committee Pledge Communications Contractors	Travel policy Mode choice Journey planning Routing Risk assessment Emergency preparation Shifts/ working time	Risk assess Observation Guidelines Site layouts Work permits C&D rules Road design Hot-spot mapping Engage local road agencies	Recruit Contract Induct Check qualified Handbook Risk assess Train Equip Communicate Engage Monitor Correct	Risk assess Select Specification Safety features Service Maintain Checks & loading Use policy Mobile comms ITS/telematics Wear & tear Grey fleet	Regulator/policy engagement CSR Benchmarking Communications Family members Community Road safety weeks/ days Awards Contractors & suppliers
At Scene	Emergency support to driver	Engage local investigators	Manage scene	Process to manage scene	Crashworthy 'ITS' data capture	Escalation process
Post-Crash	Report, record & investigate Change process Data linkages, evaluation & KPIs*	Debrief & review journeys	Investigate and improve Review site/road elements of collision data	Reporting and investigation Driver debrief Counselling, trauma support Reassess/train	Strong openable doors Investigate 'ITS' data Inspection & repair	Manage reputation and community learning process



■ Arval Fleet & Road Safety Partnerships



■ Sustainable Safety programme

1. Policy

- Clearly defined and enforced

2. Responsibility

- Leadership from the very top!
- All individuals should know what is expected of them

3. Organisation

- “Cultural Change” - engage ALL staff

4. Systems

- Assess all risks - Driver, Vehicle & Journey
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5. Monitor

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Thank you for listening



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