

Fleet Newsletter

August 2016

AA DriveTech

Driving a better business

AAdrivetech.com

Dear recipient

It's here - your 'go to' for fleet-related news!

I will send you this regular newsletter on a bi-monthly basis. If you have a topic of interest you'd like me to include, please email me - lauren.claiden@AAdrivetech.com.

If you need any assistance with your fleet risk programme, please let us know. We're here to help!

Kind regards,
Lauren Claiden

Summary

- › Information for drivers
- › General risk management
- › AA DriveTech news

AA DriveTech

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Information for drivers

Drivers warned not to stop for anything other than marked police vehicles!

Essex Police is advising motorists not to pull over if requested to do so by anything other than a marked police vehicle.

The warning follows a second theft between junctions 28 and 27 on the anti-clockwise M25 at around 2.10pm on Monday, July 25.



[Read more >](#)

AA urges drivers not to trap vulnerable passengers in the car this summer

Drivers are being urged to take care not to accidentally – or deliberately even for a moment - leave people or pets alone in the car this summer.



The warning comes as the AA reveals it rescues on average SEVEN* children locked in cars EVERY DAY.

[Read more >](#)

Keep cool and carry on: Advice to beat the heat

It is important that you stay hydrated and cool while traveling, so as to avoid getting sick or dehydrated. Here are some useful tips for keeping cool during your holidays this summer.



[Read more >](#)

Data driven training

We've recently written an article for Fleet News explaining how to use driver and fleet data to understand exactly what training your drivers really need. You can read the article by clicking on the image opposite.

Read now >

Advertisement feature

Data-driven driver training

Using driver and fleet data to understand exactly what training your drivers really need



The days of delivering the same driver training to every driver – the ‘sheep dip’ approach – should be long gone. Companies now rightly expect that the money they invest in driver training – we prefer the term ‘coaching’ – not only motivates drivers and they of course understand, but it also delivers significant financial cost savings. Drive training needs to drive a better business.

Our experience over the past 20 years has demonstrated that one size doesn't fit all. We're in the business of challenging drivers' core beliefs and changing habits and minds. We call this driver ABC – attitude, behaviour and competence – and every driver is different.

So how do you tailor a course to the needs of the driver? We believe that gathering data about your driver – you might call this a 'driving DNA profile' – is the way forward.

Crash assessments, pointers on driving issues and collision analysis can all play a part in building up an individual profile. In addition, the use of in-vehicle telematics delivering real-time data on speeding, harsh acceleration and braking can also help build the picture. In more recent times, in-vehicle cameras – both forward and rear-facing – bring new insights. Drive telematics, an emerging technology that identifies near-misses while driving, will play its part too.

Building this information and then aggregating it to give a view of your business driving community delivers real insight. AA DriveTech can help collect, analyse and act on data to ensure driver training works for you, your drivers and your bottom line.



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Level crossing and the driver

Driver Advisory

Using level crossings is something which many drivers take for granted but care is still needed.



Facts

- There are more than 6,300 level crossings in Britain. Every day, they save thousands of lives by protecting us from one of the busiest rail networks in the world. Work is ongoing to reduce the number of crossings and continue to make our roads safer.
- The number of motorists killed at level crossings is small compared to the number using them every day. Unfortunately, when there is a collision between a motor vehicle and a train, it normally ends in a fatality.

Advice

- Concentrate – it's easy to become distracted.
- Consider what you can see – as a driver, we should ideally be getting our eyesight checked every two years.
- Know your vehicle – If you're driving a particularly large or slow moving vehicle, then stop, and use the phone if required
- Be prepared to stop at the crossing – Level crossing lights are covered by the same laws as any other traffic light.

Understand the warnings (lights, barriers, alarms)

- The first light you will see is amber (this does not flash) shortly followed by flashing red lights. Following this, the barriers will come down.
- If the warnings activate, stop - unless it's unsafe to do so. Amber also means stop; don't wait for red.
- Remain stationary until all the warnings stop even if the barriers are up.
- Check the exit is clear before driving across - Many drivers end up 'stuck' on a crossing through a lack of forward planning. It's also illegal to reverse onto, or across, a level crossing.

Consider other road users at all times

- Cyclists – they may not find crossings easy, especially if they're crossing at an angle.
- Horses – riders will need to follow signs and instructions. They could also dismount and use the phone at the crossing. The horse may also react to the sound of the crossing, or the train passing, so give them plenty of room... and be patient!
- Pedestrians – you need to slow down and give them plenty of room.

Fleet Management Live 2016

AA DriveTech will be exhibiting at Fleet Management Live at the NEC, Birmingham on the 19-20 October 2016 - Come & say 'hi', we'll be on stand **P65**.

We will be running Best Practice Workshops to tackle industry issues in an insightful and interactive way. We'll be focusing on **When, where and how do younger working drivers crash?**



[Register](#)



Case Study:

Close Brothers

Close Brothers is a leading merchant banking group, providing lending, deposit taking, wealth management services and security trading. The company employs around 3,000 people, principally in the UK, with nearly 1,000 staff driving for work, of which 60% drive company-leased cars.



The fleet is managed centrally but is run through 20 separate Close Brother's organisations. The board, through its risk committee, takes its duty of care compliance very seriously. In the last five years, the company has implemented, from scratch, a driver risk and compliance programme for every driver who drives on company business, including staff who drive their own cars for work.

Close Brothers chose AA DriveTech, due to its track record and robust online portal, FleetRiskManager (FRM). Today, every driver (and nominated partner) has their licence validated against the DVLA database, the results managed within FRM and any 'issues' highlighted. Likewise, all at-work drivers undertake an online risk assessment with associated e-learning. Drivers who come out with very high risk exposure and/or more than 6 points on their licence, are automatically offered on-road driver training. In the rare situations, where drivers have more than 9 points, a specialist Speed Recognition Course is offered to demonstrate the driver's commitment to behaviour change before a possible court appearance. In addition, all private car details and documentation can be logged within the FRM portal.

" AA DriveTech has been instrumental in helping achieve 100% compliance in support of our duty of care responsibilities across the business. Focusing on data quality, we are now able to use one system, FleetRiskManager, so we have all the information we need in one place. The FRM dashboards help on a day-to-day basis, which combined with great customer service from AA DriveTech, means we are completely in control."

Steve Cuddy, Fleet Manager, Close Brothers

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Visit our website

