

Welcome to your AA DriveTech newsletter.

At AA DriveTech we continue to deliver this informative newsletter on a regular basis. If you have a topic of interest you'd like us to include, please let us know by contacting your Account Manager.

Kind regards,  
**AA DriveTech Team**

## AA DriveTech

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## Information for Drivers

### Check those meds

People who have been prescribed powerful anxiety or pain relief drugs are being told to be aware of a new drug-driving law. As well as outlawing driving while under the influence of illegal drugs, the new legislation will include some prescription medicines. The government says the new law, which will come into force on 2 March 2015, aims to catch those driving under the influence of drugs.

It sets very low levels for eight well known illegal drugs, including cannabis and cocaine, but also includes eight prescription drugs. Most of them, including Temazepan and Diazepam, are used for treating conditions such as anxiety. But the list also includes methadone, a heroin substitute, and morphine, a powerful opiate used for pain relief.

Road safety minister Robert Goodwill said as long as they stay within prescribed levels, most people will still be able to get behind the wheel of a car. The TUC, however, said the new limits are not safety based and has warned consistently that one of the biggest problems is the use of prescription and "over-the-counter" medications which can cause drowsiness or reduce attention or awareness of risk.

According to TUC head of safety Hugh Robertson: "Drugs and work do not mix and it makes no difference whether they are prescribed or not. Anyone who is taking any medication of any kind should read the instructions, speak to a pharmacist or their doctor and if they are in a safety critical job, or drive for work, should let their employer know."

We agree!



## New phone detection system

Signs that can detect the use of a mobile phone in a vehicle are to be rolled out in Norfolk, following a successful trial.

The Mobile Phone Detection System (MPDS) is a portable sign that identifies people using a mobile phone in a vehicle, whether they are making a call or receiving/sending a text message.

A roadside sensor monitors oncoming vehicles and sends information to the sign further along the road. This then flashes when mobile phone use has been detected in the vehicle.

Chief Inspector Chris Spinks, from Norfolk and Suffolk roads policing, said: "I welcome any innovations in technology which can be used alongside traditional methods to improve safety on our roads."

As we've said in these pages many times before, using a mobile while driving, even with a hands free kit, is highly dangerous. Now technology is going to assist in the detection of the persistent risk-takers.



## Sat nav hazard

A survey by road safety charity Brake and Direct Line has found that 7% of drivers have had a near miss, having to swerve or brake suddenly to avoid a hazard, because they were distracted by a sat-nav, rising to 11% among young drivers (17-24).



Also 15% of drivers who use a sat-nav admitted making risky manoeuvres to correct mistakes when following sat-nav instructions.

Our advice is to consult a current road atlas to get a feel for your route before you set out. That way, if the sat nav does try to send you the wrong way, at least you know roughly where you should be going, enabling you to find a safe place to stop and plan a re-route.

## Abbreviated Safety Advice for Drivers #1

At clocks going forward time: look well ahead for additional hazards during lighter evenings, especially in rural areas joggers, dog-walkers, cyclists, horse-riders, farm vehicles. Expect a problem behind every blind corner. Look well ahead over hedgerows if you can.

## Fines on the increase

Company drivers accrued £9.42 million in motoring-related fines and penalties in 2014, compared to £8.08m during the previous year, according to the annual Company Driver Fines and Penalties survey from Lex Autolease.



The data, which is compiled from a fleet of 290,000 company vehicles, revealed that company drivers committed 20,525 more offences in 2014 compared to 2013, with the total number of offences increasing to 144,955. This is an increase of 16%, following a surge in speeding and parking infringements.

Parking fines increased by 23% to 58,089 last year, mirroring a trend seen among non-company drivers, and sparking further debate about whether the rise is due to greater enforcement from local authorities and private parking firms.

The number of company drivers caught committing endorsable offences such as speeding, driving dangerously, or driving while on a mobile phone increased by 16%, from 34,495 in 2013 to 40,001 last year.

## Child seat danger

71% of child car seats tested by the organisation 'Good Egg Safety' in 2014 in England and Wales were unsafely secured. Across the entire UK, the figure averaged 67%.



The Good Egg figures come on the back of DfT statistics, which show that the number of children killed or seriously injured on Britain's roads has risen for the first time in two decades. Jan James, chief executive of Good Egg Safety, said: "The DfT's figures show that we are not, as a nation, taking child car safety seriously enough.

"The saddest thing is most parents and grandparents genuinely want what is best for their children; they just don't know how to choose the right seats, or how to fit them". We know that a lot of company cars are used at weekends to transport children, so urge readers to check that the attachment of these seats complies with the manufacturers' recommendations.

## Abbreviated Safety Advice for Drivers #2

Try this to help concentration when driving: look around you and identify potential hazards. Rate the overall risk out of 10, 10 being the most dangerous and 1 being the least risky. Then monitor and score each situation you come across accordingly. 10=maximum concentration needed, 1=you can relax a bit.

# General Driver Risk Management - Related News

## Fine for risk assessment failure #1

DHL has been fined a total of £50,000 and ordered to pay costs of £15,698, after one of its drivers was run over by his own vehicle and severely injured.



The driver was attempting to hitch a trailer to the tractor unit on an incline when it moved. The driver attempted to run towards the cab to stop the vehicle but tripped and fell. The unit then ran over him.

Although the driver survived, he suffered five fractures to his pelvis, resulting in him not being able to walk for six months and is now unable to work at all.

HSE Inspector Emma Page said: “The risk of large goods vehicles moving when parked on sloping ground when the brakes of the trailer are disengaged is foreseeable and referred to in a number of HSE publications. There was therefore no excuse for such a big employer working routinely with vehicles to ignore this risk”.

## Fine for risk assessment failure #2

Lothian Health Board has been fined £40,000 after a pensioner was killed by one of its vans as she crossed a clearly marked pedestrian route into Edinburgh’s Western General Hospital.



Ellen Cornwall, 77, of Penicuik, was on her way to visit her husband in the hospital when she was struck by the reversing van. She suffered multiple injuries and, despite receiving immediate medical care from hospital staff, she later died.

Lothian Health Board, of Waverley Gate, Waterloo Place, Edinburgh, was fined £40,000 after pleading guilty to breaching Section 3 of the Health and Safety at Work etc Act 1974.

HSE inspector David Stephen said: “Had a risk assessment been carried out, it would have identified the underlying problems in making deliveries and potential areas of improvement to avoid or reduce the risks. But despite concerns being raised, no action was taken.

“The failure by Lothian Health Board to provide a safe pedestrian route for patients, staff and members of the public into one of the main entrances of the hospital resulted in the tragic and needless death of Mrs Cornwall.”

## Hard shoulder concern

The loss of the hard shoulder means that 56% of motorists would carry on driving with a flat tyre until they reached an emergency refuge area or the next motorway exit, according to the AA.



With spacing between emergency refuge areas extended from 800m on the M42 pilot scheme to a new standard of up to 2500m, cars could be limping along for up to 1.5 miles in fast traffic.

The AA Populus research among 19,887 AA members (November 2014) also found that drivers are willing to ignore closed lanes, with 10% of drivers surveyed seeking to take advantage of an empty first lane.

Despite 'red X' signs telling them to stay out of the lane, 3% would continue in the closed lane until they saw an incident ahead and 3% would go into the outer lane but move back in if others did and were moving more quickly. A further 3% would stay in the closed lane until they encountered another 'red X' sign (women being twice as likely to do this as men).

## Pacts road safety summit

March 18, 2015, Mary Ward House, London

For further information see:

<http://www.pacts.org.uk/2015/01/uk-road-safety-summit-drink-drugs-mobile-phones/>



## And news from AA DriveTech.....

### Business car awards winner

In January, AA DriveTech was named the best risk management provider by Business Car magazine.



Jim Kirkwood, AA DriveTech managing director, said: "We're absolutely delighted to have won this award, which is voted for by the readers of Business Car magazine.

"We also thank our customers who have voted for us and shown that we can deliver products and services that help them to manage their fleet, reduce the risk to the drivers as well as minimise their fleet running costs."

## Survey outcome

Thank you to everyone who took the time to complete our AA DriveTech and Peak Performance product and services survey in January; you also helped us raise nearly £400 for our charity too.



The headline results are very encouraging, although we do have further areas for improvement.

The vast majority of respondents believe our products and services are effective in helping you achieve your goals, meet your expectations and are good value for money overall. Likewise our fleet portals (FRM and FDR) are adding value, although there are areas that need further investment.

A new question we asked this year was how you measure the return on investment on your programmes in first place, with 75% of votes was duty of care compliance, followed by legal compliance (60%), enhances our corporate and social responsibility (34%), lowers accidents per million miles (30%) and minimises reputational risk (29%). We were surprised to see reducing fleet running costs only in 7th out of 10th place with 20% but assume this may be because it is difficult to measure; we are looking at how we may be able to help here.

In total, 84% of respondents were very satisfied or satisfied with the product and services we provide and 88% would recommend us to other organisations. Thank you.

As a result of the survey, we plan this year to do the following:

- Build on our FleetRiskManager portal, particularly in the area of reporting and management information
- We are currently building a new online booking systems so that drivers can book the dates and times of their own courses for a better customer experience
- Invest further in our CRM system; our sales and marketing teams have been using it for some time but we recently implemented a brand new complaint and case management system in CRM enabling us both to capture, process and respond to complaints more easily as well as root cause analysis
- We're going to undertake a root and branches review of the training report templates to improve them
- Undertake further process improvement and automation in a finance function to reduce issues with invoicing and management information

Again, thank you for your feedback it does matter to us.

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