

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,
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Information For Drivers

Licence downloading

Paul Jeffreys, from corporate services at the DVLA, told an ACFO seminar at its 'A Day at the Taxes' event that employees should not print a copy of their driving licence record and give it to their employer.

The DVLA introduced the online checking of employees' driving licences earlier this year. However, it has become apparent that some employees are logging into their driver licence record, printing off a copy and voluntarily providing it to their employer.

Jeffreys said: "The 'View Your Driving Licence' service is intended for the individual, so that it's their own personal driving licence record. If sharing it, do not print that record off because there is information on it which shouldn't be shared with others, such as medical information and specific driving information, particularly disqualifications.

"It's actually illegal to ask for that information, so, if people are asking for it, they shouldn't be".



Drivers still drinking

Research from a fleet insurer claims that a third of UK drivers have admitted driving while over the legal alcohol limit. 36% of drivers under 50 years old that drink [equivalent to 6.5m people] admitted to driving over the limit.



Despite a lower number of over 50 age group drivers that drink going over the limit, 24% still admit to driving over the limit. 40% of those who have driven over the limit have encountered serious consequences as a result, including losing licences, falling asleep at the wheel or actually crashing.

Drug driving is on the increase too - in the first few weeks that South Yorkshire Police started testing drivers for drugs, they found that 63% of those tested reported positively for cocaine or cannabis.

As we' ve said many times in the past in these pages, good drivers will not just be looking after their own welfare..... they'll be using defensive driving techniques to compensate for the shortcomings of other road users too.

Abbreviated Safety Advice for Drivers #1

Be prepared for the onset of winter. Put in the vehicle: a charged mobile; a functioning mobile charger; an up-to-date map book; a bottle of water; a couple of energy bars; a blanket; old piece of carpet; some waterproof boots; a waterproof jacket; a pair of gloves; a warm hat and scarf; a reflective tabard; a charged torch; a multi tool.

Dehydration risk goes unrecognised

Around two-thirds drivers in the UK fail to recognise major symptoms of dehydration, including slower reaction times, loss of focus and muscle cramps, potentially putting themselves and other road users at risk. With driver control errors accountable for around two-thirds of all vehicle crashes in the UK, drivers are being urged to take caution and ensure they are adequately hydrated before every journey.

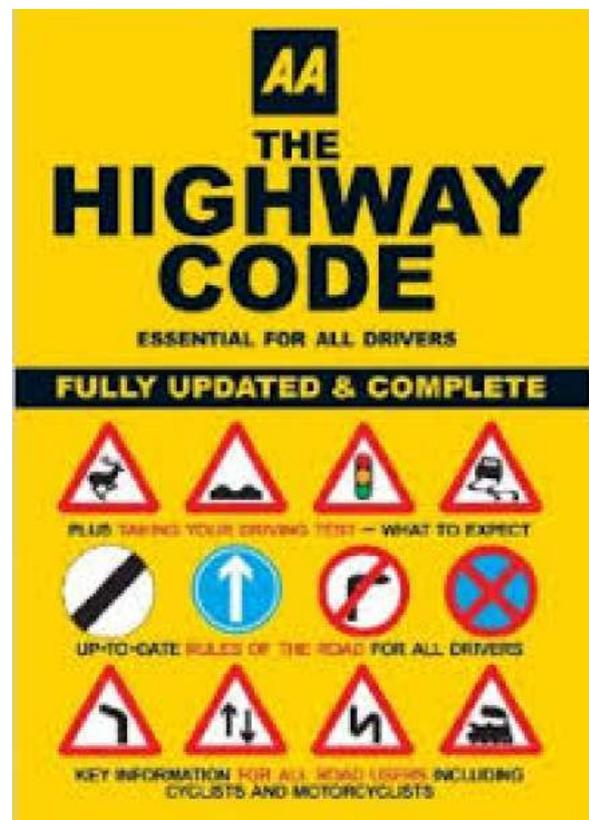


58% of the 1,000 drivers surveyed by a leasing company recently claimed to be aware of the risks of dehydrated driving, but seem to be doing little to prevent it. Health authorities recommend drinking around two litres of water a day, but the survey revealed that 37% of those surveyed are only drinking one litre of water a day, with 18% drinking less than one litre a day. Overall, 84% of drivers think drink-driving is more dangerous than dehydrated driving, even though a recent study conducted by Loughborough University revealed that mild dehydration is equivalent to being over the drink-drive limit in terms of driver errors.

Revision required

The DVSA is urging drivers to make sure they keep up to date with the rules of the road. The call comes after an online survey, using a sample of 400 drivers, revealed that less than 23% of drivers read the Highway Code after passing their test.

In response, the Driver and Vehicle Standards Agency (DVSA) has been encouraging drivers to sign up to receive reminders and updates about the Highway Code on email or social media. DVSA has now updated the online version of the Highway Code to make it easier to find rules and see recent changes. Lord Ahmad, transport minister, said "The Highway Code is essential reading for all road users, not just those who are learning to drive. It's now easier than ever to keep up to date with the Highway Code and the rules of the road."



Abbreviated Safety Advice for Drivers #2

Research proves that drivers often speed up in fog due to lack of reference points. Repeatedly use a visual scanning routine, alternating between road edge and middle distance, all the time looking for red rear fog lights ahead. Remember, in fog dip beam often gives better view than head beam. Avoid all distractions to maximise concentration.

Rural road risk

New figures from the Department for Transport have revealed that an average of three people died on country roads every day last year. 1,040 people were killed and 9,051 seriously injured on country roads in 2014, with a third of fatalities occurring on a bend.



In spite of this, almost a quarter of road users surveyed admitted to braking too late on bends and 41% claimed to have swerved to avoid something in the road.

Road safety minister Andrew Jones said: "Every injury and death on our roads is a tragedy and that is why the new 'Think!' country roads campaign is so important. We want the public to anticipate potential hazards on the road when driving in the countryside, to watch their speed and take care when approaching a bend."

General Driver Risk Management - Related News

Seeing is believing

Fleets throughout the UK are being encouraged to display a series of five striking, safety-related pictograms on their vehicles, in an attempt to communicate a strong safety message to other road users. The images represent the most common forms of crash causation.



The so-called 'Project Pictogram' initiative was dreamed up by Hampshire Fire & Rescue Service, which is hoping that it will receive national backing from the Department for Transport and the 'Think!' campaign.

Group health and safety manager at the Home Retail Group, Andy Leigh, is an enthusiastic supporter of the scheme; "The cost of applying the five sticker sets to the back doors of the entire Homebase fleet equates to the damage caused by just one minor rear end shunt".

For more information see

<http://www.hantsfire.gov.uk/keeping-safe/road-safety/project-pictogram/>

Near misses reporting provide valuable data

The Health & Safety Executive is putting its weight behind a new campaign to persuade fleets to adopt a formal "near miss" reporting policy, in the firm belief that this will cut driver risk.



Speaking at a recent ACFO seminar, HSE policy advisor Andrew Wetters said that 'near miss reporting shouldn't be a black point on somebody's record'. He continued "Health and safety legislation applies to all work activities and that includes driving. A lot of people seem to think that when their staff get out on the road it's up to them to look after themselves but that certainly isn't the case."

Wetters made the point that reporting on-road near miss incidents can 'identify a need for training and also where you can offer other things to improve driver abilities'. He also emphasised the need for professionally designed driver risk assessments to be carried, on at least an annual basis.

Help wanted

TRL, the Transport Research Laboratory, is looking for fleet managers to participate in a study related to workplace and road safety. The study, conducted by TRL on behalf of Transport for London (TfL), will focus on safety guidance and legislation, as well as management of safety within the industry.



Participants will be required to take part in a telephone discussion lasting no more than 60 minutes. The discussion will cover various topics, including use of safety guidance and legislation, and management of safety within the industry.

Fleet managers are needed from both low-risk and high risk sectors, such as oil, gas, rail, maritime and aviation. All participants will receive a £25 Amazon voucher upon completion, or if preferred, a donation to the NSPCC, RSPCA or Cancer Research UK. The findings of this study will be used to provide TfL with recommendations to improve safety and subsequently enable TfL to encourage real change in the industry.

Anyone interested in contributing, should get in touch with TRL on 01344 770014 or email contact@trl.co.uk.

Road casualty stats

The Government has been told to "get a grip" on road safety and reintroduce casualty reduction targets to reverse the recent rise in deaths and serious injuries. Figures published by the DfT show that 1,775 people died on the roads in Great Britain last year – a 4% increase on 2013.

The number of people seriously injured in reported road traffic accidents also increased, up 5% to 22,807, and a total of 194,477 people were killed or injured, the first increase in overall casualties since 1997.



And news from AA DriveTech.....

AA DriveTech sponsors important conference in November

The 2015 National Road Safety Conference is being hosted by Road Safety GB East Midlands region at the East Midlands Conference Centre in Nottingham on 18-19 November. The event is co-sponsored by AA DriveTech, Colas, Pepsico and Vysionics.



The conference will open at 1.00pm on November 18, with a series of presentations from national road safety stakeholders (including Road Safety GB, DfT and Highways England) who will outline their priorities and strategy for the next 12-14 months. This will be followed by presentations from senior road safety professionals, explaining how they have adapted the way they deliver road safety services against a backdrop of shrinking resources and finances.

Day two, November 19, will open at 9.00am with a series of presentations covering topics relating to fitness to drive including visual impairment, health and age.

For more information please visit:

<http://www.roadsafetygb.org.uk/news/4413.html>

AA DriveTech celebrates

On the 17th November, AA DriveTech celebrates its 25th birthday.

Originally established in 1990 by Chris Howell, a former road policing officer, AA DriveTech is now the UK's largest provider of fleet risk management & driver education services in the UK.

The company became part of the AA Group in July 2009 and has subsequently acquired leading complementary companies including Intelligent Data Systems, Nationwide 4x4, Peak Performance and VVCR.



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