

DRIVER SAFETY MANAGEMENT PROGRAMME



PROFILE

Coillte is a commercial land-based company operating in forestry, renewable energy, telecoms, panel products, etc.

Coillte's core purpose is to enrich lives locally, nationally and globally through the innovative and sustainable management of natural resources.

The company employs approx 1,000 people in Ireland and was established in 1989. It manages over 445,000 hectares of land, about 7% of the land cover of Ireland.

Some 499 employees currently drive for work in Coillte;

The majority (420) are grey fleet, for which employees are paid a mileage allowance. Grey fleet drivers are Forest managers, engineers, business specialists, operations managers, sales and customer personnel, environmental managers, etc.

Driving for work includes site management, site inspections and supervision, operations inspections: Road construction and design, consultation, regulatory compliance, disputes resolution, customer liaison and relations, planning, etc.

The company leases a fleet of vans (73) driven by Forest Technicians, who carry out a wide variety of supervisory, regulatory and on-site management work.

Company leased cars (6) are driven by senior managers.

CHALLENGE

With a very extensive land-based estate (c.400,000 ha), many Coillte employees have to drive for work to ensure that production, management and compliance requirements are met.

The company recognises that driving for work is a major occupational hazard that needs to be managed.

Coillte employees drive for work in three main vehicle types:

- company leased vans (73)
- company-leased cars (6)
- privately-owned cars (420)

The vast majority of staff who drive for work use their own vehicle. Significant numbers record official mileage above the national average:

- 12,000 – 20,000 km 111 drivers
- >20,000 km 66 drivers

Much of this driving, is done on secondary rural roads which add to the potential risks facing staff. Raising awareness around occupational road risk and the need to report all work-related incidents, no matter how minor, is viewed as an important building block in the ultimate goal of reducing collisions while driving for work in Coillte.

DRIVER MANAGEMENT

- Line managers are responsible for managing the safety of their direct reports.
- Overall responsibility for coordinating the Driving for Work management programme resides with the Group Safety Manager.
- Safety Managers support line managers in meeting their responsibilities and coordinate recording and reporting of Driving for Work accidents and incidents.
- Driving for Work accidents and incidents are investigated, recorded and reported by line managers and Safety Managers, as they occur, on a prescribed accident reporting form: to comply with company policy.
- Data gathered by Safety Managers forms part of monthly reporting, communicated to all employees and the company.
- Group Safety Manager reports to Senior Managers & Board Members

COLLISION PROFILE

YEAR	NUMBER OF INCIDENTS	COLLISION SEVERITY	DAMAGE / INJURY PROFILE
2010	3	Minor	vehicle damage only
2011	0	-	-
2012	2	Minor collisions	1 personal injury – no absence from work
2013	4	3 minor 1 Third party road collision	vehicle damage only

SOLUTION

A review of industry best-practice lead to the setting up of a pilot programme in April 2010, to identify a safety management programme that would best meet the needs of the company. This included the following activities:

TIMELINE	ACTIVITY
April 2010	30 Coillte drivers participated in Approved Driving Instructor (ADI), classroom-based, Driving for Work induction workshops. Drivers completed online driving-related skills assessment program
May 2010	Following assessment process, 6 at-risk drivers selected to undergo in-vehicle assessment with ADI. The pilot program helped to identify the initiatives best suited to managing the identified risks.
March and April 2011	480 (95.5%) of Coillte drivers completed an online driver risk assessment survey which indicated the level of risk that the company needed to manage. The survey revealed that 103 drivers were classified as at-risk and the most significant hazard, due to their relatively high mileage was fatigue.
December 2011	103 drivers were assigned an online training module, "Drowsy Driving". This included a randomised knowledge test to ensure the driver understood the relevant safety messages.
2012	Distracted Driving online training module, was delivered to all staff, to tackle the most common hazard identified.

December 2012	<p>The Health & Safety Team drew up a comprehensive company policy, outlining company requirements for employees driving for work. Covering four main risk management areas:</p> <ul style="list-style-type: none"> • Driver • Vehicle • Journey • Management <p>Driver's Handbook was produced to provide guidance and information for all staff driving for work (the safety policy document and handbook are to be incorporated into a Group document, that will cover all aspects of driving for work).</p>
2013	<p>20 drivers across 3 divisions, including grey fleet and fleet drivers, participated in a pilot Safe Driver Survey system which allowed analysis and responses from all participants to be viewed online by relevant line managers / supervisors as well as officers in the Health & Safety department.</p>

BENEFITS

Coillte's initial goal of identifying driving-related risk areas in the company and raising awareness among its driver of company policy, potential hazards and where to get further help has been well received by all staff.

VEHICLE CHECKS

Company Vans

Company handbook requires drivers of company vans to carry out extensive weekly checks on all safety aspects of their vehicles, including: safety equipment, tyres, wipers, lighting, mirrors, brakes, load restraint, oil, coolants, battery, steering, etc. Records of checks are retained for auditing and compliance purposes.

Company-owned cars & privately owned cars

The 'Just-1-Minute' vehicle safety-check' procedure is recommended for all drivers, which is a simple and effective way to spot potentially dangerous issues before vehicles are used.

JOURNEY PLANNING

The company driving for work Handbook, focuses on three key areas relating to journey planning namely Driver, Vehicle and Journey.

In relation to the vehicle, the following is required:

- Complete the 'Just-1-Minute' vehicle safety check
- Possess the correct category of licence for the vehicle you are driving
- Ensure your vehicle is roadworthy.

Before commencing the journey, the driver is obliged to ensure that they are fit to drive and are not under the influence of alcohol / drugs.

Drivers are required to "Plan and note your journey route before you set out, scheduling places where you intend to take a rest".

COLLISION / INCIDENT REPORTING

Company employees are required to report all collisions and incidents that occur while driving for work. Employees involved in a collision / incident during working hours, must report details to their manager, as soon as possible. The manager is required to submit a prescribed report to the relevant Safety Manager.

The Safety Manager draws up a separate report, based on a standard format, with recommendations and improvements where, which is circulated to relevant line managers

Copies of all reports are submitted to the risk control section of the company and are retained for record purposes by the Group Safety Manager when reporting to the board and Senior Management

FUTURE PLANS

Coillte's Driving for Work Roadmap has planned activities for 2013 / 2014 that include:

- Online Driver Risk Assessment for all drivers
- Online evaluation of driving-related skills
- Issuing PPE / driver safety kits
- Including safety features in vehicle procurement process
- Targeted traffic safety training modules
- Regular feedback on road safety initiatives for both drivers and managers
- Briefing line managers on road risk, responsibilities and resources
- Staff induction programme to include Driving for Work
- Authorisation to drive process
- Road Safety Day for staff
- Circulating RSA guidance sheets on hazards
- Reviewing Key Performance Indicators (KPIs) to identify gaps
- Addressing towing equipment and licensing requirements

FOR FURTHER INFORMATION ON COILLTE'S DRIVER MANAGEMENT PROGRAM CONTACT:

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