

CHALLENGE

ESB recognizes that driving for work is a significant risk. ESB employs over 6000 staff in Ireland and operates a varied fleet of vehicles and equipment.

The commercial fleet consists of almost 2000 vehicles travelling 32 million km per annum.

About 2500 people drive their own car on ESB business, travelling about 17 million kilometres for work per annum.

SOLUTION

In 2004 ESB set up the Road Safety Bureau, a cross-business unit, to research, manage and reduce occupational road risk through programmes which include education, awareness, enforcement, assessment and training.

A Road Safety steering group comprised of ESB senior management was established to support the work of the Road Safety Bureau. Road Safety programmes are developed and promoted via this steering group. The programme has the leadership and support of the **Executive Director Team** and is sponsored by the **Group Finance Director**.

Various initiatives have supported the achievement of goals throughout the programmes. Most recently:

A **Fleet Management System** has been installed on all Fleet vehicles and allows for management of driver behaviour. It is used to review and report on fleet activity and incidents:

- Management of high-risk road users: speed, harsh braking, acceleration
- cost recording - fuel, damage, maintenance, insurance
- Vehicle specification

Young drivers remain a high at risk category in the national statistics. The programme will address this through a number of initiatives:

- Specific young driver training programme including onroad driver training as part of the Apprentice programme - in addition to advanced driver training.
- Apprentice Induction Road Safety Module has been extended to a half day's training.
- All apprentices will receive additional regular Road Safety briefings while attending classroom modules.
- Involvement of young drivers in Road Safety initiatives e.g. Safety Week
- Regular reporting of road traffic collision statistics associated with this age group's past performance
- Appoint Road Safety champions within the apprentice programme

3000 staff have attained **Advanced Driver** status and by 2016 it is proposed that all staff who drive on business, in either a commercial fleet or a grey fleet vehicle, should have met that standard. All staff who have completed Advanced Driver Training are required to carry out two **peer audits** per year with other advanced drivers.

We have engaged the services of an **external support organisation** which will maintain and enhance the standards we have already set in our programmes to date, and which will recognise the standards already reached by many of our drivers.

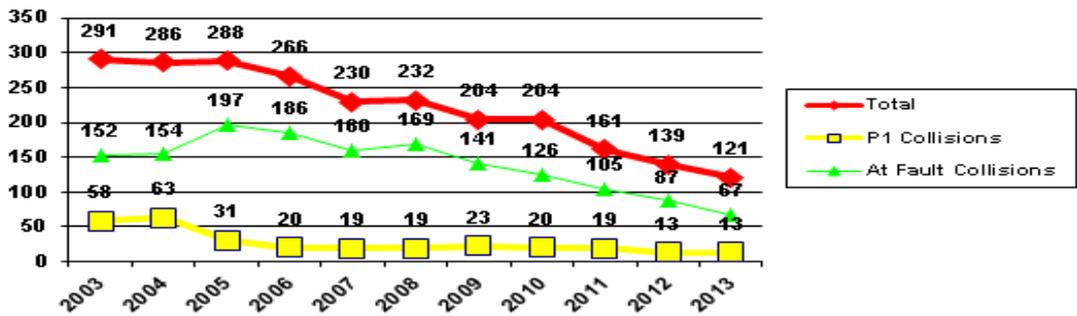
Due to the varied nature of our fleet, we provide **training** for the use of specialist vehicles such as ATVs, hoist vehicles and 4x4 off-road vehicles

RESULTS

ESB's Road Safety programmes to date have succeeded in reducing collisions, injuries and fatalities involving staff and the wider community.

The reduction in the number of collisions, particularly serious collisions, has led to a reduction in expenditure in relation to collisions:

- Reduced costs for lost time
- Lower costs for damage repair. €1million in 2003 vs €650,000 in 2013.
- A substantial reduction in insurance costs - 2013 Fleet insurance costs 25% of costs of insurance in 2004.
- Less exposure to potential compensation claims and associated costs. 152 at fault collisions in 2003 vs 67 in 2013 – 85 fewer compensation cases.



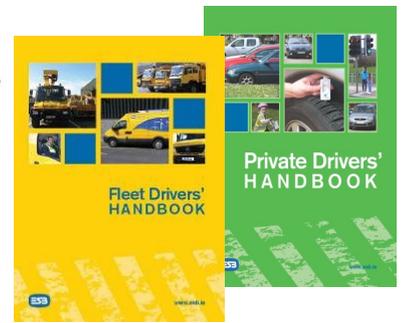
SOLUTION (contd.)

Existing driving policies were consolidated into a **Fleet Drivers' Handbook** and a **Private Drivers' Handbook**.



An International Drivers' Handbook is currently being developed for our overseas drivers.

A **Road Safety Awareness DVD** was produced with assistance from the Road Safety Authority (RSA), and distributed to all staff and their families in 2012.



Collision reporting and investigation procedures. Data analysis and outcomes of investigations aid the Road Safety Bureau to develop initiatives and guide communications.

For drivers involved in a collision which has the potential for serious injury or fatality, **post incident support training** takes place. This involves risk assessment of the driver which may involve further development training before the driver is allowed to drive an ESB vehicle.

The Road Safety Bureau uses a wide range of internal media to **engage with staff** through regular communications around driving issues e.g. fatigue driving, speed limits, tyre tread depth, drink/drug driving, vehicle maintenance, collisions and weather alerts.

Such media include Intranet web sites, internal hard copy publications, SMS messages, daily electronic Staff Noticeboard and Yammer. Road Safety Road Shows and Garda Road Safety Unit Road Shows are organised on request.

Driving and transport risk assessment

Driving and transport risk assessment has been developed for all businesses to implement, which includes risk assessment of the driver, the journey, the vehicle and the workplace.



Corporate Social Responsibility

With the RSA, ESB has co-sponsored the "Back to School" distribution of High Vis jackets to junior infants over the last three years.

ESB have also developed programmes with the assistance of the Health and Safety Authority (H.S.A.). ESB has co-presented at "Driving for Work" seminars along with the H.S.A., An Garda Siochana, and the RSA.

Since 2008 ESB has been a signatory of the European Road Safety Charter (ERSC), the largest existing road safety platform encompassing all EU member states. It provides members with a unique opportunity to take direct action to reduce road fatalities, assess results and share ideas and successful measures. It forms part of the Road Safety Action Plan launched by the European Commission in 2003.

The Programmes

ESB's first Road Safety programme "Road Safety – It's my responsibility" spanned 2004—2008. Its aims were to capture and analyse collision information, to develop policies, plans, vehicle specifications and training programmes

In 2008 the Road Safety programme was reviewed and a re-invigorated programme "Achieving Road Safety Excellence", was developed for implementation during 2009 to 2011.

The vision of our current programme "ESB Road Safety Strategy 2013 – 2020: Our Journey to Excellence", is that **ESB will be a national exemplar in Road Safety Excellence and will have zero at-fault collisions.**

Key Performance Indicators are agreed to measure the effectiveness of the programmes:

'0' at fault collisions by 2020
70% reduction in total number of collisions
60% reduction in P1s
All drivers complete Advanced Driver training
Driving Risk Assessment for staff involved in P1 collisions
Peer Auditing
Management of high-risk road users FMS
Speed management - FMS
Vehicle specification

This programme is about achieving a cultural shift in the organisation –a move from an initiative based programme to a culture based programme which is a longer-term vision. There are now systems and policies in place to support this transition.

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