

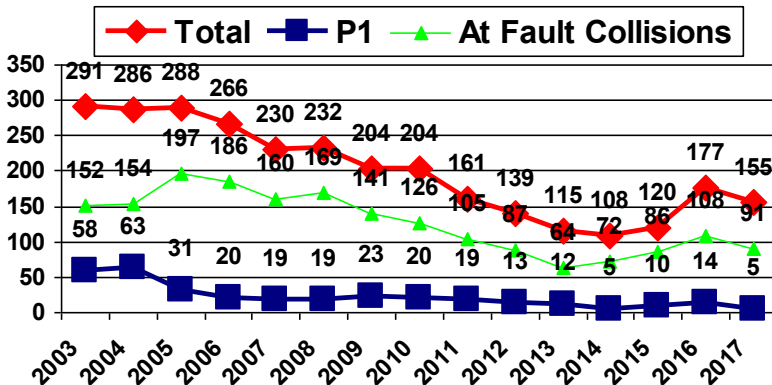
CHALLENGE

ESB recognises that driving for work is a significant risk. ESB employs over 7,000 staff in Ireland and operates a varied fleet of vehicles and equipment. The commercial fleet consists of almost 2,000 vehicles travelling 32 million km per annum. About 3,000 people drive their own car on ESB business, travelling about 17 million kilometres for work per annum.

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:



P1 = An incident where the most probably outcome was significant injury or loss

- 160 at fault collisions in 2007 vs 91 in 2017.
- Less exposure to potential compensation claims and associated costs.
- A substantial reduction in insurance costs - 2017 Fleet insurance costs 25% of costs of insurance in 2004.
- Reduced costs for lost time

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 Committee comprised of ESB senior management was established to support the work of the Road Safety Bureau. Road Safety Strategy and 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. 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

In 2018 the **Good Road Safety Behaviour Awards** commenced. The purpose of these awards is to recognise and celebrate good driving behaviour and encourage best practice amongst staff who drive fleet vehicles for work. Safe driving is Green driving.

In terms of grey fleet performance, a driving app is being trialled by a group of staff who drive their own cars on ESB business, and the review will determine the outcome of this pilot.

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

- Specific young driver training programme including on-road driver training as part of the Apprentice programme
- Apprentice Induction Road Safety Module has been extended to a half day's training.
- All apprentices receive additional regular Road Safety briefings while attending classroom modules.
- Regular reporting of road traffic collision statistics associated with this age group's past performance

Over 4,000 staff have attained **Advanced Driver** status.

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.

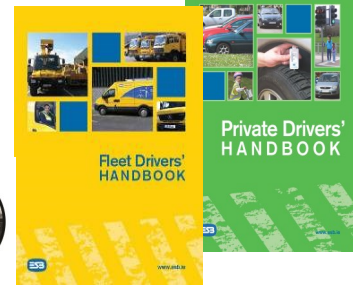
Due to the varied nature of our fleet, we provide **training** for the use of specialist vehicles such as ATVs, hoist vehicles and 4x4 off-road vehicles

SOLUTION (contd.)

An updated **Company Standard on Driving** was issued in 2018. On a corporate level, driving has been identified and established as a **Centre of Competency**.

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



Collision reporting and investigation procedures.

Data analysis and outcomes of investigations assist the Road Safety Bureau in developing risk profiles which in turn lead to improvement programmes, initiatives and 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. Drivers who have multiple collisions also complete risk assessment and support training.

The Road Safety Bureau uses a wide range of internal media to **engage with staff** through regular communications around driving issues e.g. appropriate speed, driver distraction, driver impairment, vehicle safety checks, 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.

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 number of years.

ESB has also developed programmes around licencing and safe loading with the assistance of the Health and Safety Authority (HSA).

ESB has co-presented at "Driving for Work" seminars along with the HSA., An Garda Síochána, 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.



On a national level, ESB hosted the first Cross Industry Road Safety Forum in January 2018. Stakeholders from public and private sectors attended. The forum provides a platform for sharing experience and best practices in managing work-related road risk, and will be held bi-annually, and hosted by rotation amongst forum participant businesses.

If you would like to attend the next Forum email safedriving@esb.ie

The Programmes

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

In 2008 the Road Safety programme was reviewed and re-invigorated to "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**.

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.

2018- 2019 Priorities

- **Vehicular Asset Risk Management** —Develop and implement an effective vehicular maintenance programme for all ESB owned vehicles.
- **Licence and Insurance checks**
- **Training** — Focus on risk based high mileage drivers 15,000kms +, young drivers, larger vehicle drivers
- **Grey Fleet Telematics** —how information on the grey fleet may be gathered and used to inform programmes.



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