

Transport Leadership in the 21st century:

The Key To Performance and Retention



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Some questions for you?

9. Would there be fewer crashes, injuries and fatalities if more people drove within the 30-mph speed limit?

10. If you are driving on a road with a 30-mph speed limit do you drive at a speed within that limit?

11. What was the last traffic offence that you committed and when was it?

12. What was the last unsafe driving action that you made and when was that?





How do you rate yourself?

A. On a scale of safety 1 -100, 99 being as safe as you could reasonably be on today's roads, what score would you give yourself?



How do you rate others?



B. On a scale of safety 1 -100, 99 being as safe as you could reasonably be on today's roads, what score would you give everybody else?



Road Casualty Figures 2019

HGV

19

occupants were killed

161

occupants were seriously
injured

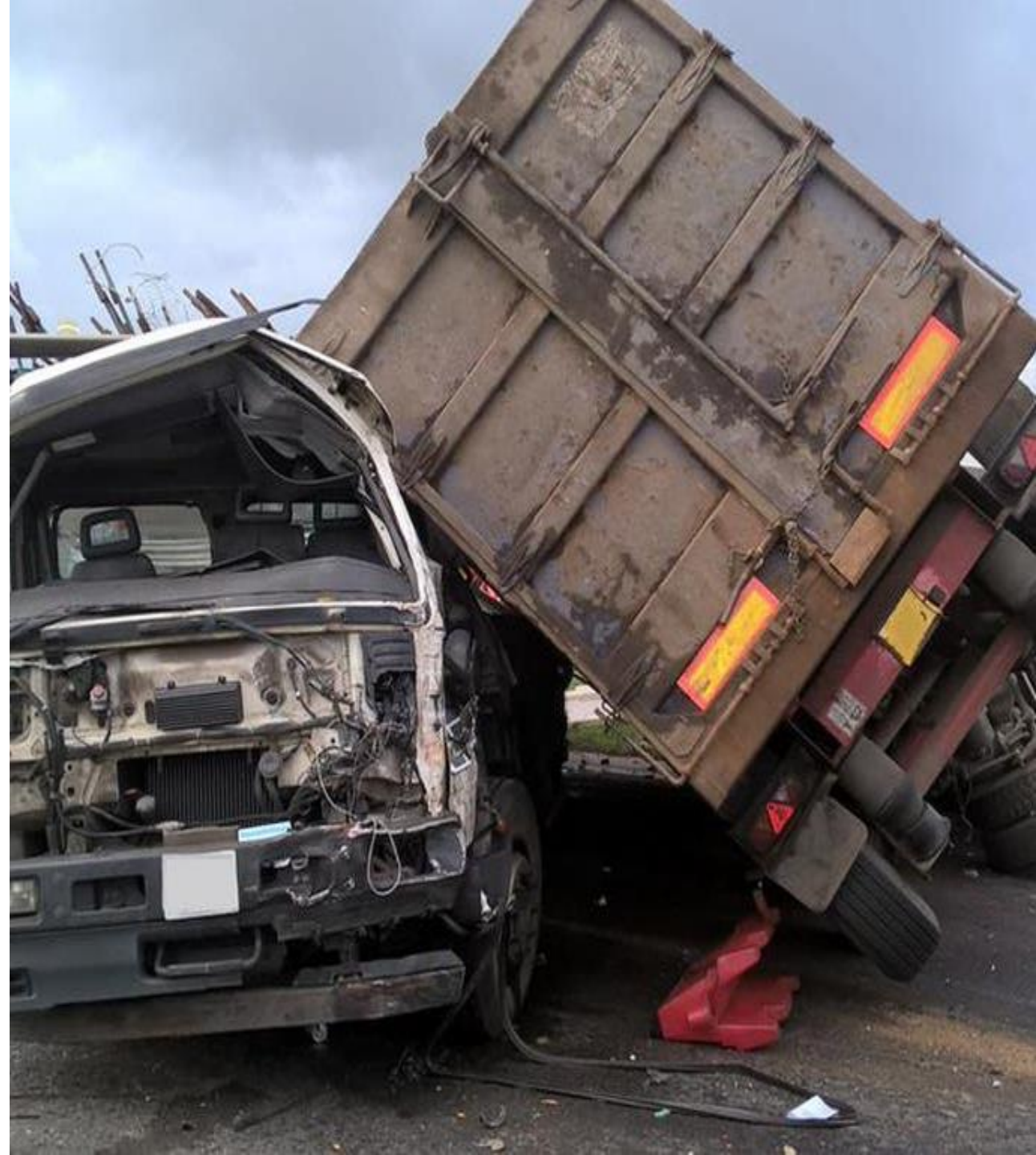
LGV - Van

43

occupants were killed

476

occupants were seriously
injured





HGVs and collisions

- HGVs are 1.3% of vehicles on the road yet
- Are 8% of vehicles involved in fatal collisions
- On Motorways that shifts to 52% of the vehicles involved in fatal collisions are HGVs

Reported collisions and manoeuvres

Type of Manoeuvre	No. of HGVs involved	No. of LGVs involved	Total No. of collisions
Going ahead other	2110	5473	80984
At a junction	1699	6709	101760
Slowing or stopping	319	922	12655
Parked	237	667	9058
Changing lane to left	234	126	1563
Turning right	190	1116	1802
Moving off	187	187	8852
Changing lane to right	176	142	1682
Waiting to go - held up	162	620	10054
Going ahead - right hand bend	158	324	5545
Turning left	143	514	6169



Goods vehicles involved in reported collisions by contributory factor

Contributory Factor	No. of HGVs	No. of LGVs involved	Total No. of collisions
Failed to look properly	739	2180	30896
Failed to judge other's path or speed	410	1124	16733
Careless, reckless or in a hurry	237	775	13155
Poor turn or manoeuvre	207	577	9472
Vehicle blind spot	177	102	1009
Following too close	153	320	3915
Loss of control	92	292	8615
Sudden braking	87	248	4113
Slippery road (due to weather)	84	282	5819
Travelling too fast for conditions	63	242	4765



Why Continuous Professional Development?

How much do
you spend on
this?

Why Continuous Professional Development?

How much do
you spend on
this?



Why Continuous Professional Development?

It's the right thing
to do, look after
your drivers and
they look out for
you



Welcome back Alan (Sign out)

Professional Development Plan

My Dashboard

My Learners

My Settings

All Toolbox Talks

Passed

Mobile Phones
Avoiding Collisions

Watch Again Apr 2020

Passed

Speed Awareness
Avoiding Collisions

Watch Again May 2020

Passed

No Convoys
The Road to Collisions

Watch Again Jun 2020

Passed

Winter Driving
Staying in Control

Watch Again Jul 2020

Passed

Driving On-Premises
Protecting Pedestrians

Watch Again Aug 2020

In Progress

Working Around Vehicles
Personal Safety

Watch Now Sep 2020

Ready

Driving at Work
Death & Injury on the Roads

Watch Now Oct 2020

Ready

Vulnerable Road Users
Sharing the Road Safely

Watch Now Nov 2020

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What is CPD?

- Continuing Professional Development (CPD) is the intentional maintenance and development of the knowledge and behaviour needed to perform in a professional context.
- This could mean maintaining current knowledge, it could mean developing professional standards to a new level, or it could mean learning new ways to be a professional driver that will allow an employee's job role to expand or prepare them for potential promotion.

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Doing the right thing!

As one driver said to me on a workshop a few years ago:

“It’s too easy to get caught up in the moment and end up driving too fast or too close”

Doing the right thing!



Peter Larner
Former Managing Director
Suckling Transport

“The most successful aspect of management is to send every employee home to their family at the end of each shift. My greatest achievement was to do that on every shift throughout my career.”

“There are lots of companies whose employees are having good, innovative ideas but unless the culture of your business provides fertile ground on which those seeds can be sown, it’s pointless.”

“We have eliminated speeding, no matter what. We have a line that we will not cross for whatever reason – it is me that ends up on a corporate manslaughter charge and I am not having it. The O-licence says I will not permit offences, and to me that means I have to take a proactive view to make sure my staff do not permit it. I police it and I enforce it.”



The Benefits of CPD for Employees

- Employees can reap the benefits of continuing professional development and can maintain and improve their abilities in their role as a driver and for those who have ambition to move into the transport office.



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The Benefits of CPD for Employees

By undertaking a CPD accredited course, employees can prosper from the benefits of CPD listed below:

1. Current knowledge
2. Professional Qualification
3. Confidence and self esteem
4. Certificates to recognise driver achievement
5. Providing Tools that help do the job the right way
6. Flexible training to do at a time that suits the driver
7. Feeling valued
8. Building loyalty to your company

The Benefits of CPD for Employers

CPD will help drivers to...

- ❖ Think better
- ❖ Drive well
- ❖ Do the Right Thing
- ❖ Control your costs, Fuel, Damage...
- ❖ Contribute to their own and public safety
- ❖ Protect your brand
- ❖ Build loyalty to your company
- ❖ Retain and attract drivers



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Thank you



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