

Taking the risk out of the roads



Imagitech's Roadmarque® system combines novel software technology with psychology research to measure risk factors in occupational drivers

Driving at work is an activity which has been shown to carry one of the highest risks of all activities that employees undertake. By 'driving at work' we do not just mean the 'white van man', but anyone who uses a vehicle in conjunction with their work.

Managing occupational road risk is an increasingly important business issue in light of new legislation that makes employers liable for the health and safety of those driving on work-related business. Around 1000 people are killed and 80,000 are seriously injured in work-related road collisions each year. In addition, 1 in 500 at-work drivers are driving whilst disqualified and 1 million drivers in the UK have nine points or more on their licence – facts which show the level of risk employers are facing.

A new software system, Roadmarque®, developed by software experts Imagitech Ltd, based in Swansea, South Wales, aims to

assess the road risk of employees who drive in connection with their work. It includes a psychometric assessment designed in conjunction with psychology experts at Swansea University, which aims to identify those drivers who are most at risk due to their attitude. Unlike any other driver assessment software available, this psychometric assessment is combined with a range of further assessments based on the driver profile, the vehicle driven and road knowledge, as well as abilities shown in the specifically designed test. The system also allows organisations to decide which assessments are most appropriate for their drivers – getting away from the 'one size fits all' approach.

“We have used our expertise in software development, combined with our knowledge of driver training, to produce a definitive and user-friendly risk assessment system. Roadmarque® offers the additional benefit of calculating an organisation's carbon footprint – a welcome addition as more companies look to improve their green credentials.”

Dr Gerhard Manogg
Director, Imagitech Ltd

Roadmarque® is designed to ensure that all drivers are fully risk assessed and appropriately licensed while driving at work. The system has been developed specifically for anybody who is responsible for workplace health and safety – in particular, fleet and health and safety managers. The combination of Imagitech's advanced software engineering technology with Swansea University's psychology research and an understanding of the issues surrounding the risks that individuals are exposed to in road traffic makes Roadmarque® a highly innovative and flexible road risk assessment solution.



Psychology

Together with psychologists at Swansea University, Imagitech conducted a study into the causes of accidents involving drivers at work within four key groups – delivery, large goods vehicles, occasional and sales. They aimed to identify the factors that predict overall road risk due to the personality of each driver. It is one of the very few studies that was carried out independently of a particular employer and which included a large cross-section of different drivers. The research was presented at the annual conference of the British Psychological Society in Dublin earlier this year.

The study resulted in the creation of a questionnaire which is both compact and scientifically reliable. One key result of this study was that the calculation of the overall risk differs between driver type. This means that, although every driver completes the same questionnaire, the results need to be evaluated differently, depending on the type of driver being evaluated.

Findings indicated that 'deliberate risk taking', a penchant for a 'risky lifestyle', a tendency towards 'venting anger' and 'inattention' were amongst the most important causes of collisions across the various driver groups. The resulting psychometric assessment was incorporated into Roadmarque®.

Software

Imagitech has developed Roadmarque® as an online system using the latest technologies, allowing users to log in from anywhere and sit assessments through a standard web browser. There is a complete administration and reporting facility designed for the management of the assessment process and the results can be accessed via a secure web interface. Different assessments can be set for different groups of drivers, ensuring that tests are as relevant and as appropriate as possible.

With Roadmarque®, Imagitech has created a new system for an entirely new market. The software covers aspects such as legal compliance, statistical analysis of the available data, a psychometric assessment and interactive video assessments of various driving scenarios, as well as multiple-choice tests on specific customer-defined driving policies.

Benefit

Roadmarque® assesses individual driver risk, completes a full DVLA driver licence check, measures all road risk areas, reviews driving history, and completes all administration and reports for any organisation whose employees use a vehicle on the road in conjunction with their work. Many factors are used to give a picture of a driver's risk profile including vehicle usage, work patterns, collision history and personal profile.

The resulting report gives employers the factual information needed to manage occupational road risk in a cost-effective way.

As a solution to occupational road risk management,

Profile

Product	Roadmarque® driver risk assessment package
Applications	Ensuring health and safety for occupational drivers
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Roadmarque® solves several problems: (1) risk assess drivers; (2) ensure that their driving entitlements are sufficient for the driving they do at work; (3) produce a risk-ordered list of drivers (from highest risk to lowest risk); (4) identify any measures that need to be taken immediately; and (5) create a list of priorities to implement the most cost-effective risk-countering measures possible.

Based on Roadmarque® reports, organisations can take reasonable steps to address any identified risks. Given that the overall cost of implementing the software is very low, this offers an ideal and affordable solution to a legal requirement that every organisation in the UK must now comply with.

Green credentials

The system is also the first of its kind in the UK to use data from the audit to calculate a company's transport-related carbon footprint by calculating the carbon dioxide generated by individual drivers. An analysis of these results over time permits organisations to assess their policies and measure the benefits derived. ■

