

Does road risk management need to be expensive?

In the current economic climate, the increasing pressure on businesses means that hard choices often have to be made. This comes against a backdrop of the need for organisations to stay “health and safety compliant” – in particular in relation to their occupational road risk. New ways are therefore being sought to deliver a safer environment for drivers and to allow organisations to manage their fleet related risks on an ongoing basis, without the need to allocate large budgets or a great deal of management time.

Online driver risk assessment packages can provide a valuable first step in assessing the risk and identifying those drivers in need of training. If structured correctly, they also provide a means to engage the drivers and encourage them to reappraise their own driving – a first step in reducing road risk.

There are systems available from independent providers that offer a holistic survey and a range of aptitude tests. The results obtained from those systems help the organisation to identify the drivers at highest risk.

However, currently there are very few systems that offer sufficiently comprehensive yet informative and affordable assessments. Ideally the system should offer a factual survey, covering all items related to driving, such as the driving history, the vehicle used, a DVLA licence check and collision history – and combine all those elements into one simple score. In addition, a set of aptitude tests, tailored to the needs of each group of drivers or to the organisation, can play a valuable role in encouraging drivers to evaluate their day to day driving as well as providing insight into their profile.

Clearly any such system should be affordable and flexible, to allow organisations to fit its use into their established working practices.

Roadmarque® is one system that fulfils this brief. One of its aptitude tests is a customisable module which tests the driver's knowledge of the organisation's driving policy. This alone will bring to the forefront safety issues that are not normally rationalised and thought about in day to day driving - whilst providing the organisation with valuable feedback on how well the drivers understand their employer's driving policy.

A central concept behind Roadmarque® is its ability to rank an organisation's occupational drivers by their risk profile. This allows the organisation to spend the available budget in a targeted and efficient way - on those that are most at risk. It may or may not be necessary for a given organisation to spend money on driver training, but it is essential that organisations understand where their risk exposure lies, so that they can address the most pressing issues - such as unlicensed drivers.

Imagitech (Roadmarque's owners and creators) are an independent company specialising in driver assessments and driver training software systems. The system is not a “one size-fits-all” solution: Instead, organisations can pick and choose those tests which are most appropriate and relevant for their drivers. They can also choose to increase the number of tests year on year to show progression in the way the risk is assessed – without needing to spend extra.

Roadmarque® cleanly deals with grey fleet drivers as well, by managing and reporting on checks of insurance and MoT documentation, as well as monitoring CO₂ output.

Dr Gerhard Manogg, Director of Imagitech, said:

“Roadmarque® contributes to road safety by encouraging drivers to think about driving issues relating to their work. It also provides a flexible and highly cost-effective means to help organisations assess their occupational driving risk.

The uniqueness of our approach lies in its flexibility, methodology and independence. We encourage all our customers to pick and choose what is best suited to their circumstances and this is done without impact on the per-assessment cost. Furthermore, we are able to import data from various sources and create reports as appropriate for our customers – allowing data to be imported from and results to be exported to other systems if required.

Assessing the drivers' risk does not need to imply committing to a large and ongoing cost. For as long as the risks are known and properly understood, addressing the failings revealed (e.g. dealing with unlicensed or banned drivers in the first instance) need not cost a great deal. At a price starting at £15.00+VAT per driver survey including the DVLA licence check, Roadmarque® certainly offers an affordable first step.”

The use of a system such as Roadmarque® is a first and important step towards achieving not only legal compliance, but a genuinely improved road-safety record. Whilst it is advisable that the shortcomings identified are addressed as quickly as possible, Roadmarque® provides the information needed to allow a pragmatic and realistic approach to be taken – an important feature in the current economic climate. By allocating the available budget with full visibility of the risk presented by each driver, the system helps its users to make the right choices, minimising costs and legal exposure whilst maximising benefit for drivers and employers alike.

For further information please contact

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About Roadmarque®

Roadmarque® is a flexible and adaptable system aimed at organisations who need to manage and reduce their occupational road risk. It offers the following:

Driver Survey with DVLA licence check resulting in a risk assessment and pollution footprint report

Aptitude Tests comprising up to 8 individual assessments which can be set, as required, by the organisations

Imagitech, the owners and developers of Roadmarque®, are an independent organisation specialising in driver training and driver assessment software in business since 1995. Roadmarque® is available from Imagitech directly or via a growing network of partner organisations.