

# Driving for Work

*Our flagship course for business drivers,  
helping you create a safer, more efficient fleet*



In the UK, around one in every four collisions involves a driver undertaking a business journey, making driving the highest-risk activity for employees across all industries. Not only are vehicle collisions a serious threat to personal safety, they are also among the largest contributors to unforeseen costs for businesses.

As an employer, it is essential that you take action to address any causes for concern that may be highlighted by your risk management processes. As well as the need to comply with the requirements of Health & Safety legislation, you have a duty to take reasonable steps to ensure the safety of the driver and the general public, and to safeguard the reputation of your business.

Driving for Work is a comprehensive on-road course, aimed at improving the safety, confidence and efficiency of all business drivers.

<b>Vehicle types</b>	<b>Car</b>
	<b>Light commercial</b>
Format	On-road
<b>Duration</b>	<b>3½ hours</b>
Trainer : delegate ratio	1:1

## The risks for employers

For most drivers of cars and light vans, their driving test was the first and last time that their driving ability was ever formally assessed. Without any further training, many drivers then embark on a career in which driving is an essential task, carried out amid a range of pressures for which they have not been adequately prepared. Many

employers are aware of this, either from the results of driver risk assessments or the gathering of telematics data, but do not fully appreciate the seriousness of the consequences that may result from a failure to intervene when concerns have been identified.

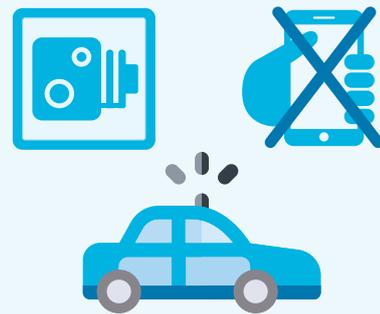
### Work journeys account for more than 1 in 4 UK road deaths



Of the 1793 fatalities on UK roads in 2017, 499 involved a driver or rider undertaking a journey for work purposes, not including commuting

(Department for Transport, Reported Road Casualties Annual Report 2017)

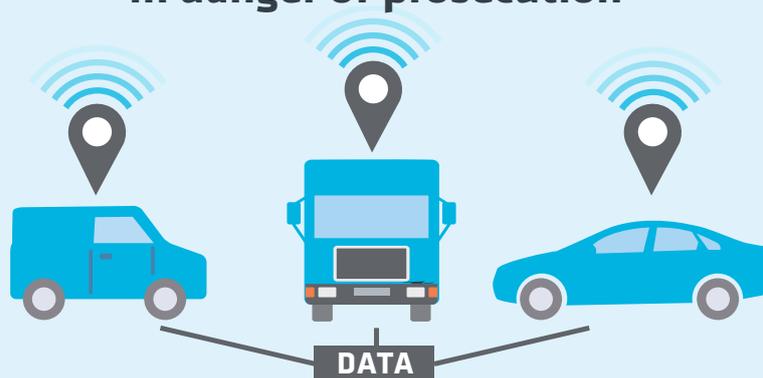
### Company drivers rack up an estimated 1.8 million penalties in a year



In 2018, vehicle leasing companies received and processed fines with an estimated total value of £55.9m, of which 55% were referred to the fleet operator for payment

(Fleet News FN50 report 2018).

### Failure to act on telematics data puts fleets in danger of prosecution



A major bus operator was prosecuted for their failure to address poor driving behaviour repeatedly flagged up by telematics data, after the driver in question went on to kill a passenger and a pedestrian. The company was fined £2.3m – the UK's single biggest fine issued in 2018 for H&S failings.

## Why choose on-road training?

Checking your employees' driving history, subjecting them to risk assessments and using technology to monitor their behaviour, all contribute towards a driver's risk profile. However, in themselves, these checks are not capable of producing a change in a driver's attitude, skill level or behaviour.

A practical, one-to-one training session remains the most effective way to address the development needs of individual drivers, as it gives a trainer the opportunity to observe their behaviour and provide targeted coaching. It also enables drivers to put into practice what they have learned in real time, in real-life scenarios, cementing their new learning through immediate experience and feedback.

# Driving for Work – course overview

## INTRODUCTION

### Theory presentation

Overview of the course content, and an initial opportunity for discussion of the driver's experience, knowledge and skills.

### Eyesight and vehicle checks

Essential checks to ensure that driver and vehicle are fit for the course.

## SESSION 1

### Eco-driving

Initial briefing followed by two drives of the same route, to compare the efficiency of normal driving vs eco-driving.

### Debrief and discussion

Analysis of eco-driving results.

### Trainer's demo drive

A short demonstration drive by the trainer to illustrate the correct techniques.

## BREAK

## SESSION 2

### Principles of safe driving

An introduction to the three fundamental elements of defensive driving: Observation, Anticipation and Planning (OAP).

### Confined space manoeuvring

A systematic approach to parking and manoeuvring, based on developing a full understanding of the dimensions and turning characteristics of the vehicle, and on identification and management of hazards.

### Consolidating risk management

An opportunity to develop skills learned so far. Management of risk through correct use of space and speed. Discussion of attitudes and their effects on risk.

### Debrief and evaluation

Discussion of driver's performance on the course and any recommended areas for further development. Trainer completes the Driver Evaluation Report (DER).

## Quality



We have been training drivers to advanced standard since 1956 and have continually developed our courses to address the new challenges of our ever-changing road network. Driving for Work is delivered by our nationwide network of fleet-registered Approved Driving Instructors, with quality standards monitored by our team of Field Service Managers.

All on-road courses are preceded by essential vehicle and eyesight checks. On completion of the course, delegates receive a comprehensive Driver Evaluation Report, detailing their performance and highlighting any development areas.

## Drivers' FAQs

### What will I need to bring?

You will need to attend in your own vehicle; ideally the one that you drive for work, and you will need to bring your driving licence. Remember to wear your glasses if you need them for driving; an eyesight check is always carried out at the start of our on-road courses.

### Is the course suitable for van drivers?

Our trainers are fleet-registered Approved Driving Instructors, who are skilled at applying the principles of Driving for Work across a range of vehicle types. For more in-depth training on the finer points of van driving, we also offer modules focusing on vehicle familiarisation, and on manoeuvring in confined spaces.

### Is it a test?

There is no test to pass. Our instructor will observe your driving skills and behaviours, and offer constructive advice throughout the course. They will also complete a Driver Evaluation Report for you and your employer, confirming that you have completed the course, and recommending any areas for further skills development if applicable.

### I've already done your eco-driving course. Can I skip that bit?

If you have already completed our eco-driving course, or if you would prefer to spend more time working on the safer driving elements of the course, we can offer a version of Driving for Work that has been adapted to focus on these areas for the full half-day session.

### What about EVs and hybrids?

The safer driving principles covered in Driving for Work are applicable across all engine types, and the techniques taught in the eco-driving session also have benefits for optimising battery life in hybrid and fully electric vehicles. For a more in-depth exploration of these vehicle types, ask us about our EV Familiarisation course.

## Why choose IAM RoadSmart?



With over 60 years' experience creating over half a million Advanced Drivers, we are one of the UK's leading authorities on driver training and road safety.

IAM RoadSmart can help your business fleet to become safer and more efficient through expert coaching delivered by a nationwide network of Advanced Driving Instructors, delivering benefits that include:

- Fulfilling your duty of care responsibilities in line with the Health and Safety at Work Act 1974
- Improvements to individual drivers' mpg
- Reduced incident rates and substantial savings on cost of repairs at end of lease
- A safer, less stressed workforce, better equipped to deal with increasing in-car distractions

As a registered charity, we are dedicated to improving safety on the roads, and our not-for-profit status enables us to offer you our expertise at highly competitive rates.

For more information, call our customer care team on  
**0870 120 2910**

Email: [business@iam.org.uk](mailto:business@iam.org.uk)

[iamroadsmart.com/business](http://iamroadsmart.com/business)