



DriverFocus Fleet Safety Plan 2024-2026

PLAN		2024	2025	2026
1 Appoint a senior "Safe Driving Programme" executive champion		Q1	Ongoing	Ongoing
2 Set Programme goals / KPIs (e.g. incidents/crashes per 1M kms)		Q1	Ongoing	Ongoing
DO	Support Type			
Individual-level				
1 Do an objective driver risk assessment to find gaps and inform next steps	Instruction	Q1	Q1	Q1
2 Capture regular driver declarations e.g. licence status, expiry, penalty points, fitness to drive	Instruction	Q1	Q1	Q1
3 Issue a driver's handbook covering driver, journey, vehicle and emergency topics	Information	Q2	Ongoing	Ongoing
4 Share regular safe driving guidance via mix of posters, email, video, SMS, WhatsApp, Slack etc.	Information	Q2	Ongoing	Ongoing
5 Recognise good/safe/eco/sustainable driving with a Top Driver of the Year/Month award	Information	Ongoing	Ongoing	Ongoing
6 Target use of online learning e.g. hazard perception, distraction, fatigue, speeding	Training	Q3	Ongoing	Ongoing
7 Host group workshop e.g. Zoom, most-in-need drivers, new vehicle / EV familiarisation	Training	Q2	Ongoing	Ongoing
8 Encourage positive peer influence e.g. use a leaderboard, rewards, recognition	Supervision	Q3	Ongoing	Ongoing
9 Debrief staff post-near-miss/incident/collision and share lessons learned, as appropriate	Supervision	Q2-Q4	Ongoing	Ongoing
10 Use data from dashcams/telematics to identify and target learning opportunities	Supervision	Q3	Ongoing	Ongoing
Management-Level				
1 Have a Driving for Work policy as part of your overall health and safety system	Instruction	Ongoing	Ongoing	Ongoing
2 Include vehicle activity in your Energy Management / ESG programme	Instruction	Ongoing	Ongoing	Ongoing
3 Leverage road safety content from RSA, DfBB, NETS and DriverFocus websites	Information	Q3	Q3	Q3
4 Hold an annual Road Safety Day for all staff	Information	Q2	Q2	Q2
5 Engage marketing / sustainability / CSR colleagues to showcase your fleet success stories	Information	Q1	Q1	Q1
6 Brief line managers via workshop & FAQs	Training	Ongoing	Ongoing	Ongoing
7 Include driving policy and procedures into Employee Onboarding and reviews	Training	Q4	Q4	Q4
8 Share fleet insights from telematics data - driver behaviour, vehicle health, journey metrics	Supervision	Ongoing	Ongoing	Ongoing
9 Schedule an internal, cross-department, quarterly Driving for Work Forum to keep focus	Supervision	Q2	Ongoing	Ongoing
10 Search out road-risk management peers/providers for the latest services and guidance	Supervision	Q4	Q4	Q4
REVIEW				
1 Review this Safe Driving Programme annually		Q4	Q4	Q4
2 Cross-check datasets e.g. mileage, incidents, collisions, points, servicing, maintenance, repairs		Q4	Q4	Q4
3 Consider adding other elements e.g. search "DriverFocus Roadmap" online for suggestions		Q4	Q4	Q4

Disclaimer: this Sample Fleet Safety Planner (or Roadmap) is presented in high-level form as a planning aid. It is recommended that you consider it with care and if required, seek professional advice. Satisfy yourself that it accurately reflects the objectives and reality of driving for work in your organisation. While it is based on generally agreed best-practices at this time. DriverFocus can not be held responsible for this SAMPLE being complete, appropriate for all circumstances or free from error or omission.