BEST PRACTICE

LOCATION:	**Company-wide**	**ARTICLE YEAR**	**2012**
ACTIVITY:	**Transport & Logistics / Delivery**	**COMPANY:**	**Colas Ltd**
SUB ACTIVITY:	**Mobile Plant**	**COMPANY LOCATION:**	**Head Office**
BEST PRACTICE No:	**BP817**	**COMPANY TEL:**	**01342711000**
COUNTRY OF ORIGIN:	**United Kingdom**		

TITLE	Run Video

Safer Attitudes in Driving Campaign

ARTICLE

Description

Colas has been running a “Safer Attitudes in Driving (SAID) “campaign since 2001. The campaign involves all members of the company. There are 4 key elements to the program

1. Training – all members of staff attend training sessions delivered by in-house SAID representatives

2. Monitoring – All driving related incidents are recorded and analysed, this enables Colas to track progress and identify the frequency and nature of the incidents

3. Learning - After an incident those involved are interviewed to identify learning points which are then fed back into training

4. Communication – Colas puts a major emphasis on communication both internally and externally of the SAID principles. They run external events with local schools, colleges and local authorities

Benefits

- The driving culture within the company has changed
- A 46% improvement in the incident frequency rate since 2001
- Reduced insurance rates and other significant cost savings
- Recognition and awards from organisations such as ROSPA and MORR

ARTICLE IMAGES

Click image to enlarge

