

BEST PRACTICE

LOCATION:	On-Highway	ARTICLE YEAR	2012
ACTIVITY:	Competence Assurance	COMPANY:	CEMEX UK
SUB ACTIVITY:	N/A	COMPANY LOCATION:	National
BEST PRACTICE No:	BP844	COMPANY TEL:	07711 537523
COUNTRY OF ORIGIN:	United Kingdom		

TITLE

Driving essentials

ARTICLE

Description

Building on the established 'Safety Essentials' used in CEMEX for a number of years, it was felt that a similar set of key behaviours should be developed that applied to drivers of all vehicles, whether large goods vehicles (LGV), company cars, vans or even personal vehicles.

By establishing a set of key behaviours that should be adhered to 'Driving Essentials' has been used to convey key messages, to support road related safety alerts and driver safety campaigns. The 'Driving Essentials' have been publicised in a number of ways with posters, pocket cards and stickers, reminding everyone of the key points to driving safely. Campaigns are run focussing on a specific essential and are publicised in the internal, weekly newsletter as well as circulated to all drivers and sites via posters or training sessions.

Benefits

- Improved awareness of driving safety
- Reduced driving related incidents
- Reduced insurance costs.

ARTICLE IMAGES