

## BEST PRACTICE

LOCATION: Company-wide  
ACTIVITY: Transport & Logistics / Delivery  
SUB ACTIVITY: Mobile Plant  
BEST PRACTICE No: BP817  
COUNTRY OF ORIGIN: United Kingdom

ARTICLE YEAR: 2012  
COMPANY: Colas Ltd  
COMPANY LOCATION: Head Office  
COMPANY TEL: 01342711000

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

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