

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

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