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**DECADE OF ACTION FOR
ROAD SAFETY 2011-2020**

Tesco Dotcom

A roadmap to safer driving

Presented by Cliff Cheeseman

www.tesco.com

Health & Safety at Work Act states:

“ It shall be the duty of every employee while at work – to take reasonable care for the health and safety of himself and of other persons who may be affected by his acts or omissions at work.”

Guidelines

Managing

Brand
image

Occupational

Road

COST

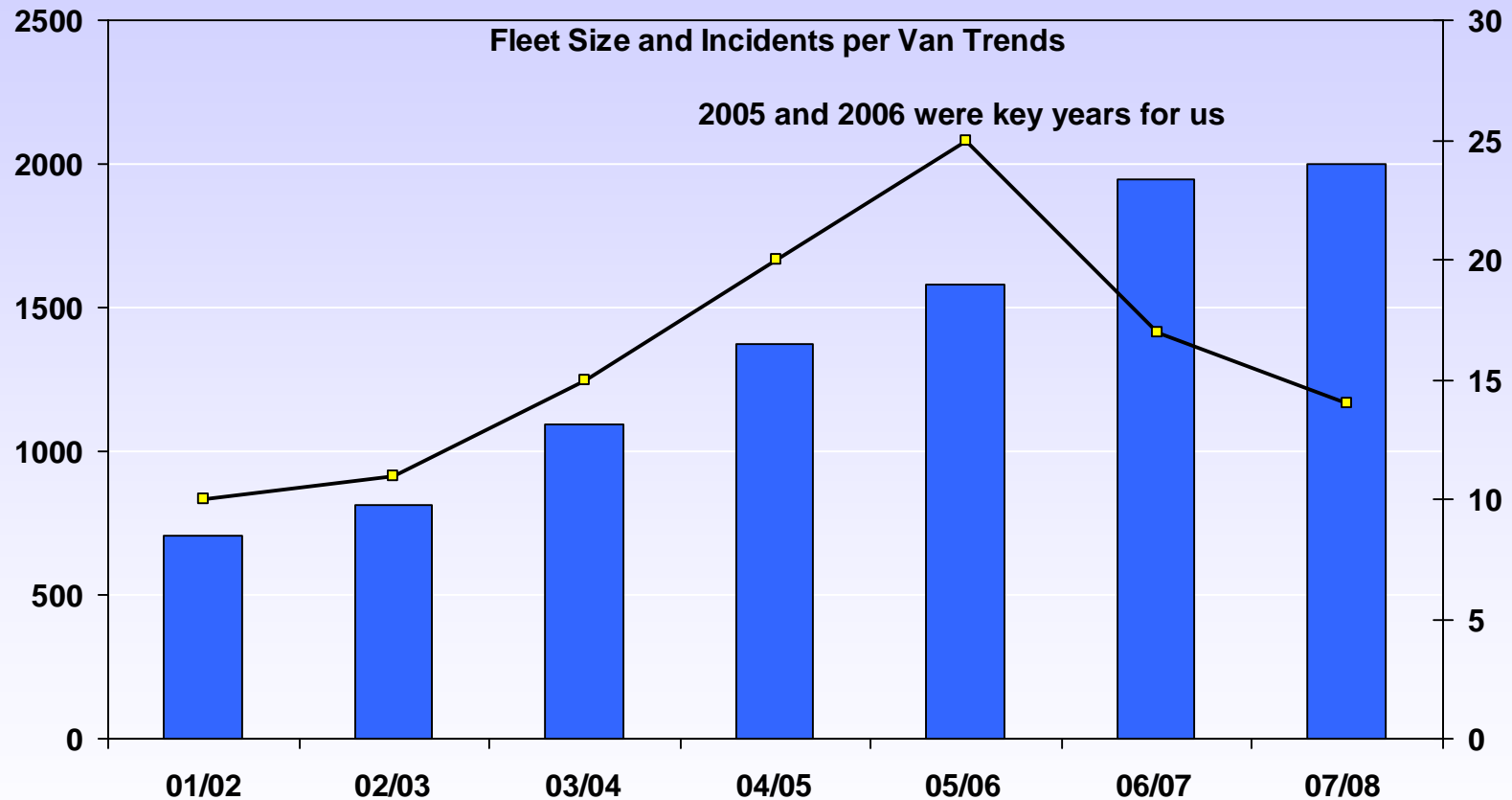
Risk

Legal

challenge

Incident

The Early Years



The Early Years



The Early Years



The journey.....

Department for
Transport



Working for Safety on the Road

ROSPA
*The Royal Society for the
Prevention of Accidents*



 **Brake**
the road safety charity

www.tesco.com

The actual risk.....

Lack of understanding of road law

Poor management

No process management

Lack of recorded training

Poor van checks

Irregular maintenance

Poor standards

Cost consideration

Driver behaviour

The Roadmap

Assess

Train

Validate

Review

Manage behaviours to ensure a consistent standard.

Review performance.

Coach underperformance.

Manage poor performance.

**The only way to change a behaviour is to have a
consequence**

Coaching underperformance

External information:

Notice of Intention to Prosecute

Insurance claims

Customer feedback

Internal information:

Accident Review Board

Customer Service Centre

Maintenance providers

Telematics

Safer Driving reports

Database – Risk Register

Tracking and Telematics

INPUTS



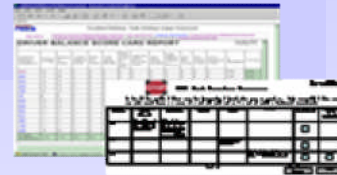
1) Fit tracking and data device to the van

2) We send your delivery details as scanned into REACH to our supplier to match to the data from the device.



3) Delivery details used to work out customer and store locations

OUTPUTS



1) Reports



2) Customer Service Centre can access the real-time van locations



3) We can review the route the Customer Delivery Assistant took

Safer Driving



Excellent Delivery : Safer Driving Daily Coaching Report

[Main Menu](#) |
 [Personnel Information](#) |
 [Asset Information Sheet](#) |
 [Van Ownership Template](#) |
 CDA Daily Coaching Report



Customer Delivery Assistant Daily Coaching Report

Policy Guidance: If a Customer Delivery Assistant travels 20mph over the speed limit it is a serious breach of Health and Safety. Any instances of 10% +2 mph over the speed limit should be dealt with formally or informally.

CDA Number	Speeding	Idling At Customer	Idling At Store	Unscheduled Stop	Other	CDA Coached?	Dealt with issue/Contacted customer?
3178	max speed 91mph A1 Southbound J35, 60 seconds 19:47 3/4/08	Idled for 7 minutes Mrs Poole 18/03/08 1.22pm <hr/> Idled for 25 minutes Mrs Pitts Falcon 22/3/08 1.30pm <hr/> Idled for 18 minutes Mrs Jenkinson 24/3/08 4.32pm -	-	13 minutes Laurels Close,Habrough,Immingham, DN40 3,GB 18/05/08 02:26 PM	CDA did not explain subs and refund process so customer now very unhappy with shopping she doesn't want.	<input type="checkbox"/>	<input type="checkbox"/>
2863	max speed 72mph A483 Mickleover 18.23 14/03/08	Idled for 2 mins Mrs Quince 18/03/08 3.39 pm -	-	8 minutes Sea Dyke Way, Marshchapel, Grimsby, DN36 5, GB 12/04/08 11:01 AM		<input type="checkbox"/>	

Contextual Speeding

E	F	G	H	I	J
Speed	Limit	Description	Latitude	Longitude	Vehicle
47.22	30	Hempstead Road,Gillingham,Gillingham Business Park,ME8 0,GB	51.3576393	0.5774707	AY08HWU
49.05	30	Swakeleys Roundabout,Uxbridge,Ickenham,UB10 8,GB	51.5587196	-0.4689598	BJ10XOW
46.27	30	Harvil Road,Uxbridge,Ickenham,UB10 8,GB	51.5657616	-0.4650983	BK10WXM

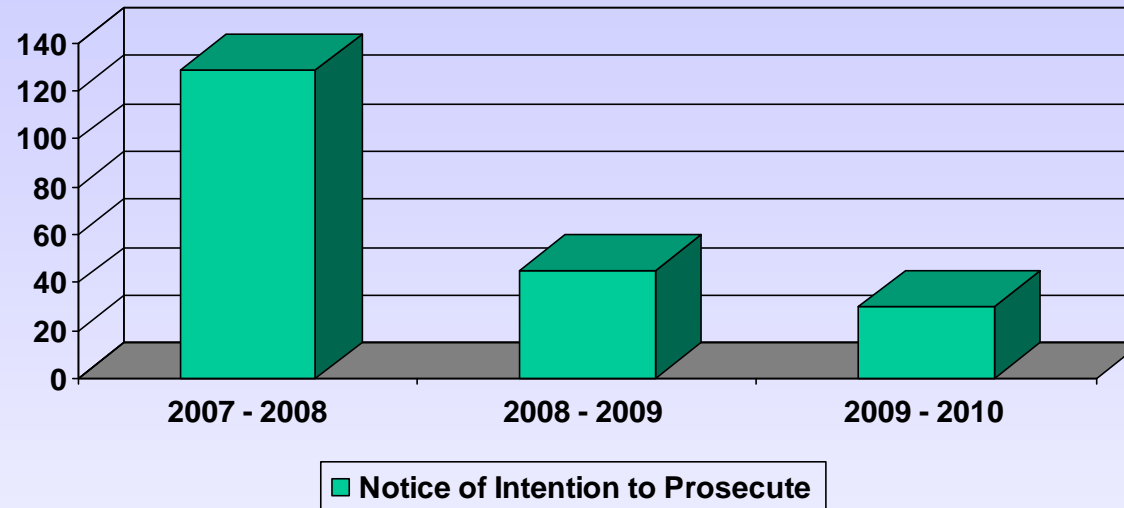
Contextual Speeding



Contextual Speeding



Notice of Intention to Prosecute



- **Reduction in the number of Notices of Intention to Prosecute has meant that fewer Customer Delivery Assistants have incurred 3 points and a £60.00 fine.**
- **Incidents continue to reduce.**
- **To support the continued effort to reduce the risk, all vans are restricted to 58 miles per hour**

Risk Register

HOME **VIEW** MANAGE IMPORT CONFIG HELP

You are here: [View](#) > Risk Management Report Pat Derrington | Logout

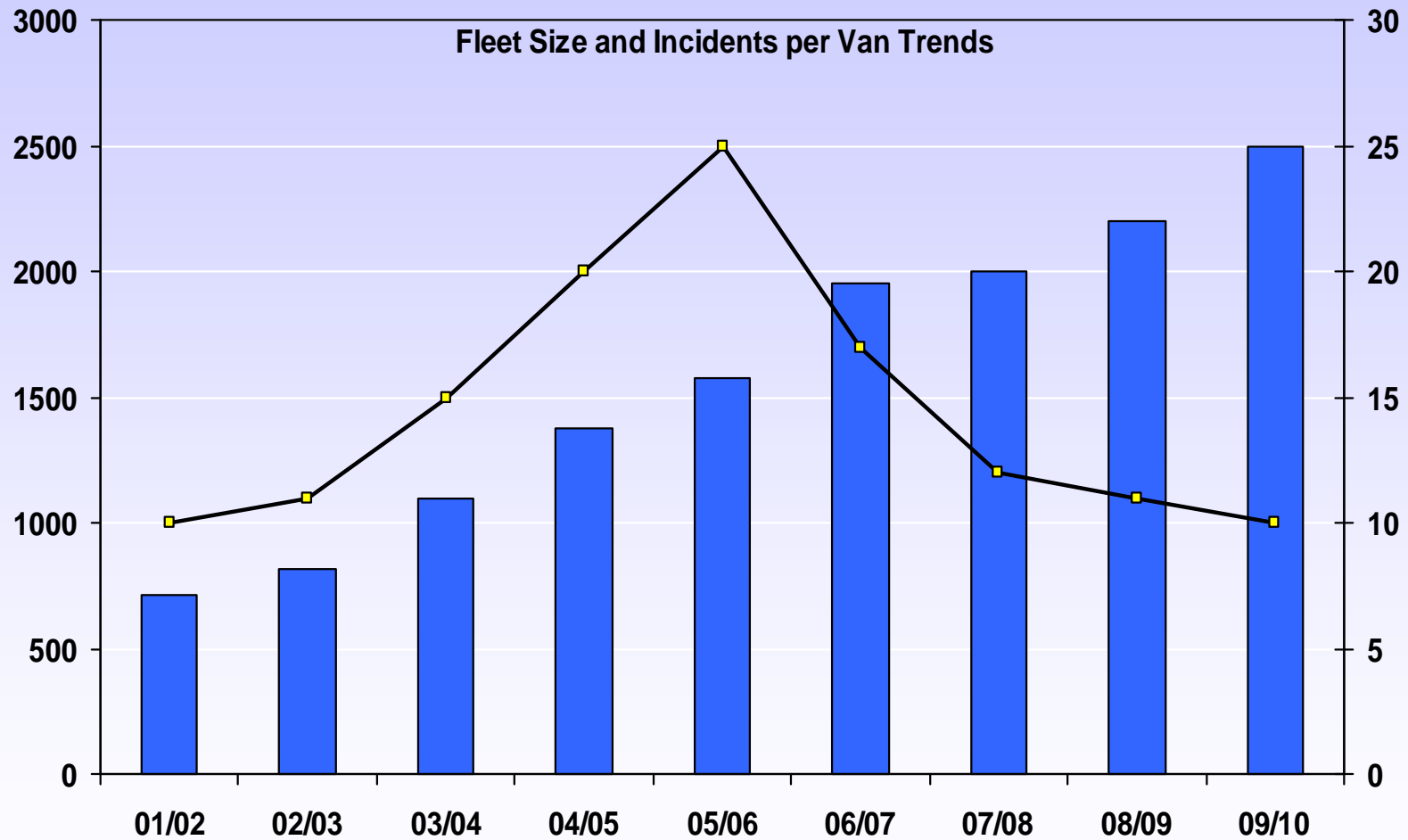
Risk Management Report 🔍

Filter Deleted? by
 Filter Instructor by
 Filter Store Director by
 Filter Store by
 Filter by

Records 1-20 of 9,055 [Export](#) page 2 3 4 5 6 7 8 9 10

Employee Name	Store	Licence Points	Accidents	Incidents	Prosecutions	Speedings	Behavioural Risk	Incomplete Training	Corporate Risk
		6	5	0	0	0	280	1	1000
		0	9	0	0	0	270	0	0
		11	3	0	0	1	207	0	0
		0	0	0	0	8	200	0	0
		0	4	0	0	0	200	0	0
		9	3	0	0	0	195	4	1000
		3	5	0	0	0	185	0	0
		0	4	0	0	0	180	1	1000

The journey continues



The journey continues

Tesco will continue to invest in occupational road risk – as the cost of the investment is a lot less than the cost of doing nothing.....



Any questions?