



Development Services
Kilmory Castle
LOCHGILPHEAD
Argyll PA31 8RT

Tel 01 546 604 114
Fax 01 546 604 291

E-mail carl.olivarius@argyll-bute.gov.uk
David.McBride@argyll-bute.gov.uk

Date 29 January 2008

REPORT TO : CPP Management Committee
DATE : 6th February 2008
SUBJECT : The DRIVESafe initiative 08/09
PREPARED BY : David McBride, Coordinator

1.0 Summary.

1.1 The purpose of this report is to establish the importance of the ongoing support of the DRIVESafe initiative.

2.0 Recommendations.

2.1 That the Committee endorses the proposed focus and targets for the initiative for the year April 2008 to March 2009, as detailed below (4.0).

2.2 That the Committee agrees to the suggested partnership member financial commitment request, as outlined below (5.0), to enable the initiative to continue.

3.0 Background.

3.1 DRIVESafe was launched in 2004, with 24 organisations signing a charter to promote the safety of their employees who drive as part of their work duties. The DRIVESafe logo (above) is seen by thousands of drivers, on a daily basis, on signs and vehicles throughout Argyll and Bute.

3.2 In August 2007 a part time coordinator was employed to develop the initiative further. Communication links have been re-established with the original partner organisations. New partners are being recruited to the initiative.

4.0 Focus of initiative 2008/2009.

- 4.1 Continue recruitment of new partners, particularly some large public bodies who are still to be approached. *Target; 10 public bodies, 50 private businesses.*
- 4.2 Encourage assessment, review and development of occupational road risk reduction policies within these organisations. *Target; 20% of partners to have reviewed or developed policy within previous 12 months.*
- 4.3 Work closely with the NHS to deliver DRIVESafe recommendations to its employees and continue initial support given to promote the Healthy Working Lives (HWL) programme.
- 4.4 Organise, regional driver training seminars to reduce costs and business disruption of sending delegates for smaller companies and organisations.
- 4.5 Re-establish the DRIVESafe 'awards' structure to encourage and publicise use of good policy and incident reduction. *Target; 80% at standard membership status, 20% at higher levels of award status.*
- 4.6 Support and contribute to road safety initiatives being undertaken by other agencies and partners. *Target 5% - 10% of coordinator time allocated to this.*

5.0 Partner organisation's financial commitments.

- 5.1 If the initiative is to continue, sufficient funds to cover the coordinator post and other costs are required. These are estimated at £20,000 for the forthcoming year.
- 5.2 In line with those organisations who have already committed funds, larger partners would be requested to find £3000 each, medium sized - £1000 and small - up to £500.
- 5.3 Agreement needs to be established on what constitutes a large, medium or small partner organisation. Also, partners should be requested to identify if there are any areas of fund 'slippage' from the current year which could be made available.