

# RoSPA Scotland

## Evaluation of MORR activities funded by Scottish Government

Highlighting innovative and impactful work

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Case studies: ScORSA Members (Binn Group, RoADAR, Royal Mail)

# 1. | INTRODUCTION AND METHOD

## About this report

- 1.1 This report evaluates RoSPA Scotland's programme of activities around Managing Occupational Road Risk, through the Scottish Occupational Road Safety Alliance (ScORSA) project. The ScORSA project is a long term Transport Scotland funded initiative delivered by RoSPA which develops knowledge and skills relating to the management of occupational road risk.
- 1.2 This report provides an independent analysis of the outcomes of programme activity during 2021/22, and what has worked well or could be improved for future delivery.
- 1.3 RoSPA Scotland's Management of Occupational Road Risk (MORR) activities are designed to contribute towards supporting safe road use, safe vehicles and safe speed in occupational road use. In 2021/22, ScORSA's work focused on supporting the following commitments from Scotland's Road Safety Framework:
  - Change in attitudes and behaviours through driving for work policy
  - Technology and driving for work policy
  - Enforcement and driving for work policy – such as insurance, vehicle maintenance and vehicle loading.
- 1.4 For 2021/22, RoSPA continued to focus on developing ScORSA as a central source for advice and resources for those involved in managing occupational road risk. This included:
  - **Working with small and medium enterprises** to provide advice and share road safety messages to those who drive for work, and promoting better driving for work policies.
  - **Educating members about managing speed and embedding smooth driving** themes into driving for work policy, as well as supporting organisations to consider fatigue and driver health.
  - **Educate people aged 30 to 55**, particularly those who drive for work, on the risks of speeding – through participating in national campaigns and working with Road Safety Scotland, Police Scotland and other partners.
  - **Continuing to carry out research** on road safety topics, raise awareness of road safety issues and engage with national policy and practice conversations.
  - **Continue the Better Biker initiative** for motorcyclists and extend messages to those who ride for work.
  - **Attain ScORSA membership target of 20% growth** during 2021/22.

## Evaluation aims and method

- 1.5 RoSPA Scotland commissioned this independent evaluation to assess:
- the extent to which outputs and activities have been delivered, in relation to the priority focus areas, and
  - the outcomes (or changes brought about by) the ScORSA activities.
- 1.6 This is a small scale evaluation of ScORSA activities from April 2021 to March 2022.
- 1.7 This evaluation involved:
- a review of quarterly monitoring data reported by RoSPA Scotland;
  - a survey of ScORSA webinar participants;
  - interviews with four steering group members;
  - case studies of three ScORSA members; and
  - a staff discussion group.

### Review of monitoring data

- 1.8 RoSPA Scotland routinely gathers data on its membership, participation in webinars and programmes, and delivery of key awareness raising activities. We carried out a review of the reported data in summer 2022 when delivery for the year had been completed.

### Survey of members

- 1.9 RoSPA Scotland staff issued the digital survey to all members. The survey was designed to capture outcome focused information around improved awareness, understanding and implementation of MORR policy.
- 1.10 The survey was completed by 8 members. This is significantly fewer than in previous years. In some previous years, members were issued with paper surveys to complete at the end of a seminar. This year, members were issued with a digital link. This is likely to be a factor in the reduced response rate.

## 2. | DELIVERY

### Introduction

2.1 This section outlines the ScORSA delivery and outputs from August 2021 to July 2022. It is based on monitoring data and activity reports developed by RoSPA. It discusses:

- awareness raising and communications;
- seminars, webinars and podcasts;
- reach of the programme; and
- effectiveness of delivery.

### ScORSA awareness raising and communications

2.2 During 2021/22 there was a strong focus on awareness raising and communications.

2.3 The ScORSA website is a key route for providing relevant information to small and medium sized enterprises and public sector organisations. The website is accessible to members and others, and acts as a gateway to ScORSA resources.

2.4 During 2021/22, ROSPA undertook a website refresh and ran a campaign to raise the profile of ScORSA to increase membership and increase use of resources. ScORSA worked with a communications and behavioural insights consultancy to make the website journey easier for members, remove barriers, and help people to easily access information about occupational road risk.

2.5 The website refresh resulted in an increase of visitors to the website – from 693 views in May 2022 on the old website, up to 1,601 in June 2022 on the new website. Visitors are spending less time on the home page, indicating they are finding information more easily, accessing more pages and spending more time active on the website. Evidence suggests that website users are paying more attention to the website and interacting with it more.

2.6 More widely, ScORSA awareness raising activity included use of social media, regular email newsletters and networking with policy influencers, partnerships, representatives, online communities and wider stakeholders to raise awareness of occupational road safety issues.

## Seminars, webinars and training

- 2.7 The ScORSA 2021/22 webinar series began in August 2021. A total of ten webinars took place, attracting more than 229 attendances. Topics were wide ranging, including driver health, winter driving, fatigue, technology, speed and drink and drug driving. The webinars are recorded, posted to the ScORSA website and made available to members.

Number of attendees	Focus area
27	Driver health, fitness to drive and managing driver risk
14	Sharing space, active travel and return to work
52	Driving risk at work guidance
37	Speed, drink driving and drug driving
23	Winter driving
22	Fatigue
13	Technology and driving for work
26	Highway code and mobile phone changes
*	Quad bikes for work and use of trailers
15	LGVs and driving for work, accident types and reasons
<b>229</b>	<b>Total attendances</b>

\*Not known due to technical issues, available online to members

- 2.8 In addition, ScORSA talked to a range of audiences about occupational road risk through delivering presentations at virtual events, conferences and networking sessions.
- 2.9 During 2021/22, ScORSA developed a series of six podcasts linked to driving risk and work. The podcasts were launched in April 2022 and were downloaded 122 times by the end of July 2022.
- 2.10 For 2022/23 the webinar programme will be rebranded as The Road Safety Hour, with a link between the webinars and podcasts. These conversations will contribute to the national conversation about road safety.

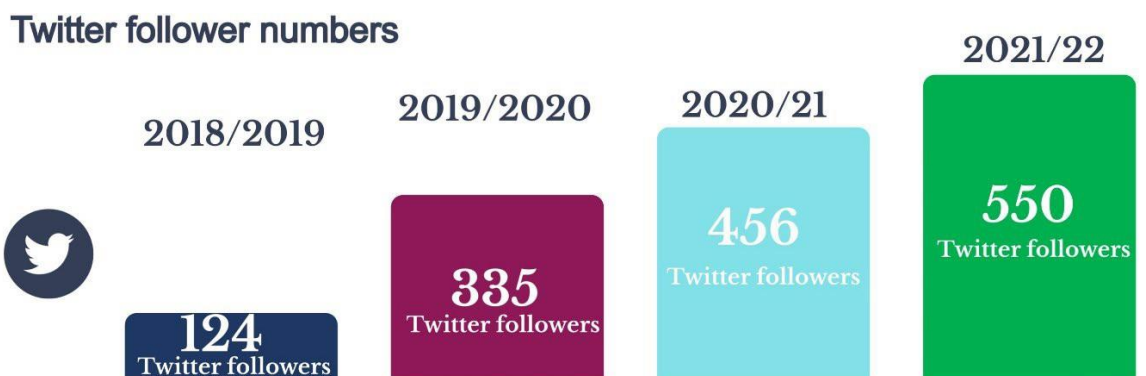
## Reach of the programme

- 2.11 The target for 2021/22 membership was to increase membership by 20%. Membership increased from 443 members during 2020/21, to 541 members at the end of July 2022. This is an increase of 98 members, or 22%.



- 2.12 A key focus during 2021/22 was on a refresh of the website, to encourage more visitors to the site and increased access to the resources. Website sessions increased during 2021/22, up to a high of 1,601 visits during June 2022 on the new website. This compares to an average of 186 sessions per month during 2020/21.

- 2.13 Membership and website usage was also supported by active use of social media. Twitter followers continued to grow during 2021/22, up to 550 followers by July 2022.





## Views on the effectiveness of delivery

2.14 A survey of ScORSA members during 2021/22 explored what works well about the delivery of RoSPA's MORR activities, and how these might be improved. This survey received eight responses.

2.15 Generally, survey respondents commented positively on their experiences of ScORSA.

*"It is a great place to find information and to ensure that we all stay as safe as we can while driving out on our roads." (Survey respondent)*

2.16 Almost all respondents had attended at least one workshop, webinar or event. Most respondents identified these as being useful, commenting that this had helped them understand their legal duties and to recognise the importance of having robust procedures in place for managing driver safety. Members also appreciated the opportunity to network and discuss policies with other organisations. Most respondents indicated a desire to return to in-person events to enhance networking opportunities, although some respondents recognised the positive impact of reduced travelling for online events.

2.17 ScORSA members commented positively on the available resources, noting that these are very helpful to keep up-to-date with latest policy and practice. Almost all respondents had accessed the ScORSA website and respondents identified having used the following resources, in order of frequency:

- Driver handbook
- MORR Policy Guidance
- Sample MORR Policy Document
- ScORSA DR@W Toolkit
- Telematics Good Practice Guide
- Risk assessment toolkit
- Driving for Work - Grey Fleet (Own Vehicles)
- Guidance on Creating a Risk Assessment
- Items for change.

*"The information that ScORSA provides helps us keep up-to-date with the latest laws and information. It also allows networking to take place so that best practice can be shared." (Survey respondent)*

*"The resources have been extremely useful as prior to joining ScORSA the organisation had no MORR processes in place." (Survey respondent)*

2.18 Generally, respondents indicated that they found the ScORSA website useful and easy to navigate. Generally, members reported being satisfied with the resources and support provided by ScORSA. One respondent indicated that they felt that more resources should be available on the website. It should be noted that this response was received before the website refresh.

## 3. | OUTCOMES

### Introduction

- 3.1 This section explores the outcomes achieved through ScORSA activities from August 2021 to July 2022. It is based on surveys completed by 8 ScORSA members and three case studies.
- 3.2 Overall, feedback from ScORSA members indicated that RoSPA activities have helped them to:
- increase awareness of MORR policy;
  - increase understanding of MORR policy;
  - develop MORR policies; and
  - increase confidence in practical management of occupational road risk.

### Increase awareness of MORR policies

- 3.3 Survey respondents were asked if attending a ScORSA workshop or webinar had increased their awareness of MORR policies. All respondents reported increased awareness with the majority of respondents (63%) indicating that it had increased their awareness 'a lot'.
- 3.4 The case studies reveal increased knowledge of road risk management policies, with respondents highlighting how attending ScORSA events had increased their knowledge through both the information provided and the networking and learning opportunities from other organisations.

### Increased understanding of MORR policy

- 3.5 All survey respondents stated that attending a workshop or webinar had improved their understanding of MORR policy with 63% reporting that this had increased their understanding 'a lot'.
- 3.6 Case study participants identified ScORSA training as being particularly useful for increasing their understanding of the breadth of MORR policy, for example through the inclusion of both yard and road driving.

**“The training is really useful for getting really good advice, for both yard and road accidents.” Case Study Participant**

- 3.7 All survey respondents reported feeling confident about the practical management of occupational road risk.

## Development and implementation of MORR policies

- 3.8 All respondents reported either changing an existing policy or implementing a new policy to manage driving risk at work since joining ScORSA.

“The most valuable things that we get from being a member is that it enables us to keep our drivers safe not only at work but also in their everyday driving.” **Survey respondent**

- 3.9 The case studies identify the focus on practical advice as being particularly useful for development of new or updating of existing policies. This has enabled ScORSA members to develop new driver handbooks and introduce better journey planning for drivers. One interviewee noted that the handouts are also useful for supporting staff training.

“They get straight to the point, straight to the helpful, practical advice. I could roll out stats all day but that's not going to help with the drivers.”  
**Case Study Participant**

- 3.10 Survey respondents identified some areas for additional support that would support them to implement or change a MORR policy. The areas highlighted that would be useful were:

- provision of a driver handbook template;
- updates on MORR related topics;
- networking opportunities;
- provision of a MORR policy template;
- risk assessments.

## Wider impact

- 3.11 Survey respondents were asked to comment on the overall impact of ScORSA membership on their organisation. Most felt that it helped them to comply with their legal duties and improved staff morale by making them safer drivers. A few respondents also indicated that they felt that it was good for their reputation.
- 3.12 Most respondents reported having identified practical actions to take forward as a direct result of a webinar or workshop. Specific examples of actions included making enquiries about organising staff training with RoSPA and awareness raising within their organisation.

## 4. | STRATEGIC VIEWS

### Introduction

4.1 This chapter sets out the views on the programme from a strategic perspective, as outlined by partners working in or closely with ScORSA. It is based on discussions with four members of the ScORSA steering group and two key staff members. It covers:

- what has worked well;
- what has been challenging;
- perceptions on outcomes achieved; and
- considerations moving forward.

### What worked well

#### Partnership working

4.2 Steering group members stated that they appreciated ScORSA's approach to partnership working and relationship development. They were able to identify where priorities aligned and how ScORSA could contribute to these. They felt that ScORSA was crucial to delivering the Road Safety Framework to 2030 and has a particularly unique role in relation to driving for work.

“ScORSA is a key partner in delivering the framework with regards to driving for work. That’s not an area that’s tackled by any other delivery partner in Scotland, so this would be a lot weaker without them as partners.” **Steering Group Member**

4.3 ScORSA staff members identified their role within delivery of the new road safety framework as being to facilitate national conversations about road safety. They felt that their webinars are achieving this and that their key strength is their ability to navigate between the different sectors.

“The road safety framework is about having national conversations about road safety, and I love that. There is a literacy or terminology issue between sectors. They have different languages, so we need to ensure that people understand where they fit within those different worlds. It’s that what works well, our ability to see what connects the different worlds.” **ScORSA Staff Member**

4.4 Steering group members were generally very positive about ScORSA's role in the delivery of the new framework. Two members felt that their role was crucial in the area of driving for work and that they are the organisation best placed to engage with companies and organisations in Scotland.

#### Networks

4.5 Steering group members identified ScORSA's extensive networks as a key strength. Members commented positively on both the networks with Scottish

business and with delivery partners across the UK. They highlighted ScORSA's unique position in relation to engaging with businesses across Scotland, suggesting that ScORSA's ability to engage with organisations through health and safety policies is crucial to deepening dialogues about driving for work and improving safety standards.

“There are sections of the community that we can't reach. We'll be putting out generic road safety messages to the public but their ability to target workers is crucial to delivery. They have an inroad into businesses that we don't have.” **Steering Group Member**

“I'm confident that they're best placed to deliver it. If we are infiltrating into companies, they're the organisation that's best placed to do that.”  
**Steering Group Member**

- 4.6 Steering group members further stated that they valued how they had been able to increase their own networks through their involvement with ScORSA. They particularly appreciated the range of organisations represented on the steering group and the opportunities this presents to access new information and build new partnerships.

### Communication

- 4.7 Steering group members were positive about the level and quality of ScORSA communication. Members reported that they felt that ScORSA used its networks effectively to communicate key messaging both through provision of training and via social media. These members identified that this was effective for sharing key messaging but also enabled partners to target specific audiences.

“Their mediation and sharing of messages is excellent. They have lots more contacts than we would have into a wide range of organisations, particularly on social media. They have the right balance between not watering down the messages too much and getting them out there at the right time to maximise impact.” **Steering Group Member**

- 4.8 A few members also highlighted that they felt that internal communication was effective, noting that there were a few different ways to communicate with partners. One partner emphasised that they had felt welcomed into the group and appreciated the openness to new ideas.

### Webinars and resources

- 4.9 Steering group members provided positive feedback about the resources and training opportunities. Some highlighted that the quality of the webinars as being key to effective partnership development and some said that the podcast series was helpful for raising awareness.

“They have fantastic tools. Like the first aid packs, they're ideal. Their webinar series is fantastic. It's really engaging, they always have good speakers. And more recently the podcast series. This is ideal and you

can pick them up on the go. It's all really helpful.” **Steering Group Member**

“Some of our webinars have had phenomenal attendance and super feedback.” **ScORSA Staff Member**

## Reputation

4.10 A few steering group members stated that they believed ScORSA to have a good reputation across the sector. One member stated that ScORSA delivers on its promises and that this builds trust and supports their organisational reputation.

“There’s a general trust element with ScORSA. My sense is that people trust them to go away and do what they say they will.” **Steering Group Member**

4.11 Steering group members further identified the enthusiasm and positive culture as being an important factor to success. Members stated that their experience was that ScORSA is well organised and the team enthusiastic about their work. Two partners noted that they have slightly different professional perspectives, but that they felt effort was made to try to identify the crossovers between their work.

“I’m there with a different perspective so it’s been lovely to see how welcoming they’ve been of that.” **Steering Group Member**

## Innovation

4.12 ScORSA staff identified innovative practice as being crucial to sustaining the dialogue about road safety and driving risks. They identified the importance of ensuring that they understand the needs and priorities for the road safety sector and respond to this with relevant content.

“We need to think creatively with the team to make sure we offer relevant content. The pattern is the same, but it requires innovative thinking.” **ScORSA Staff Member**

4.13 ScORSA staff and steering group members spoke positively about the new Road Safety Podcast. This is a unique resource that has increased organisational reach. ScORSA staff reported that they have listeners from around the world. Steering group members welcomed this new resource.

## Challenges

4.14 Generally, steering group members were very positive about their experience of working with ScORSA. The few challenges identified focused on general organisational challenges, for example the difficulties presented through changes in funding structures and how to encourage ongoing engagement of steering group members.

4.15 ScORSA staff members identified staffing shortages as being challenging this year, however they were able to address this through using the relevant skills of the wider RoSPA road safety team and engaging external support for developing ScORSA's social media presence.

## Considerations moving forward

4.16 ScORSA staff members spoke of the rollout of the redeveloped webinars as being central to their delivery over the coming year. They have more clearly aligned the webinars to the podcast through renaming these the Road Safety Hour. The redesigned webinar series includes open presentation opportunities for members and mentoring spaces. ScORSA staff will also be contributing to RoSPA's journal through a regular column.

4.17 ScORSA staff further identified their plans to invite content ideas for the podcast to their members to ensure that this responds to the needs of the road safety community.

4.18 ScORSA staff and steering group members identified the following further areas of development:

- working with the whole supply network, for example through working with trade associations, to ensure companies through the whole supply chain are thinking of driving risk
- improving member benefits through providing more training opportunities
- identifying more personal stories of change and impact to promote engagement
- continuing to advocate for procurement processes that only permit that you procure from places that have a driving and riding to work policy
- focusing on technology and automation - the impact of electric cars, automation and artificial intelligence on transport infrastructure and employee health and safety
- sustainable transport - developing a dialogue with businesses about the sustainable transport hierarchy
- health inequalities - developing a dialogue about the relationship between health inequalities and road safety
- 'gig' economy - building more understanding of the impact of the increased use of home deliveries on the gig economy and types of vehicles on the road
- HGV hours - increase in HGV hours and the impact on driver fatigue
- clean air zones – increase in clean air zones and potential for businesses to switch to smaller vehicles, resulting in an incentive to deliver faster
- driver's seat as a workplace – to continue to lobby the Health and Safety Executive to recognise the driving seat as a place of work.



## 5. | CONCLUSIONS

- 5.1 This report evaluates RoSPA Scotland's programme of activities around Managing Occupational Road Risk, through the Scottish Occupational Road Safety Alliance (ScORSA) project.
- 5.2 During 2021/22 there was a strong focus on awareness raising and communications. A ScORSA website refresh and communications plan was key to this, and was successful in attracting a higher number of visitors to the ScORSA site, with visitors accessing more pages and spending more time active on the website.
- 5.3 ScORSA membership increased by 22%, to 541 members by July 2022. This increase exceeds the target set for the year. Website visits increased, and Twitter followers increased over 2021/22.
- 5.4 The ScORSA 2021/22 programme of events has been successful with an active and well attended series of webinars and a series of well received podcasts. There were more than 229 attendances at webinars, with members also able to watch these online afterwards, and 122 downloads of the podcasts over four months. There are clear plans to develop this into a linked programme of podcasts and webinars through 'The Road Safety Hour' initiative in the future.
- 5.5 A survey of ScORSA members, with a small response of eight, found that generally members were positive about their experiences of ScORSA. This is supported by the case studies undertaken as part of this evaluation. Members were positive about the webinars, website and wider resources, and all had either changed an existing policy or implemented a new policy to manage driving risk at work since joining ScORSA. Members were also more aware of MORR policies, had increased understanding of MORR policies and were able to access training and practical advice to help make changes within their organisation.
- 5.6 ScORSA steering group members were positive about their involvement in ScORSA, and believed that ScORSA was a key partner in delivering the Road Safety Framework to 2030. Steering group members believed ScORSA held a unique role in relation to driving for work, and brought connections to organisations which enabled targeted support and awareness raising. Steering group members were positive about the level and quality of ScORSA communication, webinars, podcasts and resources.
- 5.7 Staff and steering group members identified a wide range of potential priorities for future ScORSA activity, including topics to focus on – such as technology, health inequalities, HGV hours and the gig economy – and ways of achieving greater impact for members – such as providing more training opportunities and progressing the Road Safety Hour initiative.





## Case Studies

Highlighting innovative and impactful work

Binn Group, RoADAR, Royal Mail

RoSPA Scotland

Evaluation of MORR activities funded by Scottish Government



# Introduction

Binn Group is Scotland's largest recycling and resource management company. This case study is about how Claire Martin, the Health and Safety Advisor at Binn Group has been involved with ScORSA.

Claire is responsible for developing policies and procedures on all aspects of road safety, keeping abreast of the law, policy and anything that impacts the sector. She is responsible for looking after the company employees when they are out on the road.

Claire has been in her current role for a year and she heard about ScORSA through a colleague. She said that ScORSA provide important, up to date information on all aspects of road safety.



They're a one-stop shop to get relevant information.”  
- Health and Safety Advisor

## Reason for getting involved

Binn Group got involved with ScORSA when is was developing its Road Risk policy for the business. Claire felt that the ScORSA resources helped them develop a strong policy. The policy covers general driver issues like fatigue and or being a new driver. ScORSA provides advice for the company's younger, inexperienced, HGV drivers and helps the company to shape its driver training.

# Engagement with ScORSA

Claire regularly attends webinars which she finds very informative. She has received promotional items for their road safety week - ice scrapers, shammies, notebooks, infographs and posters. She said that ScORSA provides her and her team with helpful, practical advice on all aspects of road safety, which helps in her day-to-day work. For example one recent webinar was about changes to the highway code.



They get straight to the point, straight to the helpful, practical advice. I could roll out stats all day but that's not going to help with the drivers."

- Health and Safety Advisor

## Impact

Claire felt that being a member of ScORSA was helping to make the workplace safer for Binn Group's employees. Claire is developing new policies including a Road Risk policy. The new policy will be rolled out with a new driver handbook which is also being developed.

Through involvement with ScORSA, Claire has been able to provide drivers with digestible information relevant to their role within the organisation. She has also been able to develop case studies using ScORSA resources for the management team to show why the policies she is developing are necessary.

# What works well about ScORSA?

Claire uses the ScORSA website a lot. She said the website is accessible, easy to navigate and provides a vast range of road safety resources.

The webinars are delivered succinctly on a range of road safety issues. This enables her to distribute up to date road safety information to the people she works with.

# Future and new emerging priorities

Claire feels that it is vital that ScORSA is involved in promoting the road safety framework in Scotland as there can be a disconnect between what happens in industry and government.



Having an organisation like ScORSA is really important to be that go between."

- Health and Safety Advisor

Smart highways is a "big one" for Claire's industry and although this is currently on hold for review she is confident that ScORSA will provide up to date information about this and any other road safety issues as they emerge.



# Working with ROADAR groups

## ScORSA CASE STUDY



**ROSPA**  
Advanced Drivers  
and Riders

**ScORSA**

connected through driving for work in Scotland

# Introduction

Allan has been involved in Road Safety for over 15 years. He is one of five regional ROADAR (RoSPA Advanced Drivers and Riders) coordinators, covering Scotland and Ireland. He is also a member of a local RoADAR group and is an advanced driving tutor. RoADAR groups consist of volunteers who promote road safety and more rewarding driving through providing training and advice to improve members' skills.

As a Regional RoSPA coordinator Allan's main role is to act as the interface between the RoADAR groups and RoSPA, facilitate joint trainer training and discussion between RoADAR groups to help share best practice. Pre-pandemic, RoADAR training was face-to-face, but the majority of training is now online. Allan promotes inter-group communications, through a monthly newsletter which covers topical road safety items. This newsletter is distributed to all RoADAR group members.

## Engagement with ScORSA

Allan found out about ScORSA through an article promoting a ScORSA webinar which he was interested in. He attended a road safety event where he chatted to the ScORSA team and decided to become a ScORSA member.

Membership of ScORSA provides Allan with access to a huge bank of road safety resources which are useful in his RoADAR role. Since becoming a ScORSA member he has increased his road safety knowledge and developed his IT skills. He has gained access to other road safety professional bodies through regularly attending webinars, meetings and forums.

He regularly signposts RoADAR groups to ScORSA templates and toolkits and is happy to promote ScORSA membership. Allan has facilitated on ScORSA webinars.

# Impact

Being a member of ScORSA has enabled Allan to increase his road safety knowledge and therefore his confidence in advising and reporting on road safety matters to the people that he works with.



I've learned a lot from being involved in the webinars with ScORSA."

Attending ScORSA events and facilitation of ScORSA webinars has given Allan greater access to a strong network of road safety professionals.

Involvement in ScORSA, over the last couple of years in particular, has helped him to greatly improve his skills in IT, online presenting, webinars, and social media.

Having developed his IT skills, in particular using webinar software, Allan's local RoADAR group decided to start offering theoretical advanced driver training online. This worked well during lockdown and the group has decided to continue this as it is a cost effective and efficient way to deliver this type of training. It also saves on travelling time for participants and is overall more convenient for participants.

## What works well about ScORSA?

Allan said that ScORSA provides excellent resources on a wide range of road safety topics and related issues for organisations and individuals. The webinars, online presentations and more recently the 15 minute podcasts are all excellent sources of support for organisations and individuals. Members (individuals and organisations) are able to access resources in a variety of formats at times convenient to them.





Organising and providing meetings and webinars online...ScORSA has started to presents podcasts - just 15 minute items on road safety and I thought these were absolutely superb."

The driving issues highlighted in ScORSA resources, (presentations, webinars, podcasts) are pertinent to all road users – drink driving, the effects of fatigue on driving, changes in the law, etc. are important for businesses and individuals alike.

Allan said that that ScORSA provides a platform for discussion on all aspects of the new Road Safety Framework which are of interest to all ScORSA members.



I think it's really important...Safe Roads, Safe Vehicles, Safe Speeds, Safe Roads and Roadsides and Post Crash Response, I think ScORSA is already providing information in that space."

## Future and new emerging priorities

Allan would like to see:

- The work of the RoADAR groups featured on a ScORSA webinar or podcast.
- ScORSA input on the state of Scottish roads which he believes is a major road safety issue.
- More meaningful sharing and realigning existing roads for all road users (pedestrians, drivers, cyclists), road policing and in-car technology.
- People with visual and hearing impairments included and consulted on all aspects of developing policies on road safety.

# Royal Mail

## ScORSA CASE STUDY



# ScORSA

connected through driving for work in Scotland

# Introduction

This case study is about how a member of Royal Mail staff has been involved with ScORSA. It is based on discussions with Scott Marshall, Advanced Driving Coach who is a ScORSA member and Craig Trench, a Royal Mail driver.

Scott is responsible for all aspects of road safety including driver training and driver Certificate of Professional Competence (CPC). He is responsible for 120 to 160 Royal Mail drivers. Craig is a Royal Mail distribution driver which involves driving all over Scotland and England, as far south as Manchester.

## Road safety at Royal Mail

Royal Mail takes its road safety responsibilities very seriously and all aspects of safety are given a high priority within the organisation.



Driving an HGV, it's imperative that we take road safety seriously, so you're thinking about it all the time."  
- Royal Mail driver

Scott delivers weekly safety briefings to drivers. Staff are well supported by Scott, (the Advanced Driving Coach) who encourages all drivers to interact and share their driving experiences. Craig felt strongly that this was the best way for people to learn about road safety.



You can learn from sharing stories rather than bits of paper.  
- Royal Mail driver

# Engagement with ScORSA

Within Royal Mail there is a huge focus on the prevention of accidents. Scott heard about ScORSA through a colleague. He became a member after attending a ScORSA seminar. He said the seminars are very interesting and he has received good information about many road safety topics pertinent to his role.

He enjoys hearing about the experiences of other, smaller organisations in relation to road safety, and he feels the seminars provide excellent opportunities to network with other road safety professionals.



There weren't any particular issues, everything is related to my job as there's a really big push within Royal Mail on prevention of accidents, across both road and yard accidents. The training is really useful for getting really good advice, for both yard and road accidents.

- ScORSA Member and Advanced Driving Coach



Royal Mail is up there on safety and we're given loads of advice and if we've got any issues we can raise them and get advice."

= Driver

Scott has also taken advantage of the free resources from ScORSA and often uses these as prizes and incentives to help engagement with his drivers.

# Impact

Being a member of ScORSA has enabled Scott to increase his road safety knowledge and expertise. He has benefited from advice on safety issues around driver fatigue, road rage and drivers' hours. All of this information has been extremely useful in Scott's day to day role within Royal Mail. He can confidently deliver the information and advice he receives at ScORSA to the drivers he trains.

Scott has found the practical advice from ScORSA on road safety issues very useful. He has introduced better planning for journeys to his drivers as a result of practical information he has picked up from ScORSA.

Importantly, accidents at Royal Mail have reduced significantly over the past 3 to 4 years. There are a range of factors that have contributed to this drop and Scott thinks that his involvement in ScORSA has contributed somewhat.



The practical advice has been the most useful, including handouts."

- ScORSA Member and Advanced Driving Coach

## What works well about ScORSA?

Scott enjoyed the range of speakers at ScORSA events and said they were all excellent. For example it was really great to hear the traffic commissioner speak at an event.



It was really great to hear her speak directly as I'm always talking to my team about her, so to hear directly from her what she's expecting from businesses was really useful. It was also really good to hear from the Head of Police Scotland. It's just good to hear these speakers in person as I'm always reading reports or what they're saying, but it's different to see them in the flesh."

- ScORSA Member and Advanced Driving Coach

Scott preferred when the events were face-to-face because he feels this provides better opportunities for networking with other road safety professionals.



"I'm looking forward to the actual events starting up again, they're like gold."

- ScORSA Member and Advanced Driving Coach

## Future and new emerging priorities

In terms of future and emerging priorities, Scott said that:

- he is exploring the possibility of ScORSA facilitating in-house training on specific topics to his drivers.
- more work needs to be done in relation to the law on drivers' hours and this becoming more standardised.
- he is interested in learning more about ScORSA's role in relation to the new Road Safety Framework.