

Brake Fleet Safety Awards GUIDANCE NOTES 2017

General notes

Please read through these guidance notes before completing your entry form. Please complete the form provided and ensure you submit all the required additional documents (see below) by the closing date for entries, **Friday 19 May 2017**.

If you enter, you must book at least one seat at the Awards on Thursday 28 September 2017. Visit www.fleetsafetyawards.com or contact Brake on +44 (0)1484 559909 or professional@brake.org.uk to book your places.

Completing the entry form

1. Contact details

Please provide contact details of the person submitting the award entry. This should be the person who is responsible for the initiative(s), product(s) or service(s) described in the award entry. Please include a daytime phone number and email address so that the relevant person can be contacted if there are any questions in relation to the entry.

2. About your organisation

Please select from commercial, public or not for profit. If your organisation does not fit into any of these categories, please select 'other' and specify type of organisation. Please select an organisation type from fleet operator or fleet supplier. If your organisation does not fit into either of these categories, please select 'other' and specify type of organisation.

If you operate a fleet, please insert the number of each vehicle type and the total number of vehicles you operate. Please note that some award categories are split into size of fleet, so it is important to complete this to ensure you are entered into the correct category. If you do not operate a fleet please leave blank.

3. About your entry

Please let us know whether you are a member of Brake Professional. Please help us to monitor our marketing of the Awards by letting us know how you heard about them.

4. Award categories

You can complete one entry form to enter multiple categories. For each category you enter, you must submit up to 600 words describing your product, service or initiative and why it is relevant to that specific category, and up to 300 words describing the results of your product, service or initiative. Even if you are entering more than one category, you still only need to submit one form.

Categories are listed below, together with some notes on what judges are looking for from successful entries to each category.

Company Driver Safety Award for the organisation that has implemented initiatives that do most to promote safe driving among employees.

These could include driver training and education, but judges will also be looking for organisations that have gone the extra mile to embed a safer driving culture, e.g. through ongoing awareness raising campaigns, incentivising safer and reduced driving, extending education and awareness raising initiatives beyond those who drive for work to all employees and their families.

Eco Fleet Award for the organisation that has done the most to improve safety and the environment by introducing green initiatives, such as innovative travel plans, scheduling, greener fuel and vehicles, and fuel efficient driving.

Brake has a strong sustainability ethos and is keen to promote and encourage this amongst other organisations. While fleets face a huge environmental challenge, Brake believes they are also well placed to reduce miles driven and to do a great deal to reduce the huge environmental impact of road travel worldwide. Judges will be looking for entries that step up to this challenge through a range of initiatives, rather than just one of those listed above.

Fleet Safety Analysis and Action Award for the organisation that has implemented the most effective procedures for carrying out risk assessments, crash data analysis, and introducing tailored interventions.

Judges will be looking for a rigorous approach to data capture and analysis of incidents, as well as, crucially, application of that data to make changes and inform other measures and interventions that actively reduce risk and improve safety.

Fleet Safety Innovation Award for the fleet service provider or fleet operator that has developed a pioneering approach to fleet safety with greatest success.

Judges want to see the most forward-thinking initiatives: organisations thinking laterally to achieve ever greater safety improvements. 'New' and 'different' are the buzz words in this category. Please note initiatives included in this category should be new in the past 18 months, or older initiatives that have seen significant new innovation in the past 18 months.

Fleet Safety Partnership Award for the partnership of a fleet service provider or operator with another organisation that has delivered the most outstanding results to improve fleet safety.

The ability to look outside of your own organisation, to learn from others, and to collaborate in the interests of a common goal is incredibly valuable in financially challenging times. Judges will be looking for innovative partnerships that are of mutual benefit and deliver the greatest impact on road risk reduction.

Fleet Safety Product Award for the product that does the most to improve fleet safety through innovation.

Past winners in this category have ranged from highly technological devices, to innovative new types of tyres. Judges want to see products that are new and different, that can be clearly differentiated from anything else available, and that have

proven, demonstrable results.

Road Safety in the Community Award for the organisation that has worked hardest with its local community to improve road safety for all road users. This organisation will have road safety at the heart of its corporate social responsibility ethos.

Community engagement is at the heart of Brake's work: inspiring and mobilising groups of people in communities to spread the word about road safety can be incredibly powerful and effective in not only reducing road risk, but, from an organisational perspective, raising your profile and improving your image within communities, whether local, regional, national or global. Remember communities can be online as well as at your local schools and community groups. Judges will look for signs of organisations really seeking to engage with their communities in a variety of ways, for the greater good.

Global Road Safety Award for the organisation that has worked hardest to improve road safety for all road users in the communities it works in around the world. This organisation will have road safety at the heart of its corporate social responsibility ethos.

Community engagement is at the heart of Brake's work: inspiring and mobilising groups of people in communities to spread the word about road safety can be incredibly powerful and effective in not only reducing road risk, but, from an organisational perspective, raising your profile and improving your image within communities, on a global scale. Remember communities can be online as well as at your local schools and community groups. Judges will look for signs of organisations really seeking to engage with their communities and recognise the specific challenges they face.

Safe Vehicles Award for the organisation that has done the most to improve the safety of its vehicles, for instance through comprehensive and effective checking and maintenance procedures, vehicle specification, modification and/or use of technology.

Vehicle safety is absolutely crucial to road safety; Brake is a long term advocate of rigorous and high quality vehicle maintenance, including the training and qualification of mechanics working on vehicles for instance. Judges want to see evidence that organisations are giving due care and attention to their vehicles, to make them as safe for their drivers and other road users as possible.

Road Risk Manager of the Year Award for the risk or fleet manager who has implemented exemplary road risk management policies with proven results.

Judges are looking for detailed information about the policies and procedures the nominated person has implemented, as well details of how they personally have helped to instil a road safety culture within the organisation and achieve these results.

Kevin Storey Award for Outstanding Commitment to Road Safety for the organisation or individual that has gone above and beyond the call of duty in its commitment to road safety, not just within the company but also the wider community. Individuals cannot enter this Award themselves, but can nominate

another individual within their organisation, or an individual or organisation in the wider industry, using the entry form.

Judges are looking for detailed background information about the nominated individual or organisation, including both the work they undertake and activity they undertake outside of their role which demonstrates their commitment to road safety. Across all categories judges will be considering whether the initiative / product / service is described clearly and succinctly, how comprehensive and far reaching it is, and whether it is an appropriate measure to address the issue of risk reduction, or any other more specific issues highlighted by the entrant. Consideration will be given to the level of thought and detail that has gone into the entry, within the word limitations of course.

If you are entering multiple categories, and would like to submit different supporting information for each category, you may submit up to 2 sides of A4 for each category, clearly indicating on the document your organisation name, and the category for which the supporting information is intended (please see section 7 below).

5. Your Awards entry

Please take care to ensure that you do not exceed the word limit for each question. **Any information over and above the word limit cannot be considered due to the volume of entries.** Please see below for details on submitting additional information.

General points. Write your entry as though your product/service/initiative is new to the judges reading it, even if you have entered the awards in previous years. Use plain English and avoid jargon – those judging the entries need to understand exactly what it is you are doing.

Describe the initiative, product or service (max 600 words). Be specific about what is included in the initiative or service, or what the product is and what it does. Explain how your initiative, product or service is innovative. You can include here details about why it has been introduced, what you hoped to achieve, how your initiative/product/service is different to what your competitors do, or how it is based on the latest research or thinking (please provide references for any research quoted). If it is an existing initiative/product/service that has been improved, you must demonstrate how it has changed and why these improvements were made. This is particularly important if you have entered the same award category in a previous year. Explain how the initiative, product or service fits into a wider fleet safety strategy and demonstrates your organisation's commitment to improving road safety. You can include details of policies or strategies you have in place, other initiatives/products/services which the one you are submitting as an entry complements, and anything else your organisation has in place to improve road safety.

Tangible results (max. 300 words). Demonstrate how effective the initiative, product or service has been. You should include statistics demonstrating this, e.g. a reduction in crashes, greater awareness of issues among staff / drivers, impact on reporting and recording of incidents, reduction in insurance claim costs etc. Show how your targets were SMART – specific, measurable, achievable, realistic, time-based, and the extent to which they were achieved.

Individual role and commitment (max 300 words). This question should only be completed if you are entering / nominating someone for an individual award (i.e. Kevin Storey Award, Road Risk Manager Award, or Best Newcomer to Road Risk Management). If submitting an entry for an individual award, describe the initiatives the individual has developed/been a

driving force behind, and the wider context of those initiatives within the organisation. Please also provide information about their personal contribution to developing these initiatives, developing the organisation's commitment to road safety, and what they have done which has gone over and above what was necessary to do the job, showing an outstanding commitment to road safety.

6. Confirmation

You are required to submit a photo to accompany your entry. This should also be emailed to professional@brake.org.uk along with your entry and any additional information.

7. Additional Information

You may submit additional information with your entry. This could include evidence to support your entry such as sections of reports or research, graphs showing your results, letters from your customers describing how effective your initiative/product/service has been.

Additional supporting information must be limited to a maximum of two sides of A4 per Awards category entered. If the same supporting information applies across all categories entered, then only two sides should be provided. If separate supporting information is provided for separate categories, each document should be clearly labelled with your organisation name, and the category for which it is relevant.

Additional information should be emailed along with your entry form to professional@brake.org.uk. As with your entry form, we will acknowledge receipt of any additional information files promptly. If you do not receive such confirmation, please call us on +44 (0)1484 559909 to confirm we have received the information. Unfortunately any information over and above the form itself plus two sides of A4 cannot be considered due to volume of entries.

/ends