



DriveTech



Driver CPC

Capability Statement

March 2011

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Introduction

About the AA

The AA was formed in 1905 by a group of motoring enthusiasts in response to the Motoring Act of 1903. As motoring grew in popularity so did the AA's activities. From erecting road signs in 1906 to appointing agents and repairers throughout the UK, the AA has always been the motorists' champion from the campaign for the repealing of wartime petrol rationing to the campaign for the compulsory introduction of seatbelts. Since those early days the AA has been at the forefront of the motoring industry providing a range of products and services to meet the motorists' needs.

The announcement during 2007 by Acromas of the new joint ownership of the AA and SAGA brought together two of the country's most trusted brands and with it the formation of the largest membership organisation in the UK. The AA employs over 7,000 staff, serving in the region of 15 million customers including 5.7 million AA Members with a further 4 million affiliation accounts. Within this customer portfolio we support two thirds of the top 50 major fleets and 40% of SME fleets meeting their needs via our own fleet of 2,300 AA Patrols with 440 AA Recovery Patrols.

About AA DriveTech



With over 20 years of fleet and driver training knowledge, DriveTech was acquired by the AA in 2009, forming AA DriveTech (AADT). This acquisition has enabled us to draw upon and integrate numerous products and services so that we can provide an enhanced portfolio of bespoke services and solutions to meet the needs of our commercial fleet operator, regulator and enforcement agency clients.

We employ over 500 members of staff and are widely acknowledged to be amongst the leading fleet consultancies and driver training providers in the UK and overseas.

Our fundamental business principal is to "deliver a quality product and service, second to none in the fleet driver training industry."

Our Academy strives to maintain the company's position on road safety, fleet management, driver education and behavioural change. The Academy practitioners work closely with regulators and policy makers to ensure the continuous improvement of driving standards and the protection of our clients' interests. As members of the Parliamentary Advisory Council for Transport Safety (PACTS), the Association of Driver Improvement Service Providers (ANDISP), the British Quality Foundation (BQF) and also the Association of Car Fleet Operators (ACFO), we believe that we are very well placed to guide and advise our clients on their future needs and requirements.

Accredited to BS EN ISO 9001:2000 in 1996 and more recently 9001:2008 in February 2009, AA DriveTech adopts a project management approach to all of its initiatives. Our qualified Projects IN Controlled Environments 2 (PRINCE2) practitioners work closely with clients for the realisation and delivery of new schemes and initiatives ensuring that consistency and quality is always maintained.

In recognition of our market position, we are delighted to have been the recipients of awards from The Institute of Traffic Management, Green Fleet Awards and Thames Valley Business of the Year.

Business Divisions

Driver CPC

This newly created division has been established to deliver top quality driver development programmes and periodic Driver Certificate of Professional Competence (Driver CPC) training to commercial (LGV) and passenger carrying vehicle (PCV) operators. We have established a portfolio of class leading JAAPT accredited courses, for these operators, including workshops and practical 'on-the-road' training. Additional services include training consultancy and product development such as the Department for Transport's (DfT) Safe and Fuel Efficient Driving (SAFED) for Vans scheme which incorporates 'train the trainer' and 'driver training curriculum.'

FleetSafe

This division undertakes corporate and fleet risk assessments, online driver assessments, educational workshops, practical on-road training incorporating a diverse range of vehicles. Along with e-learning modules we undertake driving licence checks, permit-to-drive schemes and corporate driving events. *Fleetsafe* products lead to considerable savings in fleet running costs and aid 'duty of care' compliance. Our assessors and consultants work closely with the insurers, underwriters, fleet clients' as well as with private sector commercial vehicle operators and local authorities.

Driver Aware

The primary objective of this division is to improve road safety through behavioural change. *DriverAware* operate over 40 police and local authority initiatives nationwide. These are aimed at re-educating drivers and vehicle operators following infringements of the law and specific Highway Code contraventions. These schemes offset potential licence points, financial penalties or court appearances with attendance at dedicated driver behavioural change courses. These courses include, but are not limited to; Driver and Rider Improvement; Speed Awareness (speed camera offence); Mobile Phone Awareness; Traffic Light Awareness; Penalty Charge Notice (PCN) avoidance; Seat Belt Awareness and Young Driver Schemes.

The Academy

The Academy oversees the product quality, standards and skills development of our fleet trainers and risk assessors. Its remit extends to working with clients to devise training and risk solution projects and programmes as well as with regulators and policy makers in setting safety, environmental and training standards for the future. It is officially recognised as a City & Guilds approved centre certified to deliver 7300 and 7303 teaching qualifications and is able to offer a range of internal and external training courses beyond that required by the practical coaching staff.

Driver Development and Driver CPC services

Driver training and development are frequently seen as immediate solutions to improving fleet safety and operational efficiency of vehicles. Whilst we firmly believe that drivers play a key role in improving these areas, their behaviour, attitude and competencies are not always the root cause of accidents or poor fuel economy performance.

Safety and efficiency are very much part of a total approach to running a business, within which drivers play a part. Features often overlooked as key causal factors typically include the organisational culture, operational procedures, policies, risk management and the recognition and implementation of good practice. Our long term relationship with insurers and underwriters has shown repeatedly that a change in company and operational approach to safety and efficiency reduces risk and associated costs, thereby improving profitability of fleet operators.

We work with current and prospective clients to ensure that their operations and employees make the most of the training investment. We guide them through legislation, regulation and best practice to achieve the right outcome. We do not believe in a 'tick the box' approach to training, especially as a structured, defined and planned driver development programme usually costs no more to implement.

The following section outlines our approach to driver development and fleet safety assessment also our broader driver development capabilities.

Driver Development Programmes

We have a long track record of working closely with vehicle operators to establish training solutions that are simple to implement, are measurable and deliver sustainable benefits. Training should always be viewed as an investment that can help improve operational efficiency and company profitability. This is achieved through the following:

Training Needs Analysis (TNA)

- Complete review of current training provision, operations, company policies etc prior to devising and implementing driver development programmes
- Gap analysis between operational requirements, current training provision and required outcome
- Driver attitude, behaviour and competencies and field research activities:
 - Driver on-road assessments
 - Survey design, management and delivery
 - Face to face interviews, telephone, email and web surveys
 - Focus groups, panel and workshop facilitation
- Identification of:
 - Training options
 - e.g. classroom based, e-learning, on-road, 'on-the-job', blended classroom/behind the wheel training
 - Delivery method
 - e.g. face-to-face, distance learning, one-to-one, group based delivery

- Measuring of outcomes:
 - before and after studies on fuel
 - 'bent metal'
 - accident costs
 - employee retention
 - overall operational cost savings
- Recommendations for implementation and on-going measurement and development of training plan for short, medium and long-term requirements
- Provision of demonstration days that present clients with an interactive experience of the actual training to be delivered to drivers when rolled out

Driver Development Programme Rollout:

- Development of programme mandate, brief and strategies
- Planning and design for the following programmes:
 - Specification-led / **output** driven programmes
 - e.g. Following client or recognised third party standards, courses and materials
 - Vision-led / **outcome** driven programmes
 - e.g. Bespoke programmes aimed at achieving specific objectives such as a 15% reduction in fuel consumption, collisions, prosecutions, PCNs etc
- Specification and creation of required sub-project portfolio that may include:
 - Internal stakeholder engagement and consultation
 - Data gathering, management and interpretation
 - Impact assessment and evaluation of programmes

Driver CPC Courses

Following the introduction of the European Directive 2003/59/EC in September 2008 for PCV and a year later for LGV drivers, on-going professional driver development has now been structured whereby qualifying drivers will need to undertake 35 hours of approved driver training every 5 years. With the possibility of spreading the training over 5 years, typically 7 hours each year, training can also be undertaken in blocks of time (e.g. 14, 21, 28, 35hrs) that fit around operational priorities and driver availability.

What has not been prescribed is the **type** and **content** of training required. Clearly, each Driver CPC course needs to be an officially registered course with the Joint Approvals Unit for Periodic Training (JAUPT); however the selection of training content over the 35 hour training obligation is largely left to the vehicle operator, employer or individual to decide. Operators can become easily confused by which course or, more to the point, which selection of courses offer best value overall. Clearly, complying with legislation is important, but, if little value can be derived from this compliance, then money, time and resource are wasted. We believe that training **must** deliver tangible benefits.

Based on our extensive experience of fleet operations, risk management and mitigation strategies we are familiar with developing driver training and development interventions that make real and tangible reductions in fleet operating costs. We have applied this knowledge to our Driver CPC portfolio creating a menu of options for immediate access to our driver development 'Journey' – a process through which we develop skills and abilities to meet required outcomes. In taking clients along this journey we provide three different levels of service that aim to meet the majority of clients' needs:

Economy:

This is our compliance approach to satisfy regulatory obligations, benefiting from set prescribed AADT courses and mixed centralised venues. A self booking service, it is our easiest option to access a recognised Driver CPC course. It should appeal to all types of operators from the self employed driver right through to the largest of operators.

Business:

Our business programme provides training directly at company specific sites at times and locations that suit the business and for varying numbers of attendees. Each course is built around company relevant requirements, with flexible course choice and booking, preferential payment terms.

Premium:

As our most comprehensive and fully bespoke service, Premium offers a one stop shop for driver development needs. Services range from identification of driver risk and training development needs through to guiding drivers and executives along the AADT journey, licence checks, benchmarking performance and measuring outputs.

We currently offer a total of 9 Driver CPC courses, 5 full-days, 4 half-day. All courses commence with driver licence checks and an introduction into the background and purpose of Driver CPC.

These courses are presented and described in the following tables:

Module	Description	Full Day	Half Day
1	<p>Safe Culture Workshop Appealing to all drivers regardless of their experience, this course is specifically beneficial for low risk drivers or as a foundation course for further practical (on-road) training. The course employs a mixture of presentation, videos and exercises that stimulate delegates and provoke discussion, reflection and ultimately positive learning throughout the course.</p> <p>Content Covers</p> <ul style="list-style-type: none"> • Company fleet safety policy or procedures • Driver attitude – What prevents us from being a good driver? • Key driving skills - Visual Perception, Hazard Perception & Knowledge Perception • Appreciation of key risk areas, including; <ul style="list-style-type: none"> ○ Speed use ○ Mobile phone use ○ Following distance ○ Fatigue ○ Driver hours and tachographs ○ Reversing and manoeuvring ○ Seatbelts • Driver vehicle checks and use of new technology • Self analysis and greater appreciation of the risks • Dealing with other road users 	✓	
2	<p>Speed Workshop Designed for all drivers regardless of experience, this workshop provides a selection of videos and exercises that take the delegates along a journey provoking discussion, reflection and ultimately positive learning regarding speed use and limit observance.</p> <p>Content includes:</p> <ul style="list-style-type: none"> • Lottery of driving and the chance of being involved in a collision • Where drivers speed • Why drivers speed • Speed limits and how to identify them • Speed enforcement measures • Key driving skills - Visual Perception, Hazard Perception & Knowledge Perception • New technology to help with safety • Self analysis and greater appreciation of the risks • Dealing with other road users • Collision scenarios and how to reduce risk 	✓	
3	<p>Tachograph & Drivers Hours Designed to give drivers a better understanding of the different types of tachograph and how to use them correctly. It also updates drivers on the new digital tachograph now in widespread use. The session can be run as either half day or full day.</p> <ul style="list-style-type: none"> • Working time regulations and drivers hours • The Analogue tachograph and how to use • The Digital tachograph and how to use • Manual entries – When and how to use • Chart retention and returns • Downloading data from the digital tachograph • Swapping between the 2 styles 	✓	✓

Module	Description	Full Day	Half Day
4	<p>Real-World Training This driver awareness course is designed to influence a driver's attitude and behaviour and improve competence. It will increase a driver's safety margins, provide awareness of speed limits and compliance, encourage a more pro-active approach behind the wheel and provide a practical update on the Highway Code. At the end of the course each driver will have a better understanding of the driving task involved on today's roads, be better equipped to deal with the pressures and distractions encountered with work-related driving, be more informed and make improved driving decisions thus reducing the driving risk. The course is split into a morning and afternoon session:</p> <p>Morning Session - Interactive Presentation Introduction to the course format, which includes:</p> <ul style="list-style-type: none"> • Company fleet safety policy and procedures • Visual Perception, Hazard Perception and Knowledge Perception • Identification of driver's attitude and knowledge level • Appreciation of key risk areas associated with driving on today's roads • Excessive or inappropriate speed • Use of mobile phones • Space management • Fatigue • Manoeuvring and reversing <p>Pre-driving safety checks:</p> <ul style="list-style-type: none"> • Driving Licence • Eyesight checks • Vehicle checks <p>Practical Driving - On-Road Short assessment drive to identify each driver's strengths and weaknesses. These are then discussed and new techniques suggested with the advantages to each driver. A demonstration drive with commentary, by the trainer then follows to illustrate these advantages and help identify key risk areas. Drivers are each given the opportunity to apply the new techniques with training tailored to achieve their personal and course objectives.</p> <p>Afternoon Session On-Road Driving Continued More comprehensive training on areas identified for maximum risk reduction follows, including manoeuvring and reversing. This is complemented by a commentary allowing the trainer to assess the driver's hazard and accident perception.</p> <p>Course Summary The principles of safer driving will be reinforced. On a one-to-one basis the trainer will go through the assessment form discussing what will be included in the final typed report and ensuring personal objectives were met. Attendees will be asked to complete a course evaluation questionnaire in order for AA DriveTech and the client to monitor effectiveness and quality. The attendee's details will then be updated with the DVLA.</p>	✓	

Module	Description	Full Day	Half Day
5	<p>Real-World In Vehicle Training</p> <p>This in vehicle driver awareness course is designed to influence a driver's attitude and behaviour and improve competence in a similar way to the full Real World training course. The in vehicle course will cover similar items but will be totally on road and will not consist of the 2 hour presentation. This enables the course to be flexible and to fit around a drivers workload and daily duties</p> <p>Course Summary</p> <p>The principles of safer driving will be reinforced. On a one-to-one basis the trainer will go through the assessment form discussing what will be included in the final typed report and ensuring personal objectives were met. Attendees will be asked to complete a course evaluation questionnaire in order for AA DriveTech and the client to monitor effectiveness and quality. The attendee's details will then be updated with the DVLA.</p>	✓	
6	<p>Eco Driver Training Course</p> <p>Much of this course will be based around the SAFED Training Programme as this has proved to be very successful in not only lowering the amount of fuel used over a set run, but also keeping the drivers exposure to risk as low as possible. The day starts with a presentation to set some parameters for the day and to introduce the concept of fuel efficient driving.</p> <p>Pre-driving safety checks:</p> <ul style="list-style-type: none"> • Driving Licence • Eyesight checks • Vehicle checks <p>Practical on-road training</p> <p>The first on road session will see the driver following a set route driving in their 'normal style' followed by debrief on the driver's skill level, fuel economy and driving technique. Fuel flow meters or on board computer if fitted will be used to monitor fuel used. The number of gear changes will also be recorded to highlight the reduction of unnecessary gear use.</p> <p>A demonstration drive will follow (depending on insurance cover), highlighting how the driver can drive more efficiently whilst still making progress.</p> <p>Each driver will take the wheel for a second time and will be given a chance to implement and practice the techniques shown during the demonstration drive. The subsequent debrief will allow trainer and driver to discuss the progress made and further improvements needed. The final session will follow the same route as the first assessment drive, looking at and highlighting the differences in driving style and progress made.</p> <p>Course Summary</p> <p>The principles of safer driving will be reinforced. On a one-to-one basis the trainer will go through the assessment form discussing what will be included in the final typed report and ensuring personal objectives were met. Attendees will be asked to complete a course evaluation questionnaire in order for AA DriveTech and the client to monitor effectiveness and quality. The attendee's details will then be updated with the DVLA.</p>	✓	

Module	Description	Full Day	Half Day
7	<p>Mobile Phone workshop</p> <p>The Mobile Phone Driver CPC course is designed to give drivers a better understanding of the risks involved when using electronic equipment (including mobile phones and satellite navigation) behind the wheel. Subjects also covered include the law relating to 'phones as it stands at the moment and the management of distractions behind the wheel.</p> <p>Content includes:</p> <ul style="list-style-type: none"> • Concentration levels • The laws surrounding mobile phone use • Hands free vs hand held • Making safe and legal calls • The affect of mobiles on stopping distances • Use of satellite navigation equipment • Collision avoidance and driving plans 		✓
8	<p>Reversing & Manoeuvring</p> <p>Drivers of all types of vehicle have most collisions at slow speed while manoeuvring so this practical course gives drivers an insight into what to look for when reversing and how to manage the risk effectively. It also covers security risks involved to both the driver and load when parked up. The session starts off with a licence check and introduction to Driver CPC.</p> <p>Content</p> <ul style="list-style-type: none"> • Collision statistics relating to parking and reversing • Dynamic risk assessing DRA • The benefits of reversing into a space • Practical reversing exercises <ul style="list-style-type: none"> ○ Width restriction ○ Tight turn ○ Length awareness ○ Angled reverse • Personal security • The problems related to reversing larger vehicles 		✓
9	<p>Eco Driving Workshop</p> <p>The Eco workshop is designed to positively influence a driver's appreciation and increase their awareness in the benefits of a driving style aimed at reducing both overall fuel consumption and carbon based emissions.</p> <p>The course is also aimed at promoting a safe and economical improvement to a driver's attitude, behaviour and competence. It will encourage a driver to think about increasing their safety margins, provide awareness of speed limits and compliance, encourage a more pro-active approach behind the wheel and provide a practical update on the Highway Code.</p> <p>Content covers:</p> <ul style="list-style-type: none"> • What is Eco driving? • Statistics surrounding fuel use • Eco driving techniques • Reducing the wear and tear on your vehicle • Correct loading and fuel savings • Space management • Speed awareness • Economical manoeuvring 		✓

Module	Description	Full Day	Half Day
10	<p>Good Samaritan workshop</p> <p>This workshop is designed for all drivers regardless of their experience. A selection of interactive scenarios and exercises take the delegates through a voyage of discovery designed to provoke discussion, reflection and ultimately positive learning throughout the course with regards their First Aid skills and safe procedures which need to be applied when first at the scene of an accident. The session starts off with a licence check and introduction to Driver CPC.</p> <p>Content includes:</p> <ul style="list-style-type: none"> • Actions a driver should take when first at a scene of an accident. • Basis First Aid and life support techniques • DRABC • Incident management and the law • Practical demonstration of incident management • Group activity to practice the above • Collision scenarios and how to reduce risk 		✓
11	<p>Vehicle checks and Effective Loading workshop</p> <p>This workshop is designed for all drivers regardless of their experience. A selection of interactive scenarios and exercises take the delegates through a voyage of discovery designed to provoke discussion, reflection and ultimately positive learning throughout the course with regards their vehicle checks responsibilities and safe loading techniques for both LGV and PCV drivers. The session starts off with a licence check and introduction to Driver CPC.</p> <p>Content includes:</p> <ul style="list-style-type: none"> • Daily Vehicle Checks • A drivers vehicle check responsibilities and the law • Safe loading and unloading including vehicle stability • Penalties and the law with regards loads • LGV – roping and sheeting and carrying awkward shaped loads • PCV – Passenger embarkation and dis-embarkation • Safe towing and the law • Safe hitching and un hitching 		✓

Food Storage and Distribution Industry (FSDF) – Driver CPC Workshops

With the FSDF’s main members coming from the food, drink storage and distribution industry, the FSDF also has Associate Members who supply a wide range of equipment, vehicles and support services, as well as a growing number of major food retailers.

The purpose of the FSDF is to ‘Promote excellence in food and drink logistics’ by providing support and advice on cost effectiveness, environmental impact and sustainability, good business practice and legislative compliance. AA DriveTech and the Food Storage and Distribution Federation (FSDF) have worked together to develop a range of courses for companies involved in the food storage and distribution arena which will address the use of specialist equipment and vehicles as well as the issues surrounding good business practice and legislative compliance. The courses are part of AA DriveTech’s Driver CPC ‘journey’ providing workshops that add value and knowledge to the drivers and companies whilst meeting and exceeding the Driver CPC legislation.

With this in mind AA DriveTech has provided some flexibility within the FSDF syllabus with companies only taking the courses they require in multiples of 2. The following half day workshops can be combined into 7 or 14 hour workshops, which will provide part of a Driver CPC qualification and reach into the Food and Drinks sector.

Module	Description	Full Day	Half Day
12a	<p>On Vehicle Equipment workshop (3.5 hours)</p> <p>This workshop is designed for all drivers regardless of their experience. A selection of interactive scenarios and exercises take the delegates through a voyage of discovery designed to provoke discussion, reflection and ultimately positive learning throughout the course with regards refrigeration systems and on vehicle equipment. The session starts off with a licence check and introduction to Driver CPC.</p> <ul style="list-style-type: none"> • Actions Temperature monitoring and recording systems • Different refrigeration systems • Compartmental temperature differences • Safe loading and unloading • Maintaining vehicle stability through safe loading 		✓
12b	<p>Food Hygiene & Personal Standards workshop (3.5 hours)</p> <p>This workshop is designed for all drivers regardless of their experience. A selection of interactive scenarios and exercises take the delegates through a journey designed to provoke discussion, reflection and ultimately positive learning throughout the course. The course will enhance the drivers' knowledge and awareness with regards food hygiene and personal standards to ensure common food hygiene problems are kept to a minimum. The session starts off with a licence check and introduction to Driver CPC.</p> <ul style="list-style-type: none"> • Spread of disease • Anti Bacteria solutions • Disease and infections – sickness, diarrhoea, food poisoning • Importance of maintaining the correct food temperature • Personal hygiene – hand washing, clothing, footwear, jewellery, smoking 		✓
12c	<p>Cold Chain workshop (3.5 hours)</p> <p>This workshop is designed for all drivers regardless of their experience. A selection of interactive scenarios and exercises take the delegates through a voyage of discovery designed to provoke discussion, reflection and ultimately positive learning throughout the course with regards the place of a driver within the cold chain and effective cold chain management to ensure goods arrive at their destinations in perfect form. The session starts off with a licence check and introduction to Driver CPC.</p> <ul style="list-style-type: none"> • Effective cold chain management and its importance • The perfect warehouse - product from delivery to departure • Cold chain weak points • Door operation, use of hand/powered pallet trucks • Immobilisation systems to reduce risk of crush fall accidents 		✓
12d	<p>Food Quality workshop (3.5 hours)</p> <p>This workshop is designed for all drivers regardless of their experience. A selection of interactive scenarios and exercises take the delegates through a voyage of discovery designed to provoke discussion, reflection and ultimately positive learning throughout the course. The delegates will increase their awareness of the role of a driver in maintaining food quality whilst in transit. The session starts off with a licence check and introduction to Driver CPC.</p> <ul style="list-style-type: none"> • Keeping a correct temperature • Managing effective air flow • Segregation of different foods chilled, frozen and fresh • Handling of delicate products • Pallet stacking techniques and styles • Optimum temperature maintenance through the distribution process 		✓

Fleet Safety Assessments

We offer clients a comprehensive fleet operation improvement service that provides an independent and impartial perspective on how their operations meet legislative and regulatory compliance. We identify areas for improvement and demonstrate how these can be achieved. Driver training and development may very well be a solution; however, our recommendation is that clients assess the macro environment before investing heavily in a specific operational factor such as driver training. We are keen that clients achieve positive long-term outcomes that realise a sustained benefit and return on investment. Typically the process will cover the following key areas:

Company

- Establishment of senior executive responsibility for Managing Work Related Road Safety (MWRRS).
- Identification of company stakeholders e.g. O-license holder, Fleet, HR, H&S, Finance, Operational with direct and indirect responsibility for MWRRS.
- Risk management plan - agree with stakeholders overall approach and creation of safe 'culture' for driver, vehicle, driving task, loads and appropriate company procedures.
- Health, Safety, Legal, Financial implications - educate managers in comprehensive understanding of their responsibilities.
- Audit trail review and record keeping – establish working practices for employees, vehicles and driving tasks.
- Accident data review and analysis – identification of performance indicators of own and third party fault accidents, types of accident by most common driver/vehicle/task groups, locations, repeat offenders and trends.

Driver

- Analysis of driving staff turnover, recruitment, induction, tasking, training, disciplining, typical minimum and maximum annual mileage.
- Licence screening and validation to ensure entitlement to drive.
- Driver competency assessment to determine education and training needs – high, medium and low risk categories.
- Provision of specific driver education and training for 'at risk' drivers – on-road for high risk; interactive driver awareness workshops for medium and low risk drivers.
- Measurement of driver awareness of Working Time Directive and driver hours' regulations.

Vehicle

- Assessment of vehicle and ancillary equipment specification and selection by duty/task.
- Servicing and maintenance record of vehicles are documented and controlled.
- Vehicle defect reporting recorded and acted upon.
- A review of procedures that are followed in the event of a vehicle/driver being involved in an accident.
- Assessment of vehicle utilisation, rotation and deployment.

Task

- Review of driver education and training for duty and task as well as by vehicle type and configuration.
- Review of customer, charter and service level agreements.
- Review of route and journey planning with provision of policies for time, consignment, distance and weather conditions.

The assessment process reviews the key risk factors related to the company's drivers, the vehicles being used and the driving task being performed. It also includes senior and line management roles and responsibilities, insurance claims history and accident data. Following the assessment a management report is produced to prioritise actions and give risk management recommendations.

Selected Project Profiles

Masstock - supports the agricultural industry and has a mixed and varied fleet of vehicles. The company has worked with AA DriveTech for many years and has used bespoke courses for its wide range of vehicles, from 4x4 off road vehicles to advanced test preparation courses. Masstock embraces change and was one of the first companies in the UK to consider their Driver CPC requirements. Having undertaken on-road training with us before, they were pleased to find they could carry on the roll out of these courses, as these are now registered as Driver CPC compliant. The drivers all carried out on-the-road training with an experienced trainer and were able to develop and improve their driving skills. The second year of training consisted of Tachograph and Eco driving workshops which were held at venues around the country. Masstock is now planning their third year of Driver CPC training and has embraced this new legislation.

Matthew Clark - is one of the leading drinks distributors in the UK. It has a fleet of around 250 heavy vehicles and has been working with AA DriveTech, to manage its fleet effectively, for approximately 5 years. When Driver CPC was first introduced Matthew Clark was unsure about the best way to implement their compliance training. They had three options available to them; in house, outsource or a mixture of both. AADT worked closely with the company to identify their requirements and subsequently developed a training regime that trained 20 of their in-house trainers with two AADT training products, which enabled them to fit their training mandate around their operational demands. AADT also manages the licence uploads to the DVLA database and provides the company with confirmation certificates of attendance.

Marston's - is the largest brewer of cask beer in Britain and as a result has a varied fleet of vehicles to service their business. They were very keen to work with a supplier that could tailor courses to their company needs. AA DriveTech was chosen for their reputation and ability to meet Marston's nationwide requirements. In all, 22 Safe Culture workshops were delivered on Saturdays in January and February from Cockermouth in the North to Ringwood in the South. These courses were all well received and the company is now planning its second year of courses with AADT.

Dolphin School - is a small independent preparatory school which runs a fleet of minibuses. When the new EU legislation was introduced the school contacted AA DriveTech for advice on how to ensure that their staff were fully compliant with the new rules. The school has undertaken workshops covering Safe Culture, Eco driving and Practical Reversing. AADT has supported the school over this time with a complete fleet package including licence checks as well as answering queries regarding their fleet and current legislation. When they replace their fleet later this year they plan to combine the vehicle handover with a familiarisation course to cover digital technologies and vehicle checks which will also meet the Driver CPC Syllabus.

London Borough of Havering - has been working with AA DriveTech for many years the issues that we have assisted them with have included licence checks to on-the-road training for all their vehicles from cars to coaches. When the new legislation came in to being Havering Borough was quick to see the benefits of starting their training early. By early April 2009 we had delivered several workshops to their PCV drivers and they were one of the first establishments to undertake LGV Driver CPC training in early September 2009. The Borough is now starting their second year of training with more workshops and practical Driver CPC training.

Barnsley Metropolitan Borough Council - put their Driver CPC training requirements out to tender. After a very competitive process AA Drivetech won this high profile training contract. The training programme consists of a daily workshop, run in Barnsley, for the 150 drivers that work for the council. The drivers are starting on the AADT journey with the Safe Culture workshop in the first year, which over time will be followed by other workshops designed to develop and expand the driver's knowledge base.

Shred-It - specialises in providing a tailor made document destruction service enabling companies to comply with their legal disposal obligations. The company has been working with AA DriveTech for a number of years developing courses for both its LGV and company car drivers. Shred-it is now working with AADT on its Driver CPC training. The company has depots throughout the UK and is rolling out a programme of workshops to its drivers throughout the country to help them meet the requirements of this new legislation.

DfT - SAFED for Vans Guide and Programme Delivery - as part of an AEA Technology led consortium, AA DriveTech was commissioned to design and test the DfT's new Safe and Fuel Efficient (SAFED) scheme for vans. With our specialist knowledge of the sector and close working relationships with a number of training providers and key stakeholders AADT was able to produce a bespoke driver development guide for the industry. This was rolled out through a broader national demonstration and embedding programme. AADT subsequently arranged and delivered SAFED training for approximately 550 van drivers over a 6 month period.

Transport for London - Freight Operator Recognition Scheme (FORS) – FORS is an industry led initiative for freight operators in London. A scheme designed to improve their business and operational efficiency, whilst simultaneously reducing the impact of vehicle movement in the city and the wider environment. AADT was appointed by Transport for London (TfL) to undertake the bronze level membership assessment process for operators' entry into this prestigious scheme. AADT engaged with operators of light and heavy commercial vehicles to assess their operational processes and procedures enabling AADT to judge whether the candidate operator met the minimum criteria for membership along with advice on how to improve their operations in line with legislation, regulation and industry best practice.

Meet the Team

Jason Vallint

Jason is AA DriveTech's Driver CPC Programme Director. Working alongside national policy makers during the inception and development phases of Driver CPC, Jason has been at the forefront of Driver Development and Continuous Professional Development within the Freight Transport and Logistics industry. A pioneer of synthetic driver training, Jason developed the UK's first full mission truck driving training simulator for the DfT and subsequently mobile and fixed simulators for the Scottish Executive. He also initiated DfT's SAFED for Vans and SAFED for Bus and Coach programmes. Jason brings extensive knowledge of policy development and implementation gained from programme management careers with AEA Technology, scientific research and consultancy with TRL and management consultancy within the European logistics, express parcels and mail industries. He has been engaged on both domestic and international projects encompassing fleet management, operational efficiency and best practice initiatives working for organisations such as DfT, Highway Agency, TfL, UN, EU, Police and private sector fleet programmes.

Dominic Pargeter

Dominic is AA DriveTech's Operations Manager - Driver CPC with responsibility in developing products relating to the logistics industry for AA DriveTech. Dominic has been involved in driver training for over 20 years specialising in the larger vehicle groups. He is an advanced driving examiner and assesses drivers and trainers on a regular basis. He was instrumental in the pilot for SAFED for vans and then developed the initial senior trainers who then rolled out the project. Dominic has worked with many logistics firms including Matthew Clark and Marston's helping them develop risk management procedures and training solutions to meet their needs. He now manages a network of trainers and assessors around the country who deliver a range of courses and assessments to logistics companies and monitors the effectiveness of these solutions.

Norman Brennan

Norman is AA DriveTech's Sales Development Manager for the company's Driver CPC division. He brings with him a wealth of training solutions development and programme implementation experience gained from an extensive career within the telecommunications industry and the Royal Navy. He has worked on projects in both the private and public sectors across the UK, Europe, Middle East and North Africa working closely with emergency services, local authorities and national governments. He has extensive experience dealing with companies and clients of all levels and is responsible for overseeing all sales and account management activities within the Division.

David Richards

David has been involved in business-to-business marketing since 1983 and has a wealth of business experience gained with small and medium sized enterprises as well as large corporate companies including IMI plc, Misys plc and General Electric of America. Joining in 2004, he is currently responsible for the identification, development and delivery of marketing campaigns across the whole company that support the strategy of the business and increase business revenue and profitability. He has an MBA from Warwick Business School and is a Member of the Chartered Institute of Marketing.

Derek Fallows

Derek has over 4 years experience in delivering in-depth fleet risk assessments to over 400 clients throughout the UK. Derek joined AA DriveTech in August 2000 bringing with him 30 years of motor manufacturing experience in the car, van and truck industry working with national fleets throughout the UK. He has hands on experience of the UK

truck and van markets heading up the fleet operations of MAN and subsequently head of operations for Volkswagen commercial vehicles. Derek was responsible for the development of key accounts and working on the Government funded Safe and Fuel Efficient Driving (SAFED) programme for van operators. In addition, Derek has been instrumental in the development of the AA DriveTech management of work-related road safety risk management programme.

Claire Dennis

Claire is the Business Support Coordinator for the Driver CPC Division. She is responsible for the on-line booking and course administration programmes. Backed up by a wealth of experience in customer care within the IT, Utility, Insurance and Airline industries, she has front line experience dealing with customers from drivers through to high level executives. She is also responsible for administration of sensitive data and a host of customer facing operating systems. Familiar with post sales yield management, planning and forecasting she also oversees quality control, training and implementation of new working practices.

Andrew Hadley

Andrew joined AA DriveTech in April 2008 having previously worked in the agricultural civil service at the Rural Payments Agency. Prior to this he studied Media and Psychology attaining a degree at the University of Winchester. Since joining AADT he has accumulated a client base including Masstock Arable, Red Bull and Computer Sciences Corporation – assuming responsibility for booking their fleet of company car drivers. More recently he has been involved with managing accounts and overseeing the booking process for the rapidly evolving CPC market as well as booking assessment dates for Transport for London's, Freight Operator Recognition Scheme.

The Trainers

AA Drivetech has a dedicated training academy with senior trainers located throughout the UK to support and develop the trainer base. All trainers undergo a selection process followed by a thorough induction programme which introduces AA DriveTech products, policies and paperwork. The trainers are chosen for their extensive knowledge and experience which they can pass onto drivers of all levels and experience. AADT currently utilises around 500 self employed trainers around the country for its range of products.

AA Drivetech Driver CPC Division has 30 trainers and 7 assessors strategically placed around the UK. These individuals have been specifically chosen for their experience in the LGV and PCV sectors. They undergo an additional Driver CPC induction course to assess their presentation skills and introduce them to the range of Driver CPC products. To enable AADT Driver CPC to deliver high quality interactive workshops the company needs the best trainers in the industry, therefore, these trainers are monitored regularly and supported by the senior trainers within the division. Additional training is offered if this is required.

The trainers come from a variety of backgrounds but bring with them a range of driving qualifications including:

- Class One Police driver
- ROSPA Advanced driver and examiner
- Institute of Advanced Motorist and examiner
- DIA Advanced driver and examiner
- Cardington Special driving test

They also hold professional qualifications within the industry such as:

- City and Guilds 7300
- National and international CPC
- Diploma in driving instruction
- SAFED trainer
- LGV DSA registered
- DSA Driving instructor
- DSA Fleet trainer

The trainers are allocated by the AA DriveTech customer care department who will administer the bookings and arrangements prior to the day. The trainer will take responsibility for the day and are chosen for their ability to make the whole experience enjoyable, interactive and informative.

Contact Details

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