

SAFER FLEETS SAFER DRIVERS SAFER ROADS

I am pleased to introduce the draft Corporate Manslaughter Bill setting out the Government's proposals for reforming this important and complex area of the law. These proposals need to strike a careful balance. Companies and other organisations must be held properly to account for gross failings by their senior management which have fatal consequences.

The Rt Hon Charles Clarke MP, Home Secretary
(extract from the foreword to the draft Corporate Manslaughter Bill, March 2005)

The UK has one of the best records in the world - the number of road casualties is at its lowest for nearly fifty years - but still more needs to be done and these plans will undoubtedly improve safety and further reduce deaths and injuries on our roads.

The Rt Hon Alastair Darling MP, Secretary of State for Transport
(talking about the reintroduction to Parliament on 25th May 2005 of the Road Safety Bill)

Safety is a serious issue for everyone involved in fleet management today. For fleets that have not grasped the nettle, one thing is certain - doing nothing is not an option.

George Emmerson, Fleet Industry Consultant

SAFER FLEETS SAFER DRIVERS SAFER ROADS

at BROCKET HALL

NEAR HATFIELD, HERTS

WEDNESDAY 13TH JULY 2005

- ▶ The SAFER FLEETS conference is aimed at senior fleet decision makers whose seniority within their organisations puts them in a position of responsibility regarding their company car and commercial vehicle drivers, as well as those who drive their own vehicles on company business.
- ▶ Both the Police and the Health & Safety Executive have made it quite clear that they expect company directors to take their responsibilities in this area very seriously indeed and this conference is designed to spell out very clearly and concisely exactly what those duties are, and how they should be addressed.
- ▶ The speakers have all been carefully selected for their ability to communicate the key points concerning their specialist subject area at senior manager or director level.
- ▶ The cost of attending the Safer Fleets conference is £275 plus VAT per delegate. A booking form is on the back page.

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RAC

**"WITH SUCH SEVERE PENALTIES
AWAITING THOSE WHO ARE
UNPREPARED, CAN YOU AFFORD
NOT TO ATTEND?"**

For further information, contact
Tracy Howell at Fleet World
Magazine on 01707 883400 or email
conference@fleetworldgroup.co.uk

IN ASSOCIATION WITH

ROADSAFE

THE VENUE

Brocket Hall, near Hatfield in Hertfordshire. This magnificent Georgian stately home, set in 543 acres of mature parkland, is steeped in history and offers a unique combination of excellent conference facilities in the most tranquil surroundings.



THE LOCATION

Brocket Hall is one of the most easily and speedily accessible meeting venues in the country. By road, it is just 22 miles from the heart of London - a great advantage for busy delegates with little time to spend getting to and from their conference destination. The A1M is just a mile from the Hall, the M25 a five minute drive away and the M1 and M10 motorways equally close. Rail links to and from London are excellent, with Welwyn Garden City and Hatfield stations just a few moments from the Hall. Trains into Kings Cross run every thirty minutes.

THE RATIONALE



The SAFER FLEETS Conference is designed to provide a concise overview of the issues facing senior fleet decision-makers in the area of Fleet Safety and Corporate Responsibility. Attending the Conference will provide those with responsibility for these areas with a framework within which to assess the effectiveness of the safety measures currently in place in their fleet, and to create an action plan for identifying and addressing any weaknesses in their fleet policy. With the risk of prosecution for those who do not comply with current legislation, attendance is a must.



CONFERENCE CONTENT

- 1 Fleet safety in context** - an explanation and quantification of the risks faced by road users. This session will also include an explanation of the most common causes of road traffic accidents.
- 2 The legal position** - an explanation of the laws covering those who drive in the course of their business, including Health & Safety regulations, Working Time Directive and the proposed Road Safety Bill.
- 3 Policing the roads** - an explanation of the procedures that the Police follow when investigating an accident and the consequences for those who are convicted of an offence. This session will include case studies on legal proceedings that have already been brought and will look at the implications for fleet operators.
- 4 Identifying potential areas of risk** - understanding the questions that should be asked when introducing a fleet risk management policy for the first time, or when overhauling an existing policy.
Minimising the risk - the steps that should be taken when formulating a fleet risk management policy
Implementation - understanding the steps to take when implementing and communicating a fleet risk management policy
- 5 Case study** - a real life example of a fleet that has taken steps to improve its safety record by correcting driver behaviour, including an explanation of the reasons why drivers take risks
- 6 Reducing the risk** - an explanation of the work carried out by motor manufacturers on pedestrian and occupant protection
Reducing the risk - an explanation of the work carried out by motor manufacturers on active and passive safety systems
Reducing the risk - an examination of initiatives undertaken by organisations such as RoadSafe, Euro NCAP, EuroRAP, the Highways Agency and other Government bodies aimed at improving road safety
- 7 The right tools for the job** - an overview of the services available to fleet decision-makers in the field of risk management, including online risk assessments, driver training and telematics systems.
- 8 What next?** - steps that fleet operators should take to minimise the level of risk faced by themselves and their drivers.

THE SPEAKERS

Chairman - ASHLEY MARTIN

Ashley Martin is a career journalist of 26 years standing. Following 12 years on provincial newspapers he joined Fleet News where he worked for more than a decade including almost seven years as editor during which time he was the Guild of Motoring Writers' Journalist of the Year in 1997. In October 2001 he launched his own PR and freelance journalism business, Ashley Martin Communications Ltd, specialising in the fleet industry.



Keynote speech - JOHN MUMFORD OBE

John Mumford has been in downstream oil with BP for 38 years, serving in Australia, the Far East, Europe and UK. He is currently Vice President UK Region and chairs the board of BP Oil UK, the refining and marketing arm of BP in UK. John is former President of UKPIA and is actively involved in the Council, and has also been on the council of the Energy Institute for many years (formerly IP). He sits on the boards of the Energy Saving Trust, the Low Carbon Vehicle Partnership and is a member of the Motorists Forum. John received the OBE for services to the environment in 2003.



DAVID FAITHFUL

David Faithful is a Solicitor and insurance partner in the Birmingham office of national law firm Clarke Willmott. He regularly lectures for clients and national trade and training bodies on fleet matters, managing occupational road risk, telematics and insurance related themes. He is the fleet columnist for Insurance Times and regularly contributes to fleet, motor industry and insurance publications.



JEREMY HAY

Jeremy Hay formed Essential Risk Consultancy - formerly Risk Answers Ltd - in 2001. He has successfully developed contracts with AIG, Barclays, PWC, Siemens and other major organisations as well as developing a range of small fleet solutions for fleets of 5- 50 cars. Prior to this he was Managing director at PHH. He held various roles prior to joining PHH including Head of HR for Lease Plan Group and in John Laing Group, where he learnt much about Health and Safety.



GEORGE EMMERSON

George Emmerson has extensive fleet industry experience and has run the fleet at such diverse organisations as IBM, NHBC and Black Horse Agencies. The author of a number of books on the fleet industry, George has presented many seminars on the importance of Duty of Care to fleet operators and is the editor of Fleet World's annual "Duty of Care Guide".



PAUL BROUGHTON

Paul Broughton is Head of Fleet Development at RAC Business Solutions. One of his key responsibilities is to ensure that RAC develops joined up solutions to support the key needs of its fleet customers, including the area of fleet safety. Paul has been involved in the fleet sector for over 10 years, having held senior positions with both Avis UK and Europcar.

SAUL JEAVONS

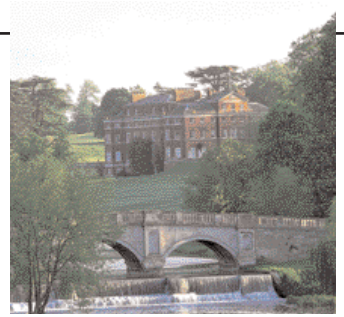
Saul Jeavons is the Head of Investigations and Risk Management at TRL. His area of technical expertise is safety education, training and publicity, and multidisciplinary investigations into road safety in the fleet sector. He recently developed a global road safety strategy for a major oil and gas production company. Saul is a Fellow of the Institute of Road Safety Officers, and a Member of the Association of Industrial Road Safety Officers.



ADRIAN WALSH

Adrian Walsh is director of RoadSafe, a high level forum established by the leading companies in the motor and transport industries in Britain in partnership with the Government and road safety professionals.





BROCKET HALL near Hatfield, Herts
CONFERENCE Wednesday 13th July 2005

Please book places for the following delegates at a cost of £275 + VAT (£323.13) each.

- 1)..... Position
- 2)..... Position.....
- 3)..... Position.....

COMPANY CONTACT DETAILS

Title Initials Surname

Position:

Company Name:

Address:

.....

Telephone: Fax:

E-mail: Fleet Size:

PAYMENT DETAILS

1) c I enclose a cheque for the sum of made payable to Stag Publications Ltd

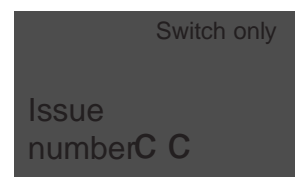
2) c I hereby authorise you to debit my credit card with the following amount

Type of card: c Visa c Mastercard c Switch

Card Number Switch only

CCCC CCCC CCCC CCCC C C C

Expiry date C C / C C Valid from C C / C C



Name of card holder (if different from above)

3) c Please invoice my company

BOOKING CONDITIONS

Once we have received your booking, we will send you confirmation of your place(s). Payment must be received before the event. If payment is not received, delegates will be asked to guarantee with a personal credit card.

CANCELLATION POLICY

Should you be unable to attend, a substitute delegate is welcome at no extra charge. If you confirm your cancellation in writing before 1st June, you will receive a refund (less a 15% administration charge). Cancellations/refunds cannot be accepted after this date and the full registration fee will be payable.

Signature Date

PLEASE FAX BACK TO TRACY HOWELL ☎ 01707 883555