



Driving for Better Business

The Driving for Better Business website – www.drivingforbetterbusiness.com – provides clear top level information and access to issues affecting work related road safety. It is a simple step for organisations and individuals to enrol in the network and to put themselves forward as **Business Champions**.

For many of our leading businesses, responsibilities for health, safety and the environment are handled by a single board member. **Driving for Better Business** aims to work to build partnerships with businesses pursuing innovative and successful policies in these areas of corporate interest. We hope to encourage these businesses to speak about their achievements and to put their case to other businesses interested in improving their own performance.

By acting as a “**Business Champion**” these businesses have an opportunity to change the cultures of the many smaller firms who may not have access to the same drive for innovation. It also provides an opportunity for media recognition; improved public image, especially among their business peers; and access to inner track events run by the Department of Transport.

Driving for Better Business – improves awareness of the importance of safety of business travellers when they drive for work and makes business aware of its legal responsibilities for its employees when they drive for work. One third of those killed or injured on our roads each year are business people carrying out their jobs. With the implementation of the Corporate Manslaughter Act 2007 on 06 April 2008, the issue of Health and Safety in the workplace – the business vehicle – is something that employers can no longer ignore.

Driving for Better Business is unique because it enables a business message about safety to be put across to business networks. It uses Business Champions to speak about their experiences; the lessons they have learned; and the benefits they see in managing risk during business travel. It is expanding from its base of industry professionals and firms from the FTSE 250 towards identifying Small and Medium sized Enterprises (SMEs) prepared to act as Business Champions.