



FORS Annual Conference 2023

Post-event Report

Building a resilient FORS Community for the road ahead

FORS Annual Conference 2023.

**Over 400 delegates. 15 speakers.
One jam-packed day.**

Back in Birmingham and with the promise it would be the biggest event yet, the **FORS Annual Conference** returned for its sixth chapter on **2 November 2023**.

It had been 16 months since the last event, due to operator feedback that an event in the winter is preferable. The location returned to its Birmingham roots, being hosted at the International Convention Centre, with the Midlands being best placed to serve operators based in the North and South alike. The venue was also the perfect place to host the **400+ transport professionals**, thanks to its spacious layout and modern fittings – not to mention the blue décor in the auditorium, synonymous with the famous FORS blue. A personal thank you from the FORS Team to all the delegates who made it to Birmingham despite the challenge of Storm Ciarán.

When deciding the theme '**Building a resilient FORS Community for the road ahead**', the FORS Team aimed to curate a line-up of talks that not only gave practical advice to operators on how they could overcome the many challenges facing the industry but also instil a community spirit within delegates. After all, **we are stronger together**, and the creation of new networks, as well as familiar faces bumping into one another, could be witnessed across the exhibition hall throughout the conference breaks.

As in previous years, there was a well-supported exhibition featuring a wide range of FORS supporters. Headline sponsor **Drivetech** had a stand within the expo area and was represented on the programme by UK Commercial Consultant, **Anthony Marcou**.

Watch a video of the day



A warm welcome.

Andy Salter

Returning for another year, **Andy Salter** excelled in the role of chair. His role as managing director for DVV Media, with DVV Media being a key partner of FORS, meant that he was the perfect person for the job.

Salter's opening speech centred around the already **recognised resilience of the industry**. He referenced the time of soaring diesel prices, driver shortages, supply chain crises, and (of course) Covid-19 – which was only a couple of years ago. Giving his overview of what makes a business resilient, he stated that having the right processes, planning and driver management will **deliver efficiencies and savings across the board**. Salter championed FORS for driving up standards across the industry and helping to instil the right behaviour across fleet management, which he said **“creates the true resilience of the fleet industry”**.

Though, all of this – as he declared – is underpinned by the industry working together. Salter ended his invigorating welcome with **“going forwards, collaboration could be one of our greatest skills”** before he introduced the first speakers of the day: Geraint Davies and Glen Davies.



FORS Annual Conference 2023



“ Cost control has never been more important – but we also know that the fleets most effective at genuine cost control are those with rigorous processes to ensure they manage their operations and have a strict regime for compliance and safety”

Delivering Tangible Change to the FORS Community.

Geraint Davies and Glen Davies



FORS Concession Director **Geraint Davies** introduced himself to the audience. Having attended many conferences before as a delegate, this year's event was slightly different for the FORS leader. The audience learned about Geraint Davies' love of vehicles from a young age, having entered the transport industry with his first job at Bridgens Transport (after a short role in a crisp packing factory!). His journey led him to a 22-year stint at FORS Gold Operator John Raymond Transport, where his most recent role was chief operating officer. Alongside this, Geraint Davies has served as a director on the RHA Board, chaired the Logistics UK Welsh Freight Council, and chaired the UK Road Freight Council. He also shared his experience as a FORS Auditor and FORS Trainer; showing that the accreditation scheme is in good hands.

With a slightly different start to his career, Glen Davies took the stage to give an overview of his background. He shared that he started in the Royal Corps of Transport aged 17, and within a few years held every driving licence category possible. After reaching the pinnacle of his career heading up compliance, safety, training and operational capability across a 9,000-vehicle fleet in 53 locations, Glen Davies revealed he was recruited by Transport for London as the FORS Manager. Due to its success, it was Glen Davies' team that commercialised the scheme through its first concession in 2015. Since then, he has been granted the Freedom of the City of London for his contribution to the sector, become a Liveryman of The Worshipful Company of Carmen, as well as been the technical author for the CILT's Transport Manager CPC courses and the editor for both Lowe's and the RHA operator handbooks.

The FORS experts then moved on to share what's been happening behind the scenes at FORS for the past year-and-a-half, covering the following four areas: **accreditation, stakeholder management, training and digital.**

Glen Davies started with accreditation, highlighting the creation of the '**Future of Accreditation**' programme in the summer of 2022, which will continue until at least 2024. In this programme, the Bronze audit has been redesigned to ensure it is fully aligned to Operator Licence undertakings and, for consistency, clearly cross references to DVSA guidance and Earned Recognition. The team has also published a new competence framework for the fleet auditor and produced five progressive training modules. To ensure continuous improvement, a new post-audit satisfaction survey has been established too.

Geraint Davies took the podium to talk about stakeholders. He declared, "**We know that FORS cannot succeed without the collaboration with key stakeholders**" and took the audience through some of the organisations that FORS has been fostering constructive relationships with, such as Logistics UK, RHA, DVSA, Office of the Traffic Commissioner and Mineral Products Association. Geraint Davies also referenced the recent Accredited Operator Survey; stating that "**We are aligning our priorities to what matters to operators**".

Delivering Tangible Change to the FORS Community | Geraint Davies and Glen Davies

After a revealing poll (FORS has trained 47,000 drivers so far this year via FORS Professional), Glen Davies spoke about the improvements to the training programme. To name a few: all Practitioner courses have been redesigned and additional courses have been added, FORS Advanced Practitioner has been introduced, and LoCITY has had a complete redesign. Glen Davies also launched a new course **'Safe Driving'** during his address, which is to replace the Safe Urban Driving and Van Smart courses.

To conclude their round-up of activity, Geraint Davies spoke about digital transformation. As he stated, **"FORS Online and the website provides the shop window to FORS"**. Geraint Davies informed the audience that the web interface has been redesigned and stabilised, plus a new feature has been introduced where operators can amend their fleet details themselves without having to contact the FORS Helpline. FORS' concession director also announced that there will be a **new digital audit solution rolling out next year**, which will ensure an even better audit experience.

Looking forward, Davies and Davies alluded to what operators can expect to come. The pair spoke about plans to continue **improving FORS Professional**, target **emerging and growing sectors** (such as cargo bikes and single van operators), focus on growing accredited Passenger Carrying Vehicles (**PCVs**) operators and, of course, the upcoming launch of **Version 7**. Geraint Davies informed the room that Version 7 of the FORS Standard will be published in the new year and will be effective sometime in the summer. He said, **"We cannot ignore environmental and sustainability requirements by clients and specifiers"** and gave the assurance that there is minimal material change to the existing requirements. Geraint Davies said FORS will be fully supportive in providing guidance, toolkits and training to meet Version 7 requirements.



" We are taking FORS on a journey, FORS is no longer London and freight-centric, we have broken free from the shackles of the past and we are driving FORS forward"



“ You cannot sit still as a business if you’re going to remain compliant”



Taking Responsibility.

Richard Turfitt

Senior Traffic Commissioner **Richard Turfitt** took the stage. He started his presentation by asking the audience: **does the name ‘Traffic Commissioner’ highlight what the function does?** Turfitt revealed that today he was here to demystify that job title and show that the work they do goes beyond what you see in the trade press, so the audience can **“use our staff to the best effect”**.

Turfitt shared that he is often asked what the main problem he encounters at Public Inquiry is. He highlighted it was management and the failure to manage the O Licence. **Too many operators are overlooking key compliance**, said Turfitt, and his job is judging whether an operator has been failing to notice or do something that they should be.

So, Turfitt asks, how do you exercise effective oversight over your operation? He outlined that it’s not just about signing up for a scheme, but you need to be **actively engaged in managing compliance** and not treat it as a tick-box exercise.

Turfitt detailed key areas that operators in the audience should be looking at to ensure they are compliant. One of these was ensuring **“active involvement by those at the top of the tree”**, so they’re clued up on every aspect of their operation. Operators should be signed up for updates from FORS and the Office of the Traffic Commissioner, so they are kept up to date with changes and always exercising continuous management. Turfitt also stated that senior leadership should always be checking control measures, such as drivers’ hours, and he’s **“appalled at how many operators say they skip daily walkaround checks”**.

“ If you are already checking against **performance improvements**, you’ll already be nearly there with me”



Turfitt emphasised the key message to take away is to monitor key performance indicators (KPIs). Are infringements being recorded, addressed and action taken as a result? He advised, **“Take a risk-based approach to all your management, and seek evidence when you’re having your audit”**. Turfitt shared that there is a plethora of easy-to-understand resources and guidance available to help, e.g. recent guidance published on load security. He declared, **“I cannot provide you with a binary checklist – but I can provide you with the tools needed to help you”**.

How FORS Has Helped My Business on the Road to Net Zero.

Paul Fox

Managing Director of Fox Group, **Paul Fox**, was called to the podium. Paul explained that Fox Brothers is a fourth-generation family business, established in 1932. The company started its FORS journey in 2016, gaining Gold accreditation in 2020.

Fox spoke to the audience about the drive for decarbonisation, asking the audience what can we do. **“There’s lots of things we can do”**, he stated, but we need to make sure we persuade leadership that accreditations like FORS add value to your business. Fox recounts his FORS journey and how once they got to Silver, they automatically wanted to go to Gold. Being FORS accredited has won them business and Fox said, **“After two years, there was an acceptance in our business that FORS was absolutely crucial – in the way we win work, and train drivers and managers”**.

Measuring your carbon footprint is important for top-tier contracts, Fox declared, so they’ve made that a priority. FORS Gold helps encourage that continuous measurement and making changes to be more sustainable is key. He exhibited pride at being the first company in the UK to acquire an all-electric tipper truck.

Fox’s talk ended with the recommendation that Silver operators should go for Gold because **“it’s worked for us”**.

“ I won’t be here in 90 years but the business will be. Our industry is changing on a daily basis and we have to react”



Driving Change in the Fleet Industry.

Mark Cartwright

Head of Commercial Vehicle Incident Prevention Team, **Mark Cartwright**, introduced firstly National Highways then himself to the audience. His latest career move, after an impressive 33-year career in logistics, was in 2020 when he joined National Highways. He is now responsible for being a trusted voice in the industry and raising the profile of National Highways. Cartwright highlighted that National Highways has no enforcement powers, but the organisation does work with Traffic Commissioners and other bodies.

Admitting the statement was controversial, Cartwright declared, **“I don’t care if you’re compliant, I want your vehicles to be safe. I say that with tongue in cheek”**. His presentation centred around the importance of road safety, and he shocked the audience with the statistic that you’re 90,000 times more likely to be in a road incident than win the lottery.

Cartwright revealed that National Highways has a target of zero road deaths per year, but the team can’t reach that target without the help of operators. He said, **“We need difference. Look around you, you’re the difference”**. He shared the ‘Driving Change. It’s Personal’ campaign from National Highways, which is centred around the premise that vehicles don’t crash, people do. Every incident has a profound effect on the people that are affected and their families.

Cartwright acknowledged that he was preaching to the converted as attendees were **“probably running their fleet well as you’re here today”** but stressed the importance of influencing the supply chain. He said he works with organisations with robust health and safety systems, but there’s a blindness to what’s actually going on out on the roads, and this needs to change.

“ Get the message across that we're good in our own fleet but can throw our weight around and influence others”

The audience can be that change, stated Cartwright. His lasting message was that operators should continue to manage their own fleets properly, but also talk to health and safety teams and engage with leadership around their supply chain. He declared that we all have a role to play to raise the standards around us.



DVSA Vision to 2030

Marian Kitson

“ Like FORS, collaboration is one of our core values”



DVSA Director of Enforcement **Marian Kitson** opened her speech thanking FORS for the opportunity. She stated that her job title might suggest that it's all about catching people who are doing wrong, but it goes beyond that, as they **“want to create a framework where people can be compliant”**. She recognised that the room is full of **“business people that want to be compliant”**, but wanted to educate the audience about how the DVSA can support operators in doing so.

The DVSA's vision for 2030 focuses on five guiding principles, Kitson declares. The centre of the vision is to make the roads safer, as well as make **“transport greener and healthier”**. Kitson also spoke about harnessing the data that is available to **“achieve a better road safety outcome”**, which is **“fundamentally important now and in the future”**. She highlighted the importance of being part of the **“change towards a more technological future”**.

Delving deeper into the sustainability agenda of the DVSA, Kitson stated, **“We MUST improve the air quality in the places we all live”**. She disclosed that a tyre on a car is around 1.5kg lighter at the end of its life than at the start, so every individual tyre is giving off particles into the atmosphere. Kitson moved on to talk about evolving technologies, sharing that one in eight cars sold by 2030 will have several elements of automation and self-driving, so the DVSA is preparing for this.

Kitson spoke about data in more detail, as **“we know that data will help us to operate a better road network”**. With more data, operators are able to monitor vehicles continuously. The credibility of the data is important too, so the DVSA is doing some work around testing, revealed Kitson.

“So, what must we do? What must the DVSA do? What must we do in partnership with everyone in the transport industry?” asked Kitson. She recognised that the DVSA was **“well established in setting standards, and assessing and testing”**. But the organisation wants to put equal emphasis on informing, educating and advising operators. Kitson said, **“We are encouraging genuine behaviour change – that's why there is a big push for us in that area”**.

Kitson finished her address by giving examples of how the DVSA has used automatic number plate recognition (ANPR) data to ensure compliance. She stressed that the DVSA goes beyond roadside checks, and her team is **“also looking at opportunities to achieve compliance through the use of data and technology”**. There is also some work going into how people enter the industry and act on behalf of the DVSA, as well as how the DVSA collaborates and learns from other industries outside of transport. Her final message was that the effort FORS Accredited Operators are putting in to stay compliant is worth it, as the DVSA is working hard to make sure all vehicles are compliant and enforcing that where necessary. This will enable all, including those FORS Accredited Operators, to benefit from driving on safer roads.

Attract, Retain, Develop and Grow. Building a workplace community for the road ahead.

Shireen Ali-Khan

Shireen Ali-Khan, engagement specialist at Women in Transport, started her slot with the strong statement: **“Transportation is the lifeblood of our society... but it faces persistent challenges, such as the underrepresentation of women and minority groups”**. She joked that she only had ten minutes to **“change the world”** and gave four tangible actions to the audience around what they could do to make their workplaces more inclusive.

The first step, outlined by Ali-Khan, is ‘Attraction’. Attracting women to the field would involve challenging stereotypes, communicating the diversity that this field offers to everyone and advertising salaries that are competitive. Mentoring is also a good way to **“champion and push people to go for opportunities”**. Ali-Khan also outlined that if want to have a mix of people in the sector, we need to promote the benefits of women working in transport.

‘Retain’ is the second step, and Ali-Khan said businesses need to **“create an inclusive and supportive environment for women to flourish”**. This includes offering flexible working that caters for all life stages that an employee may be going through. To sum it up, she stated, **“Ultimately, it’s about having all voices heard”**.

Ali-Khan said the third stage is ‘Develop’. Improving training, encouraging mentoring and creating networking opportunities were all cited as actions the audience could take, within the means of their organisation of course.

The final step is ‘Growth’, which is about **“setting targets and being clear about what we want to achieve”**. To do this, operators were advised to advocate for gender diversity across the industry and try to influence policy and regulations where they can.

The talk finished outlining the rationale for why operators should start to look at the make-up of their organisation. Ali-Khan said, **“It’s more profitable to have a diverse team, and contribute to having a more equitable society”**. We’re in a new era of understanding, she declared, so this is a great opportunity to get ahead of the curve and start reaping the benefits of encouraging a more inclusive workplace. She finished with, **“Let’s work together to build a sector that is truly welcoming and empowering”**.

“ It’s not just a moral imperative, but a strategic one. **Diverse teams are more innovative, problem-solving and more profitable”**



Redefining Resilience: Create a thriving future for your business in an unpredictable world.

Rebecca Jenkins



Rebecca Jenkins, former MD of a logistics business that hit £55 million in sales, took to the podium to give an invigorating speech on business resilience – the key theme of the day. She gave the example of when she was working with her former client The Body Shop and was given two weeks by the leadership team to turn things around. Jenkins' first lesson in business, as she recounts, was that she didn't have to have all the answers, and it's okay to admit that you don't.

Similar to Salter earlier on in the day, Jenkins listed all the uncertainties we've faced and have overcome in recent times. She declared we're still **"living in a world of massive uncertainty, so you have to get comfortable with uncertainty"**. So, how do we build resilience in our businesses when all around us we have an uncertain world?

Jenkins shared three pointers that would help operators have a prosperous, resilient business. The first was a **"growth mindset"**, and she first heard of this concept in a Tony Robbins book. Having a fixed mindset (the opposite to a growth mindset), as expressed by Jenkins, would mean your business would be stagnant. Instead, operators should be challenging the status quo and see **"problems as opportunities"**.

Moving onto the second pointer, Jenkin asked **"What about your team? Do they see problems as opportunities?"** She stressed that is not our technology nor systems that hinder success, it's the people that manage those. Hence, operators should empower their teams and make sure they know that they have some control over their area of responsibility.

The final piece of the puzzle was **"pursue relentless innovation"**. Jenkins cited companies that were no longer with us, which she believes is because they didn't act fast enough to evolve. She gave tips on how to ensure this continuous improvement runs through the culture of a business.

Jenkins finished the story of what happened with The Body Shop – in the eleventh hour, a member of her team came up with an incredible idea. That idea was to put the first-ever natural gas vehicle on the road in the UK, an idea which the leadership team loved and which helped her keep the client.

The True Cost of Safety.

Anthony Marcou

Following networking over a hearty lunch, UK Commercial Consultant **Anthony Marcou** started the last part of the day representing headline sponsor Drivotech. He opened with the message that **“every person in this room can make a change to help improve road safety”**. He divulged that the ripple affect of road crashes affects more than 500,000 people in the UK every year, as 136,000 people were killed or injured on our roads in 2022 and each one is likely to have family, friends and colleagues.

Marcou asked the audience what they think the average cost of a fatal accident is. Those who thought above £1.5 million were correct – the actual answer was £2.3 million, as revealed by Marcou.

Citing his experience of being a fleet manager, Marcou said the role is one of the toughest out there. He also declared that **“investing in fleet today is becoming ever more challenging with costs increasing”**. With this in mind, Marcou asked: how can we manage risk?

Firstly, he stated, Drivotech recommends having systems in place to identify high-risk drivers and invest in face-to-face training for that group. E-learning might be a suitable route for lower-risk drivers, and Marcou said that Drivotech customers tell them it proves to be successful. You can also look at trends to identify areas of improvement so you can prevent incidents, he advises.

Marcou gave an overview of Drivotech’s aims: create more awareness and confidence for drivers, advise how personal choices impact driving, and decrease risk and environmental impacts. A poll answered via Slido revealed that most of the audience think their budget isn’t sufficient enough for safety, which is quite alarming. Marcou ended stating that Drivotech is here to work together with operators to **“create safer drivers, safer roads and safer communities”**.

“ I’m biased having been a fleet manager myself, but **being a fleet manager is one of the toughest roles in an organisation**”



An Update from the FORS Quality & Assurance Team.

“ We undertake all these tasks and so much more so that **operators can display their FORS badge with pride**, specifiers can have peace of mind knowing they have the safest and greenest supply chain, and auditors can enter the room with confidence they are representing a reputable scheme”

Salter welcomed the FORS Quality & Assurance Team to the stage: **Nerija Smilgeviciute, Peter Lomas-Smith, Baljit Randhawa and Charley Smith**. Smilgeviciute informed the audience they were going to talk through some of the key tasks that they undertake, which all contribute to their aim: **“We are here to protect our operators within the FORS Community and in turn FORS’ reputation within the industry”**.

Smilgeviciute passed the baton to Randhawa to go through the team’s top tips to successfully pass a FORS Bronze audit. Firstly, Randhawa revealed that FORS has completed over 3,400 Bronze audits between January and September 2023, and 84 per cent of operators successfully met all the 32 mandatory requirements of the Bronze accreditation on the first attempt. She said, **“FORS is always recording and analysing data and the requirements at V1, D4 and D6 contribute to the 16 per cent where more support is required”**. Therefore, Randhawa started with V1 and stated, **“Please ensure that the VOR procedure has been correctly followed... and the maintenance planner is forward planned for at least six months in advance”**. She also advised

operators to make sure **“all drivers have completed at least one safety eLearning module within the past 12 months and the Security and Counter Terrorism Module within the past 24 months”** for D4. Finally, referencing D6, Randhawa emphasised that the requirement is for an eyesight check, not a test by an optician, and the checks need to be carried out pre-employment, every six months and following involvement in a blameworthy road traffic collision.

Moving on to Silver and Gold accreditation, Lomas-Smith took the podium and revealed that FORS has completed over 2,000 Silver and Gold audits since January 2023, with a great first-time pass rate of 88 per cent. Referencing the top three challenges, Lomas-Smith started with S5/G5, echoing Randhawa to **“please plan your training well in advance so that all classroom courses are completed before submitting your application”**. For requirement S8, he said that the operators’ communications plan should have evidence of delivery with dates and signatures, or an electronic alternative. Finally, Lomas-Smith stated the **“S2 action plan must document and clearly identify performance indicators and operational targets to be achieved”**. He revealed that FORS will be supplying a template for the operational performance action plan very soon, which they hope will be useful to operators.

Smith spoke about complaints and her role in safeguarding the scheme, as she manages the complaints that are received. Smith disclosed that 217 complaints had been raised so far in 2023, with most of these coming from Applications and Decisions. She highlighted the importance of informing FORS of any Public Inquiry attendances, plus any changes to O Licences. Complaints also come from the general public, Smith said, and these are always

raised with the operator and investigated. **“We as a team are here to work with you”** was her lasting message, and she urged operators to get in touch with the team if they have any questions or check the [FORS Terms & Conditions](#).

Smilgeviciute finished the talk stressing the importance of auditors and delivering an excellent audit service to operators. She said the scheme is **“currently supported by over 100 FORS Auditors working across five independent Audit Providers”**, which she thanked, plus she said the results of the post-audit satisfaction survey are reassuring. Nearly 800 operators have completed it so far, with an average satisfaction rate of 9.4 out of 10. As part of their promise to deliver a quality and consistent service, Smilgeviciute spoke about some of the things they do, such as monthly Audit Provider meetings, drop-in sessions for Auditors and comprehensive Auditor training.



Working Together with our Community.

GSAG panel

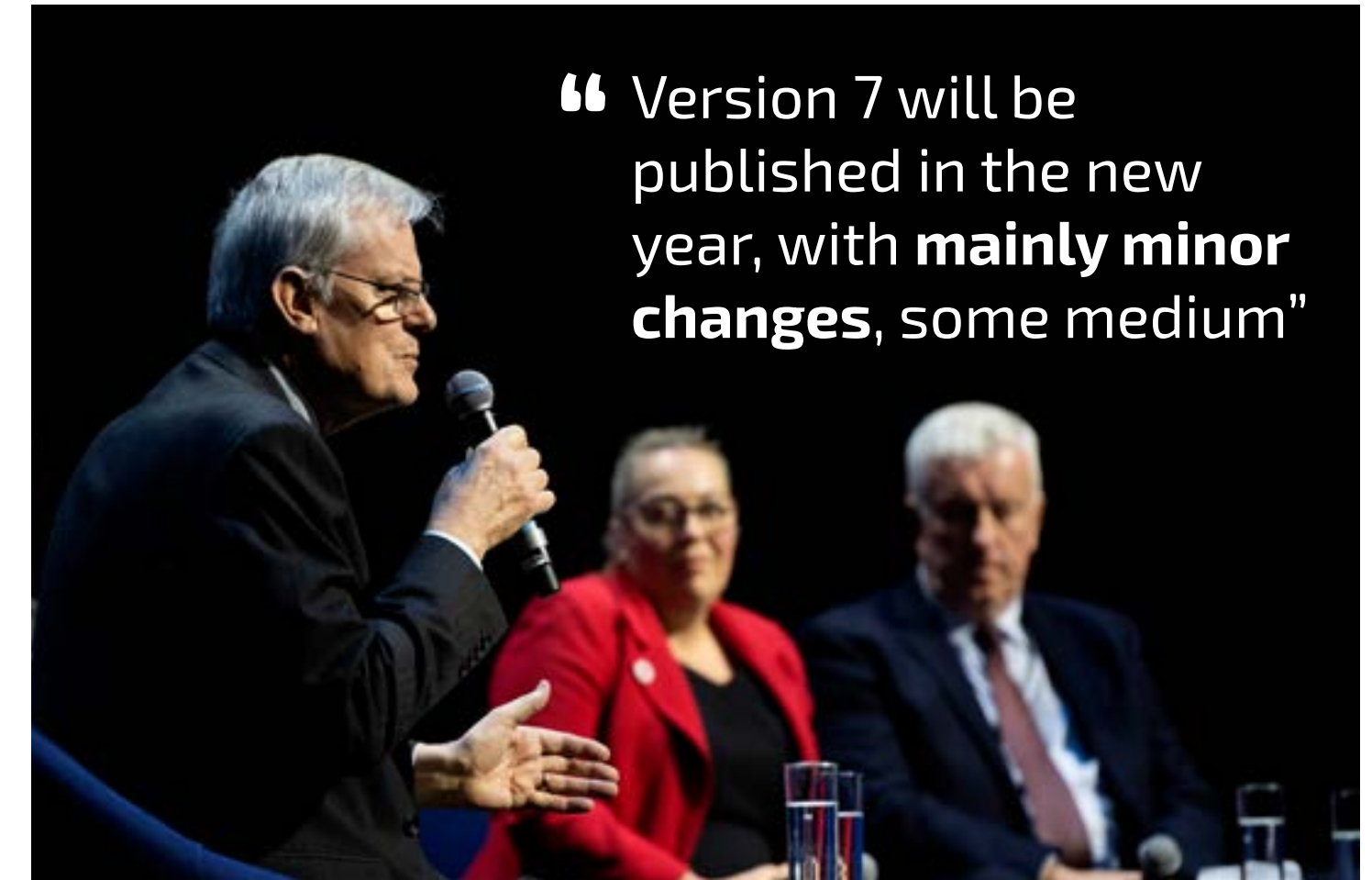


Members of the **Governance Standards and Advisory Group** (GSAG) took their seats on stage for an informative panel. Led by GSAG Chair, **Steve Agg**, the group first spoke about the updates to Version 7. Agg revealed that operators will see “**mainly minor changes**” to the Standard, with some medium. They have to review the Standard every two years to ensure it reflects the changing times and current industry best practice, and GSAG “**needs to look at what should have an impact for society at large as a result of FORS being around**”.

Agg stated that one of the areas where operators will see the most difference is the environment. He called on HS2’s Senior Logistics Manager, **Sarah Richards**, to shed some light on this. Richards

said they’re not just looking at technology changes that are impacting fleets, but looking at some of the planned measures and what operators can do right now to get ahead.

In the next topic, **Chris Yarsley** from Logistics UK joined the conversation, commenting on the improved collaboration between FORS and Logistics UK. Logistics UK is pleased to have rejoined the GSAG panel, Yarsley declared, as both organisations are “**trying to do the same things – achieve good road safety and compliance with legislation**”. He said he was pleased to be sitting in the group and helping to guide FORS. Agg commented that it was great to have trade associations back in the group, as it adds so much to the levels of expertise.



“Version 7 will be published in the new year, with **mainly minor changes**, some medium”

Agg then moved the conversation on to demystifying GSAG. He spoke to Flannery Plant Director, **John Moran**, about his role in the group. Moran spoke about chairing a sub-group of GSAG. Within this group, they investigate and try out new training courses, such as virtual reality, and report back to GSAG with whether they recommend it. Moran stated “**GSAG members sit on the courses to ensure operators get value out of it**”. He also spoke about the new way to achieve FORS Practitioner (completing six mandatory plus a choice of four) and how that has benefitted his operation.

Yarsley spoke about a sub-group of GSAG: the Vehicle Safety Equipment Working Group. He gave the example of where the group helps guide Version 7 on Direct Vision Standard (DVS). Though DVS is a regional requirement, they’ve ensured there is continuity between the two, though the new Standard (Version 7) won’t be squarely equivalent to the 2024 HGV Safety Permit Scheme DVS 3-Star/PSS.

Finishing the discussion, Agg confirmed that Version 7 will be released in the new year, and there was still time to make tweaks if they needed to. He also did a call-out to the audience as GSAG is “**always looking to increase coverage of sectors and interest groups, so we’re looking for people that would be willing to join**”.

Enhancing Operational Resilience Through Road Safety Initiatives.

Darren Lindsey



Director of Project Zero **Darren Lindsey** gave the audience some details about his background and why he was addressing them today, including his experience in fleet checks. He said, **“Safety wins contracts. Safety also saves lives”**.

Lindsey asks: How did ‘EDWARD’ come about? EDWARD, which stands for **Every Day Without a Road Death**, came about as an initiative from James Luckhurst. Project EDWARD, as Lindsey tells the audience, is trying to be a **“communications platform to search out and find best practice in the industry”**. He states it’s all about collaboration and how the platform can partner with other organisations to drive the message, such as Department for Transport, National Highways and FORS.

Lindsey shared some shocking facts, including there are less than ten days a year without a fatality in the UK and around 30 per cent of fatalities occur in driving-for-work collisions. He declared, **“We want to, with our partners, we want to celebrate these days with zero deaths and look at the problem differently”**. He expressed the need to change behaviour on the roads, and he sees **“a room full of ambassadors that can help us with the cause”**.

Taking the audience through the benefits of prioritising safety in their fleet operation, Lindsey said, **“Don’t underestimate people – people have choices. A lot of people understand that if you put safety as an important area then your morals and value are in the right area”**. He also touched on staff retention, compliance and the reputation of an organisation.

Lindsey then informed the audience where they could invest in road safety. He encouraged the audience to **“find the right partners and harness technology”** – with many reputable partners showing the latest technology during the exhibition part of the event. Lindsey also spoke about speeding, with an estimated 98 per cent of us speeding in the first hour of driving due to the pressures of daily lives, according to a study by John Moores University.

Rounding up his powerful address, Lindsey recommended that operators download the [Project EDWARD Week of Action Toolkit](#) published by FORS, stating the work that the scheme **“has put out there is excellent”**. He finished his speech with an reassuring observation that he’s **“never heard road safety talked about so much at a conference that’s about more than that”**.

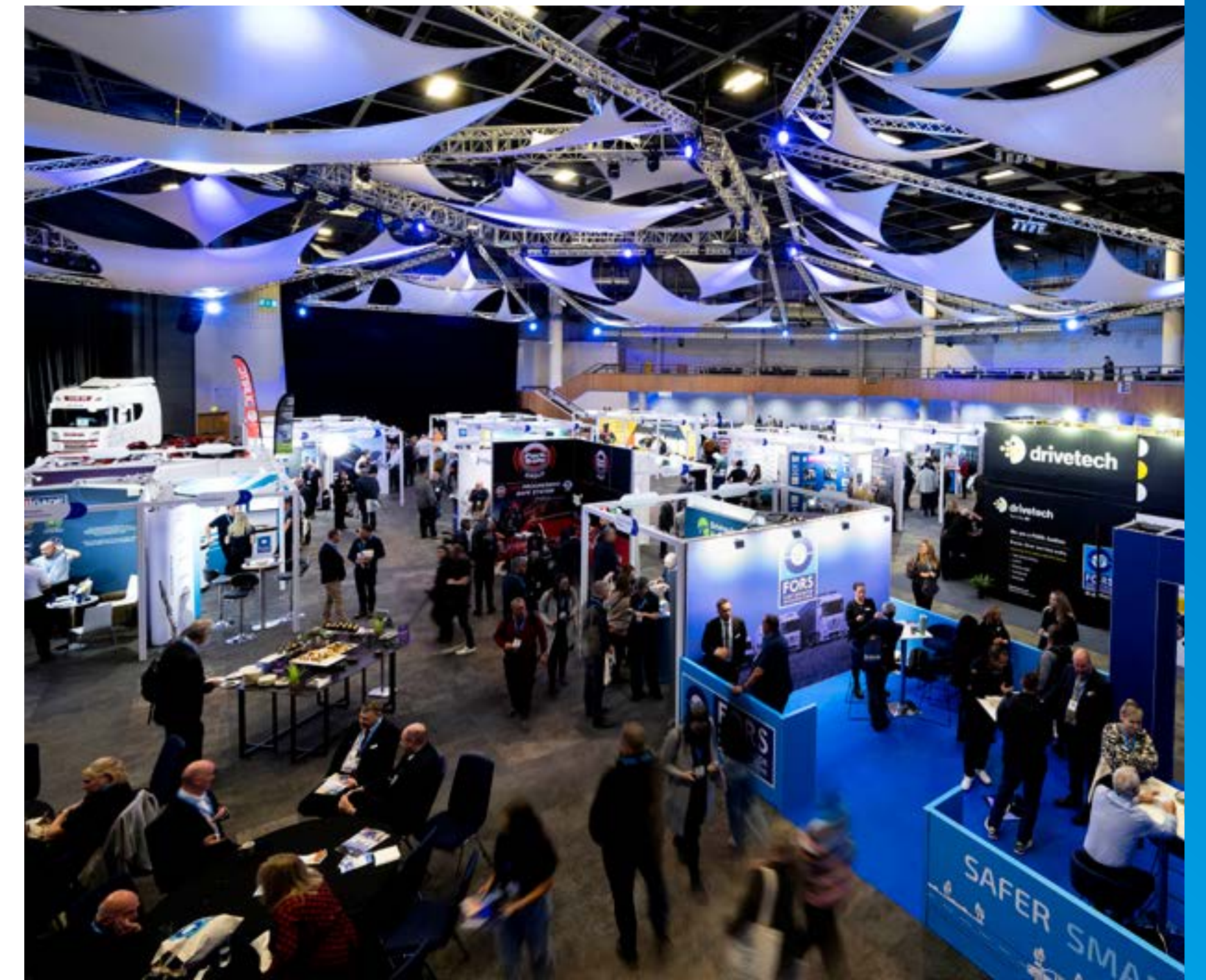
“ Your reputation – it’s something that takes years to nurture but is gone in seconds if seen in an incident”

Wrap up.

Andy Salter and Geraint Davies

To conclude the conference, Chair **Andy Salter** and FORS Concession Director **Geraint Davies** returned to the stage. Salter thanked the audience for their input and said it had been a “**pleasure once again**” to be chair.

Davies commented that it was “**encouraging and really heartening to see how many people have turned up to take time out their day to come, despite the weather and taking time out of their busy schedules**”. He stated “**What a privilege it’s been**”, and thanked the audience for their support for the scheme.



Thank you to our sponsors and exhibitors

