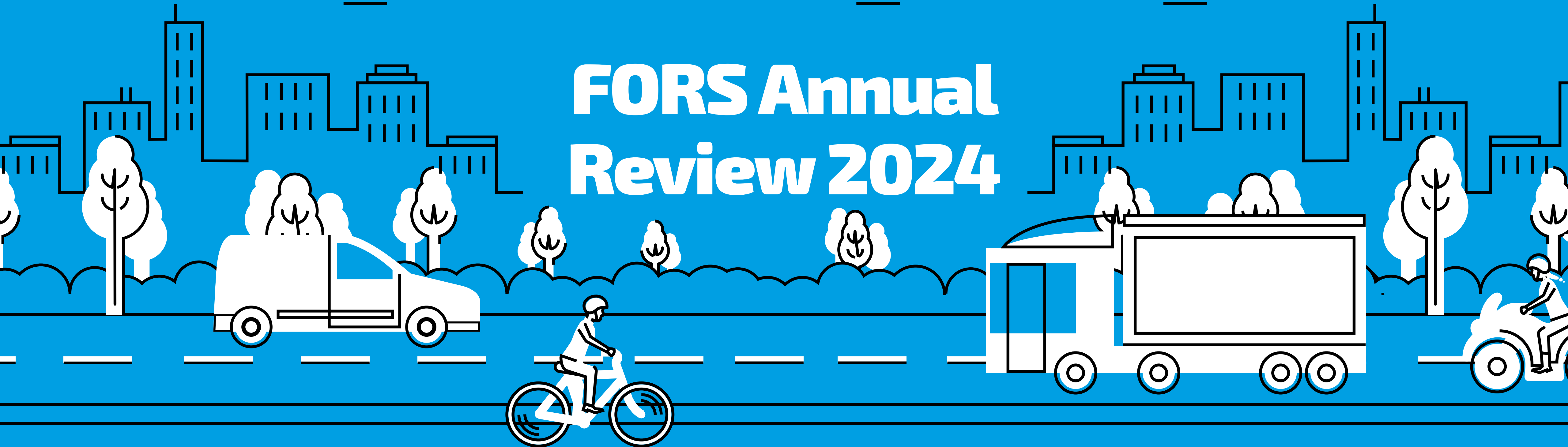


FORS Annual Review 2024



Welcome to the 2024 FORS Annual Review

In 2024, FORS continued to make significant strides in enhancing our services and expanding our reach.

The year was marked by several key achievements and initiatives that have further solidified FORS as the leading accreditation scheme in the transport industry, despite the challenging year that has been felt by the sector.

Operators continue to feel the effects of economic headwinds, namely a downturn in work and increased costs.

This reduction in demand, along with a shrinking pool of operators, has hindered industry growth.

Therefore, FORS has redoubled its efforts to reach out to new sectors and territories in 2024.

One of the major highlights of 2024 was the launch of the FORS Emissions Calculator to support operators with the incoming Version 7 of the FORS Standard.

With a greater emphasis on sustainability and decarbonisation in the Standard, the Emissions Calculator provides FORS operators with a support package to help implement new environmental requirements, including assistance with data capture and well-to-wheel emissions calculations.

Our training programmes have achieved unprecedented success, particularly the FORS Practitioner programme, which has been gaining remarkable popularity.

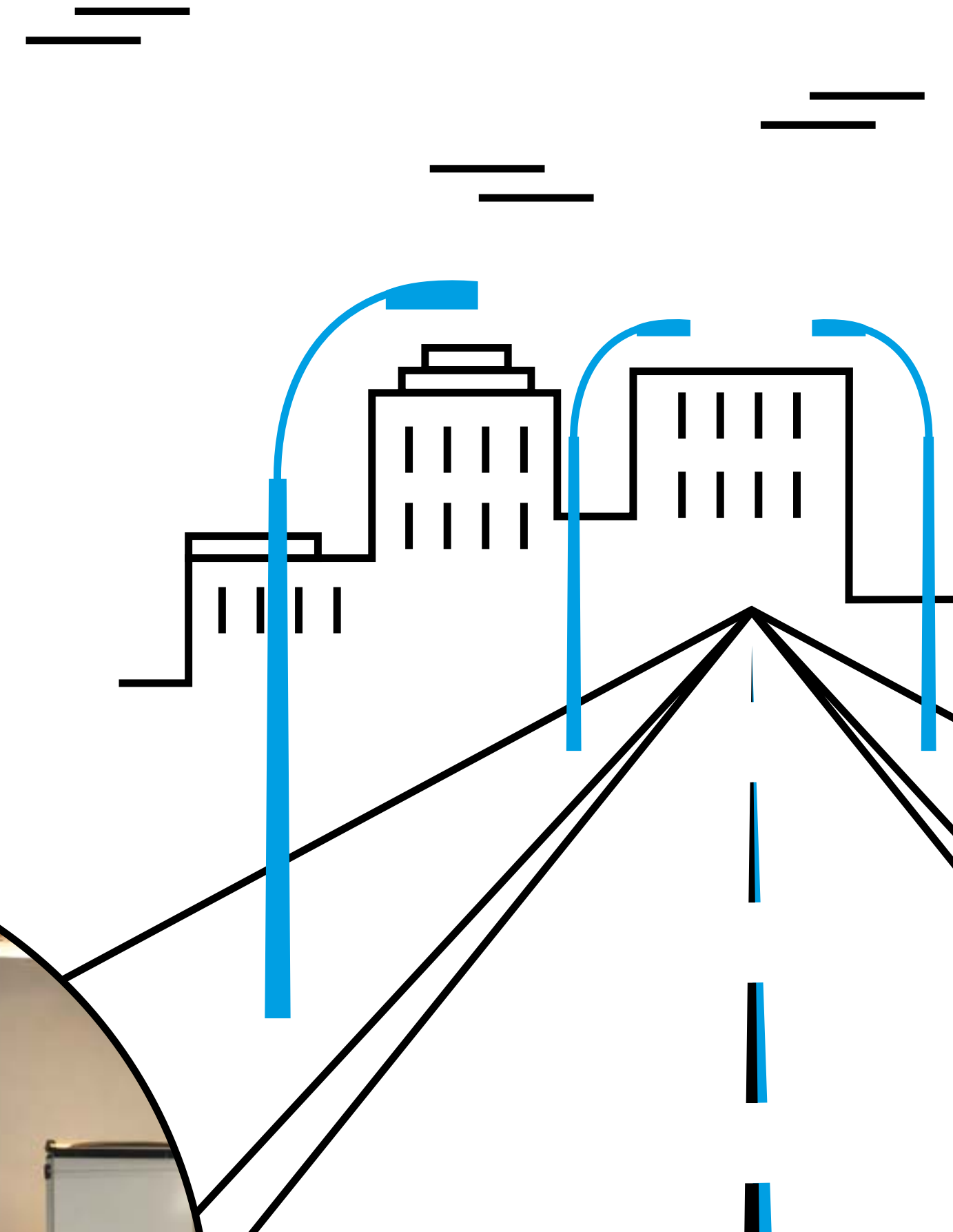
We also introduced an online FORS Audit Platform, which has significantly improved the Bronze audit process, making it more robust and comprehensive.

FORS continued to focus on improving the stability and usability of its website, with key areas transformed to deliver a much better user experience.

This, combined with our campaign work, yielded impressive results; we saw a 29.2% increase in website hits and a 10.4% increase in visitors over 2024.

One of the improvements to our website was the introduction of FORS Offers, a new one-stop-shop for our partner offers.

This simple, user-focused online navigation helps operators find what they're looking for more easily.



Welcome to the 2024 FORS Annual Review continued...

Our annual FORS Conference returned to Birmingham in October and was bigger and better than ever.

On the day, 444 transport professionals attended to collaborate and share insights, reinforcing the importance of working together to improve road safety and sustainability.

You can read more in our [Conference report](#).

2024 was a year where FORS strengthened its relationships with

key industry players such as CLOCS, Driving for Better Business, Project EDWARD, the Road Haulage Association and Logistics UK.

We've also partnered with nine new organisations to offer exclusive benefits and services to our operators, further enhancing the value of FORS.

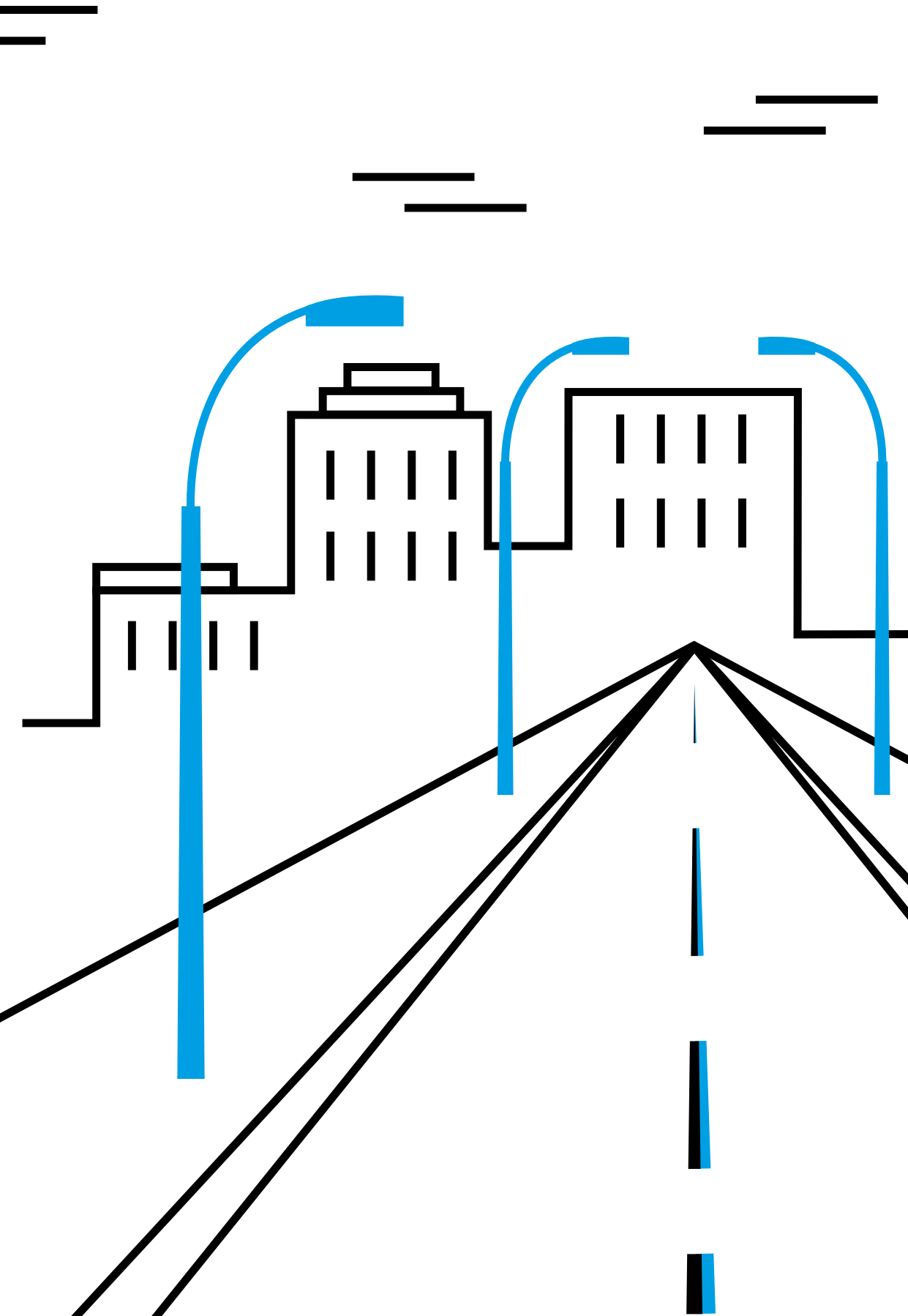
Plus, we've continued to strengthen the FORS brand and forged deeper connections in 2024 by opening new routes to accreditation for owner van drivers.

Overall, FORS continues evolving beyond being 'just' an accreditation scheme and we have laid the foundations to grow the scheme further in 2025.

Through our expanding training programme, FORS events, and FORS-branded products and services, we offer a holistic approach helping operators save money and be safer, smarter, and greener.

Check out the following pages for our year in numbers and thank you for being part of the FORS Community.

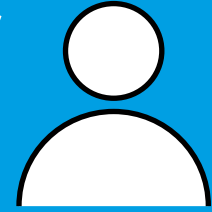
Geraint Davies
FORS Concession Director



The year in numbers

4,444

We finished the year on 4,444 Accredited Operators



4,200

We conducted 4,200 Bronze Audits

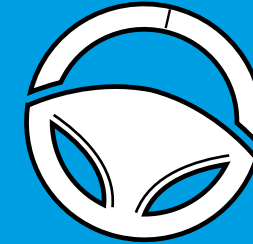


91%

First-time pass rate for Bronze was 91%

12,227

Drivers attended Safe Urban Driving or Safe Driving



2,634

Our social media followers increased by 2,634

11,920

The Helpline team handled 11,920 calls

100,256

Accredited vehicles surpassed the 100,000 mark, totalling 100,256

3,147

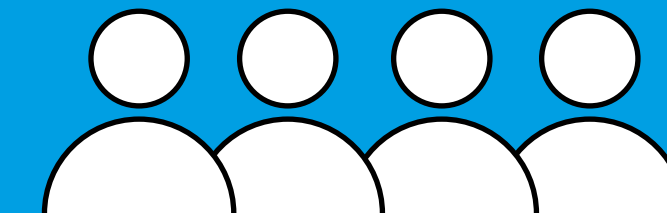


We conducted 3,147 Silver/Gold audits

93%

First-time pass rate for Silver was 93%

288



Manager courses were delivered

9



We introduced nine new partners

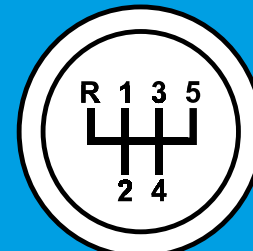
22,696

The Helpline team responded to 22,696 emails

92%

First-time pass rate for Gold was 92%

237



Managers became a FORS Practitioner

11

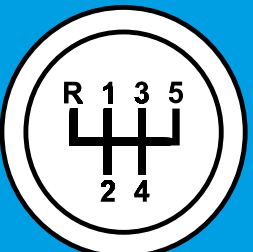


We shared 11 news articles showcasing the work of FORS

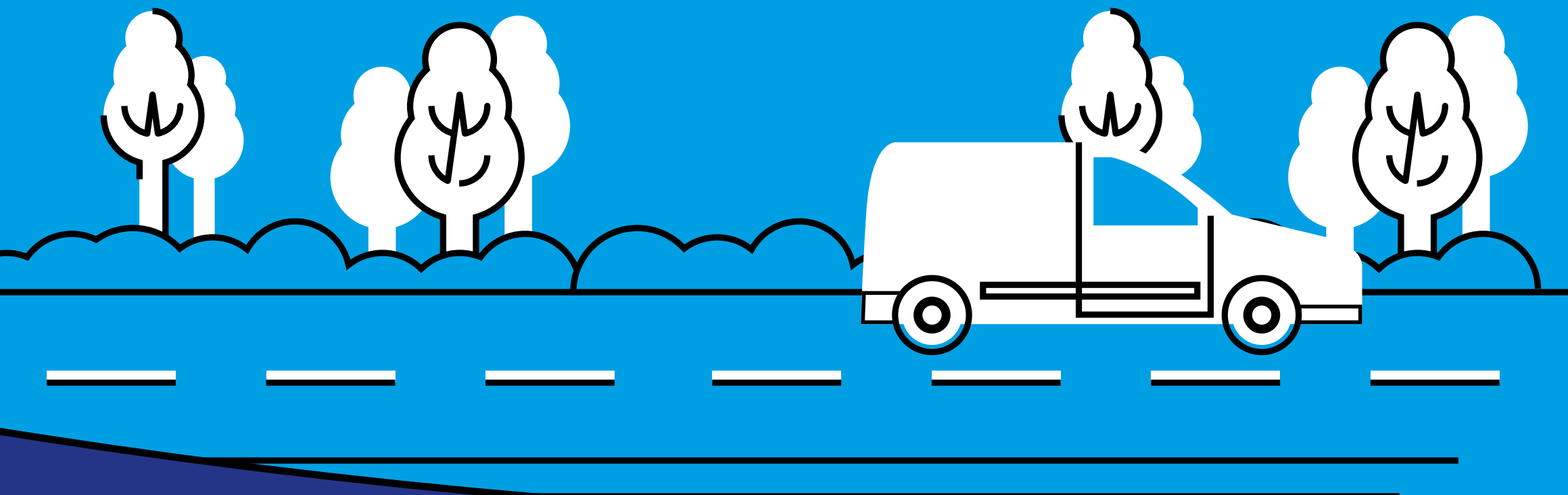
6

We were shortlisted for 6 awards

165



Managers became a FORS Advanced Practitioner



Real-life scenario training experiences

Our training is achieving unprecedented success, with the FORS Practitioner programme gaining remarkable popularity.

The latest module, FP16: Introduction to fleet decarbonisation, serves as an essential resource for fleet managers striving toward a net-zero fleet. Since its launch in May, it has been exceptionally well-received, quickly becoming the programme's most in-demand module.

In response to advancements in technology and growing demand from operators, FORS has developed an immersive training module using virtual reality (VR).

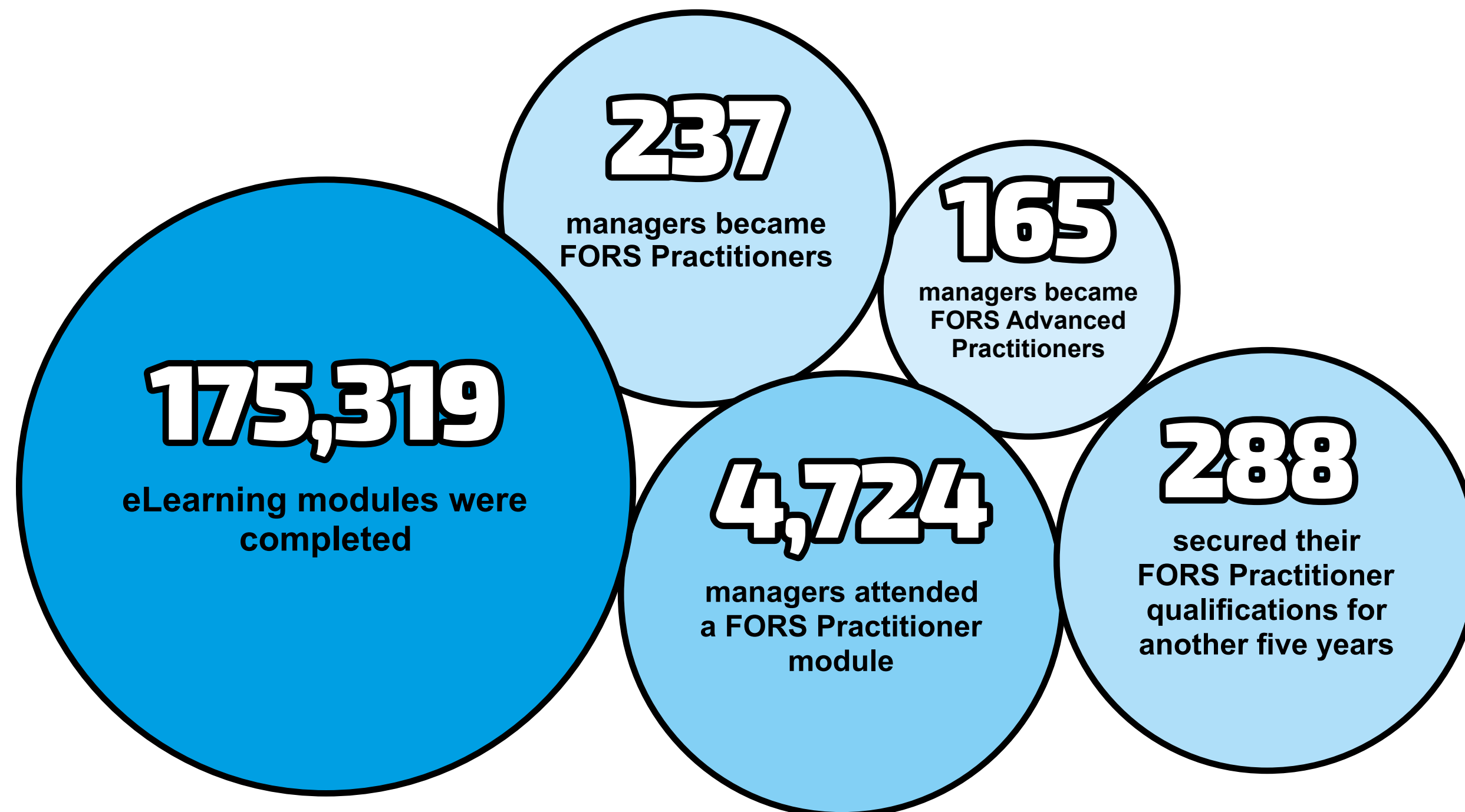
This 3.5-hour module will form part of the Safe Driving training course and serves as an alternative immersive option to the on-cycle

practical module.

The VR module provides a new and highly effective learning experience, offering real-life scenario-based training that is truly transformational.

The complete Safe Driving course, including the VR module, has been approved by the DVSA for Driver CPC accreditation. Since its launch in 2012, Safe Driving—and its predecessor, Safe Urban Driving—has trained over 140,000 drivers to reduce risks to vulnerable road users, achieving significant success.

In 2025, we will continue to focus on expanding our training programmes by enhancing existing offerings to meet the evolving needs of operators and drivers.



'Very **informative & well-presented** module. Most enjoyable session to date.' (FP13)

'An **excellent course**, full of very useful information, as a result of attending this training, I **feel more confident** in creating policies from scratch that meaningful and relevant.' (FP01)

'**Excellent content** delivered by a very **knowledgeable instructor**.' (FP16)

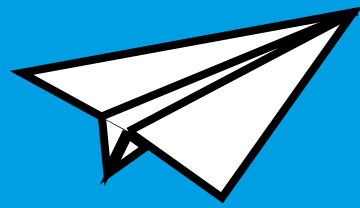
'This was a enjoyable course, the trainer made the course content **easy to understand** and passed on their knowledge easily. It was a **excellent balance between talking, slides and group activities** and they achieved a high level of learner buy-in. Thank you.' (FP05)

'Perfect. **Training was great**. Very informative and helped me learn a lot. Was perfect information.' (FP11)

The FORS website continues to see significant transformation to deliver much better experiences for operators. This resulted in a 29.2% increase in website hits.

11

Press releases



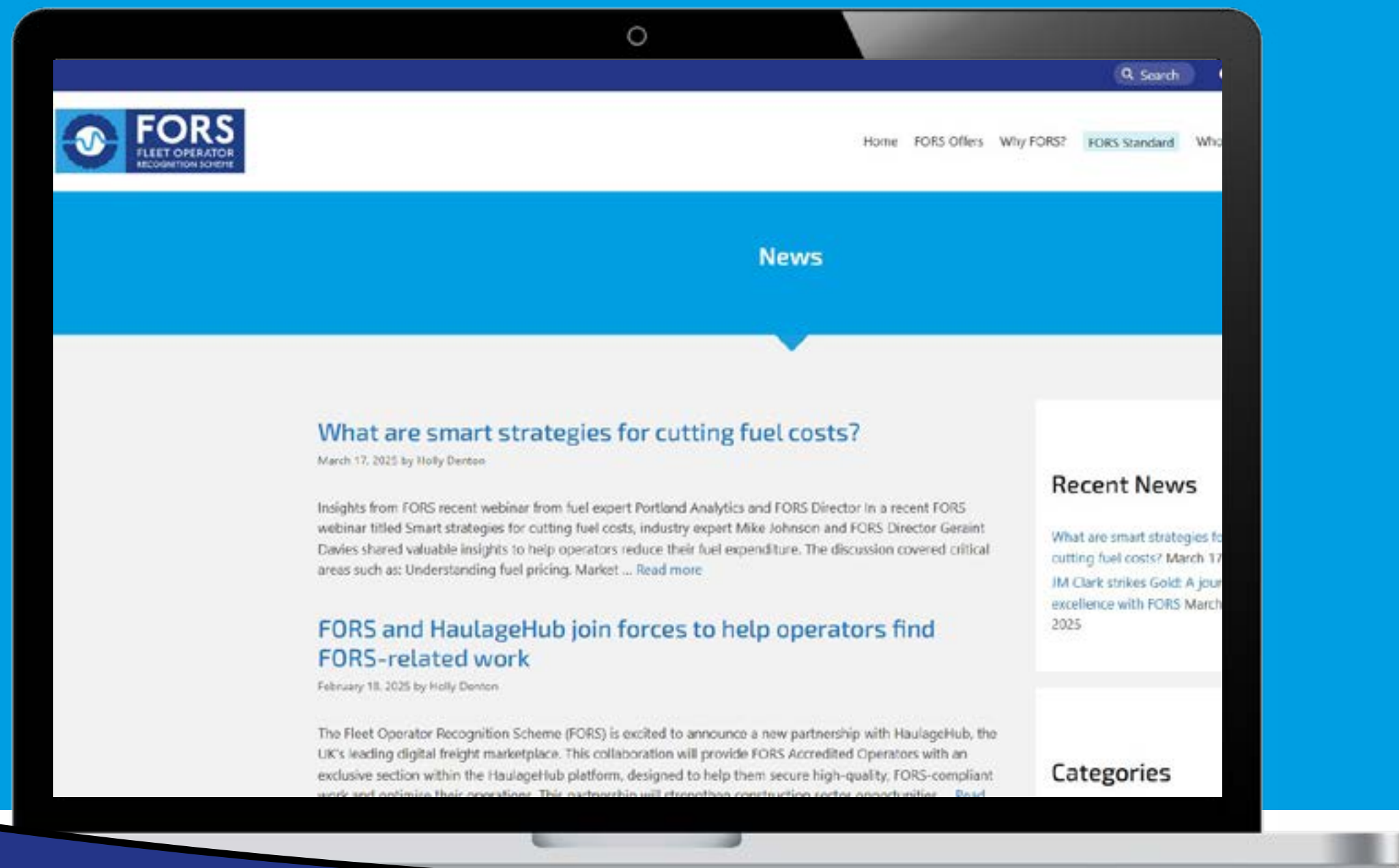
40

News articles generated by FORS



213

News articles FORS is mentioned in



Social media statistics

Engagement through our social media channels continues to be strong. Connecting with the industry is crucial for expanding our reach. In the second half of 2024, we launched a new Facebook page to engage with even more operators, further enhancing our ability to connect and communicate effectively with stakeholders.

LinkedIn

746,252

Impressions

2,634

New followers

239

Shares

22,572

Clicks

8,401

Visitors

390

Posts

478

Comments

8,531

Reactions

Driving Continuous Improvement

In 2024, 20 new auditors were trained, bringing the total number of FORS auditors to 142.

To ensure that FORS maintains the highest standards of quality, safety, and integrity within the transport industry, during the year 1,948 audit reports underwent rigorous quality checks by the FORS Quality Assurance team.

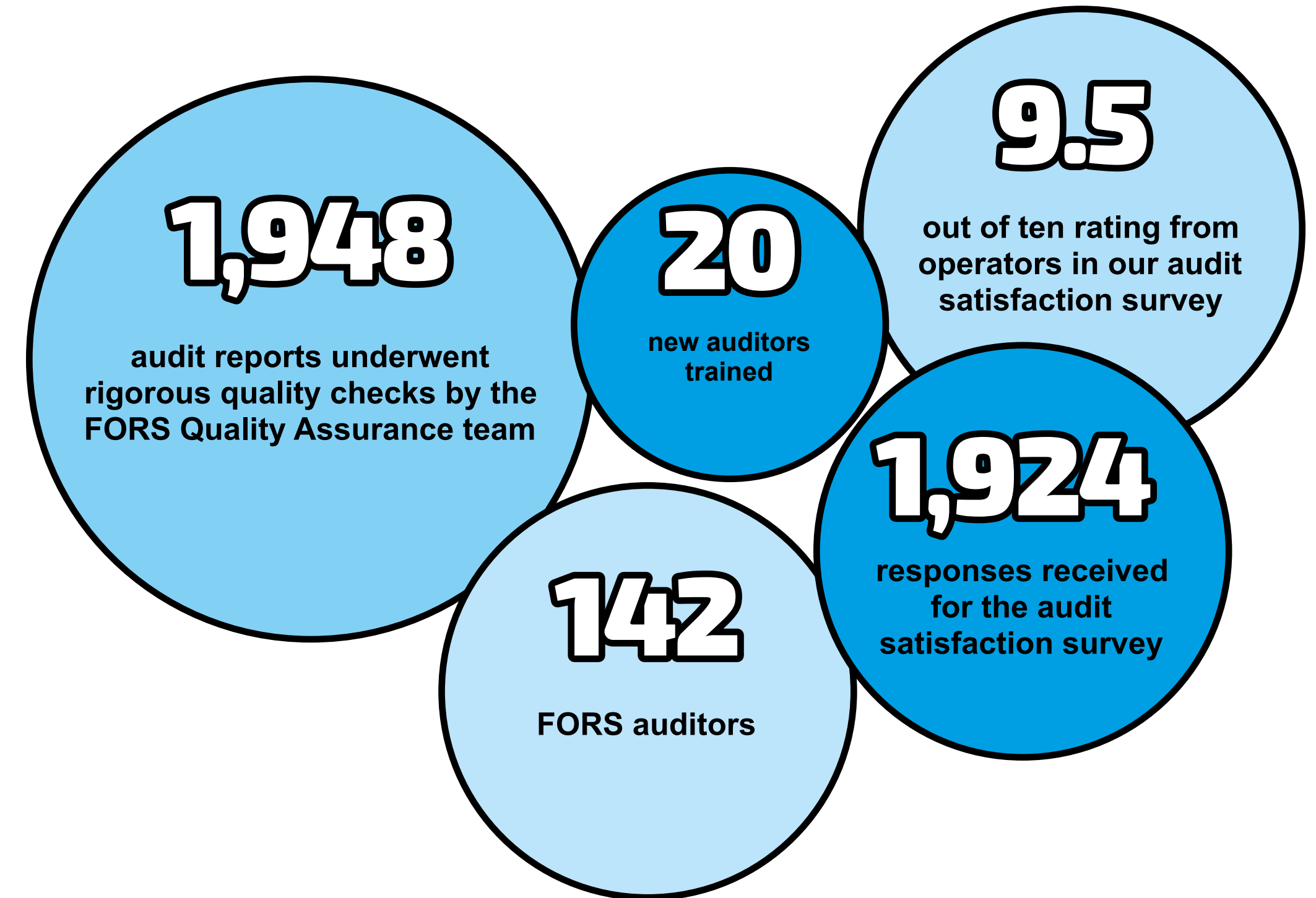
Our Bronze audit satisfaction survey received an impressive 9.5 out of ten rating from operators and the team made significant strides in implementing Version 7 of the FORS Standard.

To ensure a seamless transition and enhanced support for all stakeholders, practical templates

and guidance documents were developed, informative webinar sessions to explain the changes were hosted, and a new Bronze audit question set for the FORS Audit Platform was introduced.

Additionally, the team provided comprehensive training for auditors, equipping them with the knowledge and skills needed to apply the new training criteria and the changes of the FORS Standard effectively.

These efforts reflect a dedicated commitment to maintaining excellence and driving continuous improvement within the scheme.



'We were very nervous, but **the auditor put us at ease** and was extremely polite and professional.'

'I find FORS to be **very helpful in helping me set up a compliant operation.**'

'The auditor came across as very approachable and **offered great guidance and advice.** He was also very complimentary on our approach and commitment to maintaining our FORS accreditation.'

'**Good audit, conducted in a professional manner.** It was not dictatorial and more helpful, which is a much better way to conduct these.'

'The whole process was easy to navigate, and everything was in place, so **it was a pleasant experience.**'

A vital lifeline for operators

The FORS Helpline continued to be a vital resource in 2024, assisting operators with their queries and proactively reaching out to offer further assistance when needed.

In the 2024 Accredited Operator Survey, 88 per cent of respondents who used the helpline rated it positively.

Calls made to operators by the team remained focused on critical moments in the accreditation process where operators required additional help.


Feedback has been overwhelmingly positive, and we have been using the insights provided to make further improvements to the scheme.

22,696 

Email responses sent

11,920 

Calls received

6,427 

Outgoing calls

6443 

Feedback received by operators

'Every time I've needed **assistance from FORS**, I've been **really impressed** by the quality and efficiency of the service.'

'Calls are **always answered promptly**, and staff have a **good understanding** of the FORS Standard.'

'**Always professional** and will return calls or responses to queries that require more investigation'

'I've only used the Helpline on rare occasions but found the admin staff to be **professional and courteous**.'

'I've always received **positive and prompt responses** from the FORS Helpline.'

'Over the last 18 months, the FORS Helpline/ Enquiries **team has been fantastic**.'



Find out more at
fors-online.org.uk

