

SAFED for Vans: Case Study

BRAY LEINO EVENTS



The Company

- Headquarters in Barnstaple, Devon
- Fleet size: 1 Mercedes Sprinter
- Event and exhibition specialists
- Approximate annual fuel use: £30,000

“Although we tend to hire a lot of our vehicle requirements, it is essential that our staff are trained in safe driving techniques. With this in mind, SAFED for Vans was an excellent starting point for our Company.”

**Alan Mead, Production Director,
Bray Leino Events**

The Company’s Perspective

Bray Leino Events, based in Barnstaple in Devon, are part of Bray Leino, an Advertising, PR and Marketing Services Group. Bray Leino is one of the largest Agencies outside London and as such has built up a large client base including a number of well known high street brands and blue chip corporations.

Bray Leino Events focus on the design and manufacture of large exhibition and conference stands as well as in store retail displays. Once the design of the stand has been agreed, the Events team undertake the manufacture of the completed stand, before they transport it to the exhibition location and undertake the on-site build process. Once the exhibition is over, the team dismantle the stand before transporting it back to Barnstaple for long-term storage.

Bray Leino Events have a number of published corporate policy documents including Quality and Environmental Management Systems. The Company also has a wide reaching Health and Safety policy, in which the safety of its drivers and build crew are paramount.

The nature of its business, which often results in peaks of high demand followed by periods of lower demand, means that Bray Leino Events only require one full time vehicle, which they use for short trips. The rest of its transport requirements are undertaken either through a subcontracted logistics firm or through a short-term hire contract with a local light commercial vehicle supplier. The vehicles hired are specific to

each job, so will range from Sprinter vans to 3.5 - 7.5 tonnes depending on the requirements.

With such a range of vehicles being used on a job-by-job basis Alan Mead, Production Director for Bray Leino Events, realised that his team of drivers needed to be trained in the specific techniques required for such vehicles. Alan had been exploring the potential for undertaking such driver training, when he heard about the SAFED for Vans scheme. With such subsidised training available to his Company and the potential safety and cost benefits associated with it, Alan decided to enrol his core team of 7 drivers onto the course initially. If these drivers were successful in reducing their risk profile and fuel use, he would investigate the potential for training his part time drivers at a later date.

Despite his team of drivers being experienced drivers, Alan anticipates an annual fuel saving of around 8%. In addition, Alan believes that undertaking the SAFED training will reduce the Company's accident levels and make his drivers less stressed on the road.

Benefits

- Reduced fuel bills
- Increased driver safety
- Improved driver risk management



Potential Cost Savings ^[1]

- ➔ Average MPG improvement: 8%
- ➔ Company cost savings: £2,400

^[1] Assuming fuel savings maintained for a full year

Trained by:

- ➔ Leonardo's Road Risk Management Specialists