



BMJ Industry Awards 2022 – Merchant Environmental Award

Background:

At the beginning of 2021, Travis Perkins launched 'THE DEAL' for Drivers, a business-wide scheme where Travis Perkins drivers would be able to access information on how to stay safe and be at the top of their game, driving efficiently to protect themselves and the environment. We know that giving our drivers access to the latest information both internally about their own driving style and externally to industry news, will allow us to provide the support our drivers need to drive with an approach based on sustainability and with an improved awareness of the environment.

Through 'THE DEAL' we have also been able to connect directly with our drivers, rather than through a business cascade approach, allowing us to provide an improved channel to support them in their role. This has meant that we have been able to share, and engage, with our drivers on best practice improving their safety performance.

Initially, two hundred and fifty drivers from 120 branches took part in trials to launch our new Driver A-G incentive. The incentive is a way to provide a ranking for our drivers, based on a number of parameters which monitor the efficiency of their driving style. After changing a few things based on feedback, we launched a scheme where each driver can earn up to a total of £2,400 per year based on how efficient they are. At Travis Perkins, we understand driving is a tough job. We get that drivers are up against it every day, and we want to reward them for a job well done.

Through vehicle telematics Travis Perkins drivers are measured against six parameters, including:

1. Green Band Driving
2. Harsh Braking
3. Harsh Acceleration
4. Engine Idling
5. Over Speed
6. Harsh Cornering

In order to support colleagues, we introduced a number of resources that a driver can access at any point to improve their skills, including:

- A short training course video which explains the parameters and how drivers are measured
- A series of videos created by Travis Perkins drivers sharing their top tips on how to improve performance

- A Microlise Driver Performance Management App that drivers can download onto their phones to track their performance. The App displays a rating for each of the six parameters, and a driver's current overall score and lists where any incidents occurred. It also provides advice and tips on how drivers can improve their driving performance.

Results:

In 2021 up to the end of Q3, we were able to see strong evidence to support the view that we are making progress in improving; driver efficiency, on road safety and decarbonising our fleet.

- Reduced our fuel consumption (and therefore our CO2 footprint) by 8%.
- 1,927 of our drivers received an incentive payment in Q3 recognising their safe and efficient driving.