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**Head of Commercial Vehicle Incident Prevention
National Highways / Driving for Better Business**

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Who we are:

- Responsible for 4300 miles of motorway and APTR in England
- Less than 4% of roads in England
- Carries a third of all traffic and 60% of freight
- Operate, maintain & improve...



What I do:

- Head up Commercial Vehicle Incident Prevention team
- SRO Driving for Better Business
- Single KPI...
- Ambitious targets...
- ...different thinking!

5

20m

Vehicles don't crash...

Most vehicles on the road are there for work...

We can influence behaviour...



People crash...

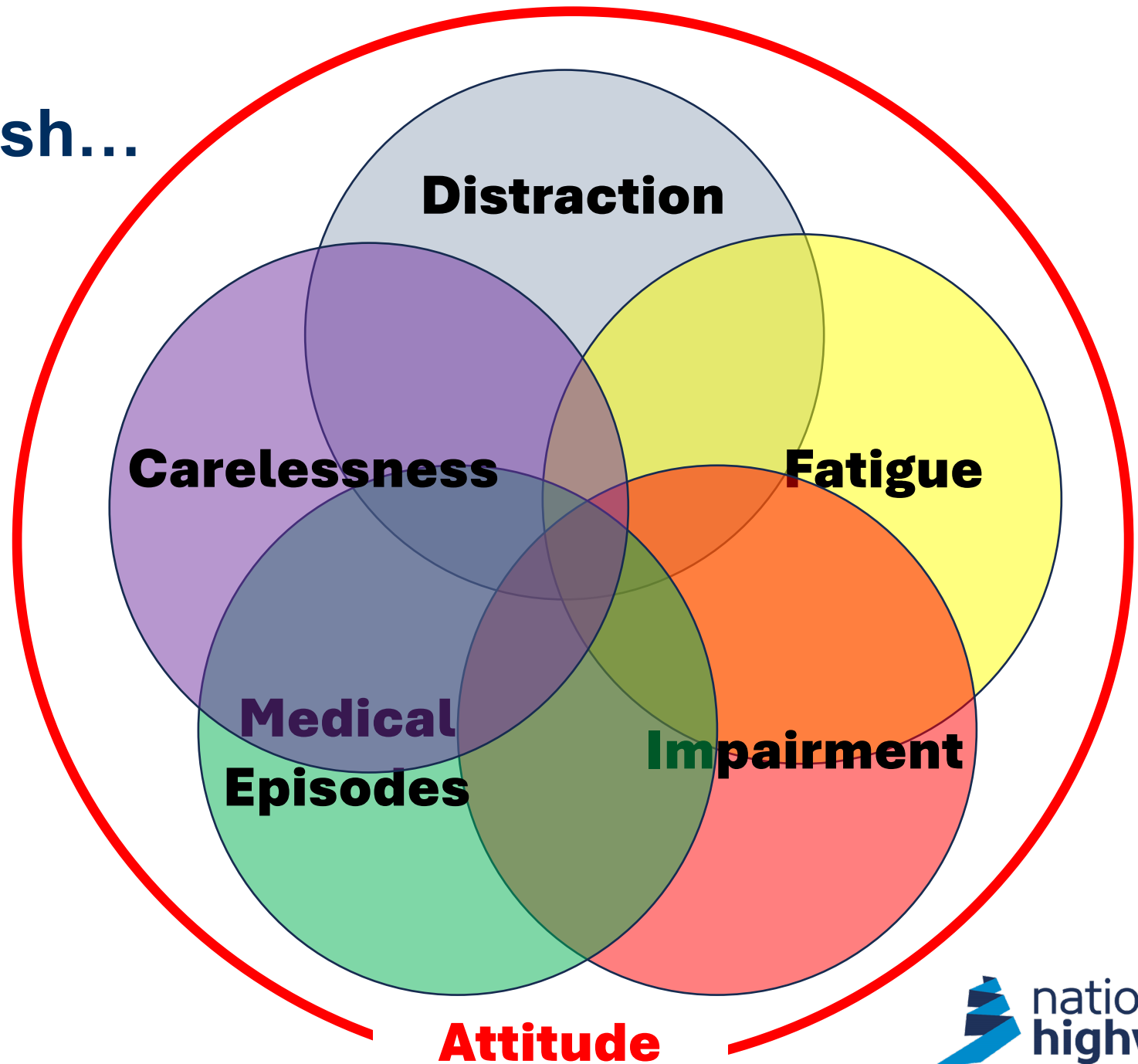
Five known unknowns...

Driver roadworthiness...



Vehicles don't crash...

- 5 known unknowns...
- Is there a 6th?





**Different
thinking...**



The Power of Influence

Your personal superpower...

- Family
- Loved ones
- Friends
- Colleagues



Your corporate superpower...

- Your own people
 - ‘At Work Drivers’
 - Others
- Your clients and prospects
- Your suppliers / supply chain
- Work with others
 - Road safety charities
 - Driving for Better Business



National Highways superpower...

- Be a demanding client...
- Require commitment
 - Prevailing road transport legislation
 - Recognition of H&S obligations
- Demonstrate standards with industry recognised accreditations
- Be part of Driving for Better Business
 - Policies
 - Gap Analysis
 - Incident Investigation
- Incident Investigation



It's personal...



How we help improve risk management

Our mission is to improve safety and reduce risk for all those who drive or ride for work, by promoting good management practice and demonstrating the significant business benefits.



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HIGHLIGHT PROBLEM

Raise awareness of employer responsibilities for managing work-related road risk

PROVIDE SOLUTIONS

Provide tools and resources to help employers implement good practice

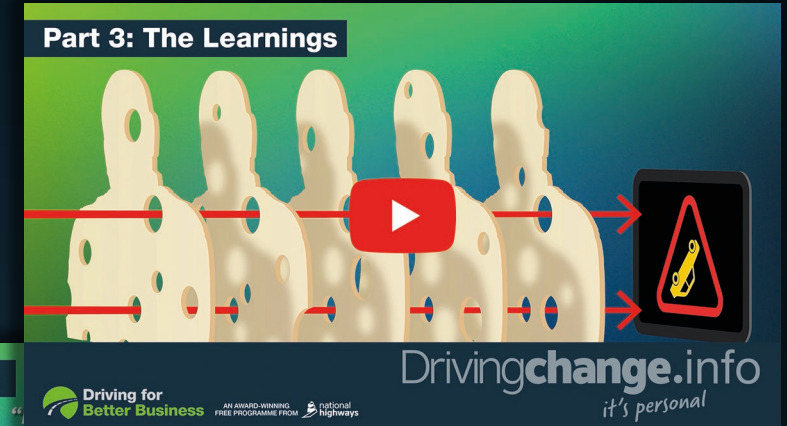
SHOW OPPORTUNITY

Promote good practice and the business benefits of good road risk management

Free resources for driver risk managers

Understanding + solutions = Better director awareness

Road risk management e-book
14 pages



Driving Change: 3 x 10min director engagement videos

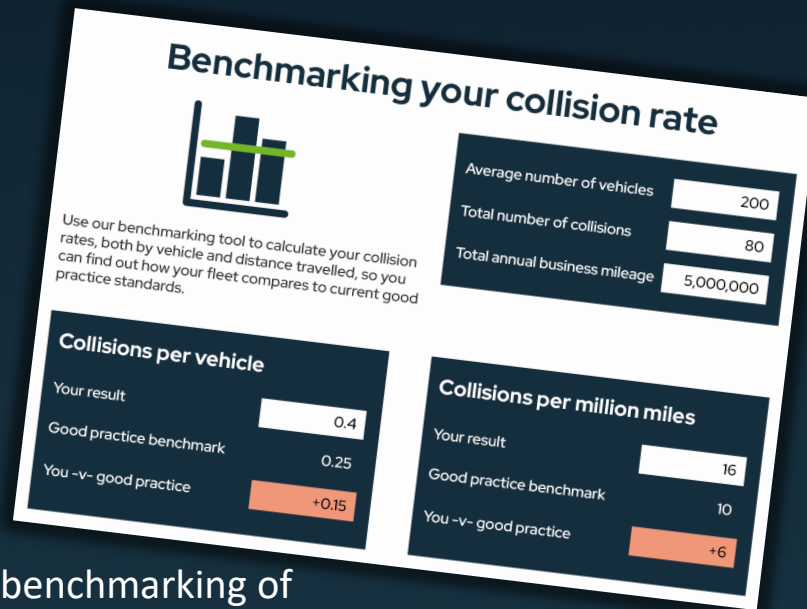
Free resources for driver risk managers

Understanding + solutions = Higher levels of compliance

Online DfW policy builder



Driving for work
risk management gap analysis
Compliance vs good practice



Online benchmarking of
collision rates

Free resources for driver risk managers

Understanding + solutions = Effective communication

VAN DRIVER TOOLKIT: FITNESS TO DRIVE

DRIVER FATIGUE

Check what you know Did you know? Best practice tips

Check what you know

DRIVER FATIGUE

Categories

- INTRODUCTION
- Keeping it Safe and Legal
- LICENCES
- Driving Licence UK
- Driving Licence Categories & Codes
- Driving Licence Non-GB
- FITNESS TO DRIVE
- Drink Driving
- Drug Driving
- Eyesight & Medical Conditions
- Driver Fatigue
- Mental Health & Driver Wellbeing
- DRIVING SAFELY
- Vehicle Roadworthiness
- Seat Belts
- Speed Limits
- Drivers' Hours
- Driver Distraction
- Driver Training & Vehicle Awareness
- DRIVING SAFELY

Did you know?

- 1 in 5 collisions are caused by tiredness
- Peak times for fatigue-related collisions 14:00-16:00
- Sleeping just 4.5 hours a night for a week being legally over the alcohol limit
- 83% of van drivers feel more tired in the autumn

Car & van driver toolkits

35+ topics

Webpages

PDFs

Animations



CAR DRIVER TOOLKIT: FITNESS TO DRIVE

DRIVER FATIGUE

Did you know?

- Up to one in five collisions are caused by tiredness.
- Peak times for fatigue-related collisions are within the hours of 02:00-06:00 and 14:00-16:00.
- Sleeping just four to five hours a night for a week impacts performance to the same extent as being over the alcohol limit.

2/3 of drivers who fall asleep at the steering wheel are car drivers.

While driving when tired does increase the chance of a crash, it is not a specific offence. It is only a legal defence if you can prove that you were not fit to drive at the time of the offence.

A driver who is unable for 24 hours to remain fit to drive is considered to have a condition.

1 in 5 collisions are caused by tiredness

26% of collisions are caused by tiredness

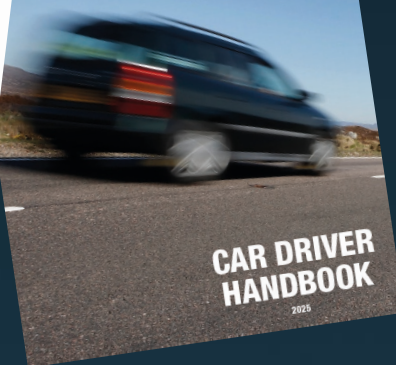
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Best practice tips

- Have adequate sleep before starting your journey.
- Avoid heavy meals before starting your journey.
- Plan a 15-minute break for every two hours of driving.
- Avoid being intoxicated that causes drowsiness.
- Stop in a safe place and take a break at the first sign of tiredness.
- Drink two cups of coffee or an equivalent caffeinated drink.
- Take a short nap of around 15-20 minutes.

Driving while tired or under impaired judgement and slows reaction times, leading to delayed response and late braking. This contributes to many accidents. It also affects coordination which can result in a driver's hands leaving the wheel or oversteering. Tired drivers can also be slower to react to road signs, which can lead to a reaction time of up to two seconds. At 60mph, a two-second delay means a car travels 120 metres further than it should.

Motorways and dual carriageways are the most common roads for sleep-related incidents. Crashes caused by sleep-related incidents are more likely to be high-speed impact collisions with an increased likelihood of death or serious injury.



Monthly Fleet Focus

Topic overview

Guest/partner opinion

Legal position

Staff posters

Driver information

DRIVER FATIGUE

DRIVER FATIGUE – YOUR MONTHLY UPDATE

Your monthly Driving for Better Business Fleet Update in collaboration with the National Highways Commercial Vehicle Incident Prevention Team.

Driver Fatigue

Driver Managers – Improve your understanding

Our monthly fleet focus drives deeper into some of the key road safety topics to improve your understanding with clear messages for you to share with your drivers.

Each month's topic sits in a library too, as the library grows each month, you can access a bank of resources at any time to help you improve driver safety in your organisation.

Your Drivers – Your Responsibility

- Make sure you and your policies you have in place are clear and that you have the responsibility to ensure that your drivers are safe and that they are well rested.
- Make sure you have the right resources and information to help your drivers stay safe.
- Check the fit and fit-for-purpose of your drivers' vehicles.

Fatigue

Driving is for most people the most demanding activity they can do. We know that the great majority of cases the initial outcome of a crash is around driver behaviour – and this can be caused by tiredness and fatigue. It's not that an organisation and a manager or owner you are confident that your drivers are educated about fatigue, and that they are well rested before starting their shift.

Tired drivers have poor concentration, poor reaction times, poor speed and lane discipline. You have a duty of care to make sure every driver is fit to be behind the wheel. So how confident are you that your drivers aren't tired, and that fatigue isn't affecting their driving?

Insight: Driver Fatigue

Driver Fatigue – do you take it seriously?

Driving professionally is a demanding job requiring skill, concentration, and constant attention. After just a few hours of driving, your attention span starts to decline, and your reaction time starts to increase. This is a natural part of the human condition, but it can be managed. We often talk about chronic fatigue and chronic sleep deprivation, but the amount of good quality sleep you get each night is just as important as the amount of good quality sleep you get each day. We need to take responsibility for what we do to our sleep, and we need to make sure we are a professional driver and an employer to manage our sleep.

Read this month's insight on employer's responsibilities around driver fatigue here.

Driver Resources – Fatigue

Download up the with additional resources to share with your drivers including:

- An article to share with your drivers on fatigue
- Short video messages to send to your drivers on their devices
- Information sheets from our Van Driver Toolkit

Resources include:

- Driver Poster – Tiredness
- Van Driver Toolkit – Driver Fatigue
- Car Driver Toolkit – Driver Fatigue

Other Useful Resources

Driving for Work Policy Builder

Managing Road Risk Resources

"A safe driving policy needs to cover specific areas, as specified by The Health and Safety at Work Act 1974."

Create a new policy or check your existing wording on speed limits using our free templates to ensure you've covered all your risks.

National Highways and Driving for Better Business offer lots of free resources to help you and your drivers remain safe and legal.

Like to receive these Fleet Safety Focus monthly updates in your inbox?

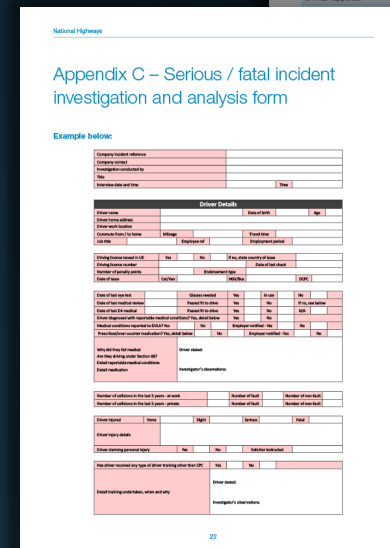
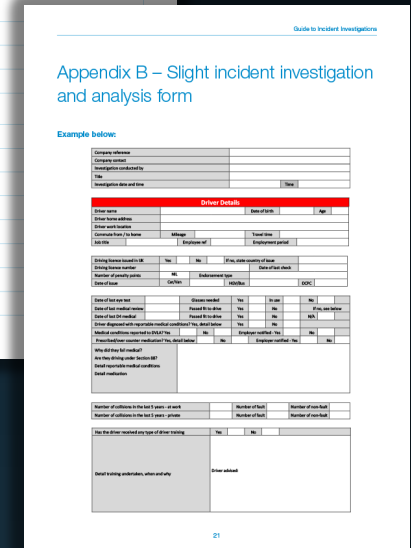
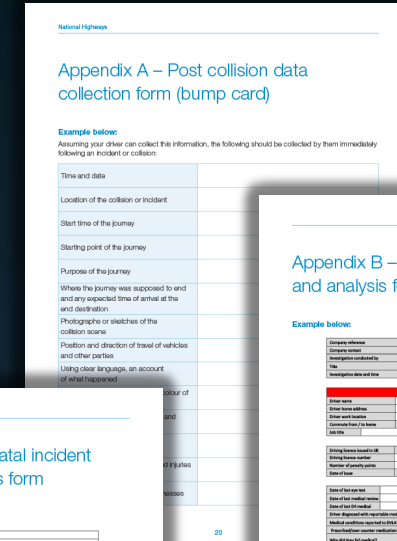
REGISTER FOR YOUR FLEET NEWSLETTER

Free resources for driver risk managers

Understanding + solutions = Learnings from incident investigation



Incident investigation guide
20 pages + templates + case studies
developed in collaboration with



Currently being expanded

Free resources for driver risk managers

Understanding + solutions = Improved driver wellbeing



Driver roadworthiness guide
60 pages 20 of the UK's
leading experts & academics



Good practice in managing driver wellbeing
Self-guided e-learning course
Developed with support from



CALM Driver
developed in collaboration with







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