

Improving Driver Safety in Last-Mile Delivery — Checklist

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Implementation Checklist

- ☐ Event classification: Not every harsh event is a genuine safety concern. Road surface jolts, speed bumps, and traffic calming triggers look identical to harsh events from driver behaviour in the g-sensor data. Classify events by footage review before using them for coaching.
- ☐ Driver ranking: Rank drivers by event frequency per 100 miles or per delivery stop rather than absolute event count — drivers covering more stops will naturally accumulate more events if the measure is not normalised.
- ☐ Coaching conversation, not discipline: The first response to a driver appearing in the event rankings should be a coaching conversation, not a disciplinary letter. Drivers who understand why an event is classified as unsafe respond better than drivers who feel surveilled and penalised.
- ☐ Route analysis: Repeat events at the same location across multiple drivers indicate a route design problem, not a driver behaviour problem. A junction that consistently generates nearside proximity alerts is a routing issue — the delivery schedule sends vehicles through it in the wrong time window.
- ☐ Progress measurement: Measure event frequency per driver and per route monthly. A driver coaching programme that does not show measurable event reduction within 90 days is not being applied effectively — the footage review and coaching conversation are not happening with sufficient consistency.