

NEWS RELEASE

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HELP KICK DRINK DRIVING INTO TOUCH

Arval encourages businesses to get on the 'drink drive' front foot as football festival looms

As World Cup fever grips the nation during June and England takes on the World's elite footballers in South Africa, celebrations at home could lead to a potential increase in drink drive related incidents affecting staff and companies alike, warns leading fleet and fuel management company Arval.

Whilst it is a time of excitement and an opportunity for community viewing of England matches at work, the temptation and potential danger for excessive alcohol consumption and its effects on safe driving practice should not be overlooked, particularly in the business world, according to Arval's fleet and road safety manager, Tracey Scarr.

In Tracey's view, companies should look to prepare for the football bonanza with a proactive approach to communication, information and support that includes appropriate reminders to staff around drink driving limit issues when it affects drivers in the workplace, and to think about putting some practical measures in place to prevent drink driving 'own goals' for businesses.

Tracey Scarr says: "No-one wants to dampen the enthusiasm the country will feel for the forthcoming tournament. However, businesses in particular need to be mindful of staff issues around excessive consumption of alcohol and the obvious consequences for safe driving practices."

England kick off against Slovenia on Wednesday 23rd June at 3pm UK time, and this is a prime example of an occasion when staff viewing the game on work premises may be tempted to either consume too much alcohol (if provided), or potentially use the evening to celebrate an England victory or commiserate over a defeat. Whatever the final score - driver safety could be compromised the next morning, according to Tracey.

She continues: "There is no real magic formula for working out the after affects of alcohol when considering if it is safe to drive the following morning. It can be based upon a number

of factors including general health, whether food has been consumed, or even if the driver is taking any medication. In the euphoria of a potential England win, normally responsible staff who have over-celebrated and then plan to drive the next morning may well be putting themselves and others at risk. This is in addition to the consequences for businesses with disruption to work should their staff drivers fall foul of the law either by losing their driving licences or being involved in crash incidents.”

Sarah Fatica, general manager at road safety charity Brake says, “Any amount of alcohol affects your ability to drive safely and impacts on your reaction times and judgment. It can be far too easy to get carried away in the excitement of a match and start drinking, or drink more, than you’d originally planned. We’re challenging all drivers drinking during the World Cup to plan, in advance, how they’re getting home as well as planning enough time to sober up before driving the next day. A decrease in drink-drive casualties this summer is the one thing we should all be supporting this World Cup.”

Tracey Scarr concludes: “Each individual staff member has a clear responsibility to act according to the law when it comes to keeping within safe drink drive limits. Nonetheless, companies should help remind staff of their responsibilities to practice safe driving and encourage their staff to organise such things as nominated driver car share schemes for the duration of the football.”

There are a number of websites that provide information, posters and advice for businesses around World Cup drink drive issues, including www.worldcupdrinkdrive.org.uk, as well as a ‘morning after calculator’ which is available from Brake For more information go to: www.brake.org.uk.

Ends

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Editor’s Notes

Arval

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