



VIDEO TELEMATICS CASE STUDY

LiveWest

THE BACKGROUND

LiveWest is a housing association that owns and manages over 38,000 homes across the South West, from Cornwall to Gloucestershire. The company has ambitious plans to invest more than £1bn in the region's economy and to build 6,000 new homes over the next five years.

LiveWest was formed in March 2018 through the merger of Knightstone Housing and DCH, and since then it has built on the best of both organisations. As a result, the company's fleet has grown to 380 light commercial vehicles (LCVs), from car-derived vans to 3.5-tonne panel vans, including some tail-lift tippers.

LiveWest is rolling out a video telematic solution from VisionTrack across its fleet of vans. The company is implementing a phased installation of the connected dashcam following a successful trial involving 40 vehicles, which demonstrated clear enhancements in terms insurance claims management, driver behaviour and risk reduction. LiveWest is on track to have 50% of its fleet fitted with a vehicle camera by the end of 2021.

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THE ADVANCED SOLUTION

LiveWest's priority is to instil a responsible culture across its fleet operation, so the company takes a joined-up approach to road safety that targets continuous improvement. The adoption of video telematics represents an ongoing evolution of LiveWest's safety systems and processes, which already includes fleet technologies such as vehicle tracking and a driver app. The video telematics solution is designed to take the strategy to the next level, adding a new dimension in terms of improved visibility and understanding of fleet risk.

"We wanted to explore the benefits of using connected vehicle cameras alongside our existing tracking solution," explains Paul Ayriss, Fleet Manager at LiveWest. "The video footage from the VisionTrack solution is already providing the added context needed to understand what is happening and better engage with our drivers. Moving forward, we expect this to dramatically help improve safety in the communities we work in."

Following the initial trial, it was clear that the fitted dashcams had a positive impact on driver behaviour at LiveWest. However, the benefits of the technology have gone far beyond simply influencing the mindset of drivers by enabling the company to effectively engage with mobile staff as well as gain a greater understanding of the risk they face out on the roads.

Footage of harsh driving, near misses and collisions is being used during scheduled driver debriefs. While LiveWest receives instant visibility of any incident, drivers are required to provide their assessment 24 hours later. This has proven to result in a more sensible, realistic view of what happened, as well creating a greater willingness to take on constructive feedback. Meanwhile, anonymised footage is being used to raise awareness of road risk and encourage improved driving habits as part of the company's driver training programme.

PROVEN RESULTS

Since the installation of the connected dashcams there has been a clear reduction in driving events, which has contributed to measurable improvements in driver performance and fleet safety. This has included:

- 50% reduction in collision rates
- 40% reduction in at-fault collisions
- 50% reduction in vehicle damage costs

The dashcams have provided irrefutable evidence following road traffic incidents to challenge unsubstantiated allegations and better protect employees. Following one serious incident, the company was able to quickly establish its driver was not at fault, which would have previously been impossible to prove. The vehicle cameras are also supporting LiveWest's accident management process, which was remodelled in 2019 to change the way the company investigated and handled driving incidents.

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Meanwhile, the VisionTrack solution is playing a crucial role in helping LiveWest to reduce fleet risk and share best practice. “Our safety culture is all about continuous improvement. Backed with high quality video footage, it has been far easier for us to provide guidance to drivers on areas of improvement and for them to take feedback onboard. This means we can quickly nip any issue in the bud before it poses a threat to driver welfare, other road users and the reputation of the business,” adds Ayris.

As part of plans to future proof the video telematics solution, LiveWest is working with VisionTrack to trial the next generation forward-facing vehicle camera, VT3000, which offers an effective alternative to a digital video recorder (DVR) multi-cam solution. The device can capture an additional view with an optional digital internal or external camera – driver, side or rear facing – for increased visibility and peace of mind. LiveWest intends to explore the impact of the second camera on safety.

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