



CASE STUDY

**Castell
Howell**

INDUSTRY
TRUCKING

FLEET SIZE
140

WHEN IT COMES TO SAFETY, STATUS QUO IS NOT AN OPTION

Why Castell Howell was Ready for a Video-Based Safety Programme

Castell Howell Foods Ltd., one of the U.K.'s leading independent food wholesalers, markets and distributes a wide range of produce to businesses across Wales and the South West. It operates a mixed fleet of 140 commercial vehicles, encompassing 20 3.5 tonne vans, 115 rigid and 5 articulated.

During a comprehensive trial, the programme demonstrated a 58 percent improvement in SmartDrive Safety Score which, based on data from SmartDrive's global analysis of over 200 million risky driving events, shows that for every 10 percent reduction in safety score, collision frequency reduces by 8.2 percent. As a result, Castell Howell will be rolling out the programme across its entire fleet. When multiplied across the entire fleet, Castell Howell is confident that these gains will have a significant impact on improving on-road safety and lowering costs, as well as helping them to manage their fleet risk profile in a more proactive manner. Additionally, the SmartDrive programme is enabling Castell Howell to protect and exonerate not-at-fault drivers and to recognise good driving practices.

"We found that SmartDrive delivered the most focused, simple and consistent way to measure and manage risk and help us improve our fleet operation. The speed of access to event videos and the customised on-line reporting enables us to be very proactive in determining where risk lies and coaching it away."

— Martin Jones,
Director of Transport,
Castell Howell

Why the SmartDrive® programme is the Smart Choice for Castell Howell

The SmartDrive system installed at Castell Howell encompasses one forward-facing and one interior-facing video camera installed in each vehicle. The cameras are triggered to record 20-second event clips by pre-determined variables that are tailored to Castell Howell's operation. They can also be manually activated by the driver should an incident occur. Footage is offloaded instantly via the cellular network and is reviewed, categorised and scored by a dedicated team of SmartDrive driving safety specialists and uploaded to a personalised Castell Howell online portal, enabling its transport managers to quickly gain an unbiased view of situations that occur. In addition, Castell Howell has chosen the SmartDrive extended recording option that enables it to capture a wider span of timeframes and events, such as low impact collisions, that it can call off as required.



“We operate out of five depots, making deliveries six days a week to ensure that our customers are receiving top quality foodstuffs, on time and in the best condition. We are committed to road safety and bringing our drivers and assets home safely and we see the SmartDrive programme as integral to our driver safety improvement programme. The SmartDrive video-based safety programme provides us with a consistent and programmatic way to proactively identify and improve driving skills in a ‘gamified’ way, that is clear and easy for our driver trainers to review and coach drivers on.”

— Martin Jones,
Director of Transport, Castell Howell