The definition of what is considered a collision is the crucial element here to ensure consistent data can be measured both within an organisation and on a wider basis.

Introduction

* It is important to have a reliable and repeatable way of measuring your road safety performance. The most recognised way of doing this is to use Collisions per Million Miles (CPMM) – this is a widely used measurement and will give you an indication of how you are performing throughout your organisation and against external organisations who publish their data.

Definitions

* It is important to ensure that you have reliable data, and as part of this you need to define exactly what constitutes a collision. It is then important to use this definition throughout the organisation – in all divisions and in all countries.
  + Insurance data
    - In a large organisation, especially where there are operations in more than one country, it is unlikely that you can just rely on data from your broker and/or insurer to gather the required data about collisions, as even if you have one insurance provider, it is likely that the way that they capture claims data in each country they operate in will be different. As such, you should rely on your own data capture, ideally as part of your post-incident review process.
  + Leasing providers
    - A similar issue exists here, with different data captured in different ways in each country, even if you use a single leasing provider.
* What constitutes a collision
  + This is the most important area to get right and to get consistent throughout the organisation. You should clearly define what constitutes a collision and which incidents are ‘out of scope’ for the purposes of calculating CPMM. The following are suggested criteria:
    - Out of scope incidents
      * Any incident involving the theft of or theft from an unoccupied vehicle.
      * Aggravated theft (unless this is after a collision has occurred).
      * Glass damage only (e.g. windscreen damage, unless this is a result of a collision).
      * Damage to unoccupied vehicle by natural hazards, such as flooding or hail.
    - In scope incidents
      * Everything else, including but not limited to:
        + All collisions where the vehicle is occupied, whether it is moving or stationary at the time of the crash.
        + All collisions where a parked vehicle is damaged by another vehicle.
        + All collisions ‘off highway’ and/or on private land, as well as those on public roads.
        + All collisions on your own and customer sites.
        + All collisions regardless of perceived ‘fault’.
        + All collisions where no other vehicles were involved.
        + All collisions where there is no (obvious) vehicle damage but another road user has been injured.
        + All collisions involving animals.
        + All collisions where there is just damage to the vehicle, but no third-party property was damaged.
  + Vehicle types
    - Ensure that you are capturing data on all collisions, regardless of which vehicle is being used. You should have systems in place to ensure that all collisions are reported involving, for example, hire cars and employee-owned vehicles.
  + Mileage (kilometre) capture
    - You need to have a reliable method for measuring the mileage (kilometre) of all vehicles used for work-related road journeys, including any made, for example, in hire cars or employee-owned vehicles.

Calculation

* CPMM is calculated:
  + (number of incidents \* 1,000,000) / Total mileage

Benchmarking

* There are number of ways you can use CPMM to benchmark your fleet safety performance:
  + Monitor performance over time, to see how your road safety performance is evolving.
  + Monitor by country and/or operating division, to highlight where more focus is needed.
    - Care should be taken when comparing operations where the driving tasks are different, as these might involve different exposures and risks, and as such may either be inherently safer or higher risk.
  + You can also use your CPMM to benchmark against other organisations, although care is needed here as the way different organisations classify what constitutes a collision varies greatly.