



Spotlight on...
cycle safety

CONSIDERATE
CONSTRUCTORS
SCHEME

Case Study: VolkerHighways Safety Campaigns

PROTECT OUR PEOPLE

In conjunction with the London Borough of Hackney VolkerHighways currently operate a safety awareness campaign called Protect our People. The campaign aims to improve road safety within the borough and is targeted at all user groups including VolkerHighways employees, drivers, cyclists, pedestrians, children and those with a disability.

During the course of the campaign we have been in consultation with various user groups such as Living Streets, London Cycling Campaign and Disability for Hackney. All of these groups fully support and endorse the campaign, giving valuable feedback on how we are performing and suggestions for areas of improvement.

VolkerHighways endeavours to promote Protect Our People by arranging visits and presentations to local schools and organisations. The visits encourage children to be confident and feel safer when using the network footpaths.



Throughout the campaign we have:

- **Raised the awareness of the potential dangers of road works;**
- **Improved access and signage for cyclists;**
- **Ensured those with disabilities are able to navigate around our works**

To this day, the campaign continues to be a great success and has been commended by one of the Considerate Constructors Scheme's Monitors, commenting:



The use of a mystery shopping exercise to monitor accessibility for people with mobility issues and the introduction of the Kirby the Cone character to highlight the danger of road works for children are outstanding.



VolkerHighways project manager, Mark Mascar, said:



VolkerHighways is committed to ensuring the safety of all road users, whether it is our road works or our vehicles they encounter. These training schemes ensured our commercial vehicle drivers obtained a greater appreciation for cyclist road positions, body language and space requirements. It also gave cyclists the opportunity to have a mutual understanding of what it is like for large vehicles sharing their road space and learn about driver's blind spots.



VolkerHighways launched the programme across the business and supply chain as part of HGV driver training plans.

Constable Simon Wickenden, from the Metropolitan Police Traffic Partnership Unit, commented on the scheme:



We were delighted with the first phase of the Campaign. Over eighty cyclists took part and, after sitting in the vehicle and experiencing the restricted visibility, particularly to the nearside, they all left with a far better understanding of the visual and spatial awareness issues HGV drivers' face on busy London roads.

