

Why?

- ✓ Construction activities contribute significantly to fatalities among vulnerable road users.
- ✓ We have an ethical duty to ensure the safety of all road users. Every life is invaluable.
- ✓ Incidents result in substantial financial costs, including legal fees, insurance claims, fines, and project delays.
- ✓ Safeguarding vulnerable road users also creates a safer environment for construction workers.
- ✓ Demonstrating a commitment to safety builds trust and goodwill within the community.
- ✓ Negative publicity from incidents can lead to a loss of business opportunities and trust.

The facts

- ⚠ Every year, over 5,500 vulnerable road users (VRUs) are injured or killed in a collision with a construction vehicle.
- ⚠ HGV traffic makes up approx. 11% of motorway traffic, 2% on minor roads, and 4% of London road miles.
- ⚠ Most commercial vehicle incidents occur during slow speed manoeuvring.
- ⚠ A cyclist is 78 times more likely to be killed in a collision involving an HGV than one involving a car.
- ⚠ HGVs are involved in over 65% of cyclist fatalities and 25% of pedestrian fatalities.
- ⚠ 44% of vulnerable road users (VRUs) killed or injured were pedestrians, 28% motorcyclists and 28% pedal cyclists.

What you **MUST** do

- ✓ Ensure you are aware of and understand site rules.
- ✓ Always follow processes fully and properly.
- ✓ Ensure you are always able to be seen by the driver of a moving vehicle.
- ✓ Always keep a safe distance from moving vehicles.
- ✓ Communicate positively with the rest of the traffic management team.
- ✓ Report any safety concerns to your supervisor and stop works immediately.
- ✓ If you are unsure at any time, speak to your supervisor.

What you **MUST NOT** do

- ✗ Allow vehicles arriving at site to be unmanaged.
- ✗ Direct vehicles around the block unless a dedicated detour route has been approved.
- ✗ Allow drivers to leave engines running unnecessarily.
- ✗ Allow drivers to move around the delivery area without supervision.
- ✗ Allow drivers to exit their vehicle without 5-point PPE.
- ✗ Put pressure on drivers to rush and/or cut corners.
- ✗ Use your mobile phone in the delivery area.

What you and the project team **SHOULD** do

- ✓ Ensure everyone understands their roles in enhancing safety and environmental standards.
- ✓ Be positive with drivers and encourage feedback to identify areas for improvement.
- ✓ Never put pressure on traffic marshals to rush or cut corners.
- ✓ Work with local communities to communicate vital issues and understand concerns.
- ✓ Monitor compliance and look for ways to improve.
- ✓ Always be aware of the impact of site activities on the local community and vulnerable road users.
- ✓ Be ever-vigilant for any real or potential risks and raise these immediately.

