

Each year road safety charity, Brake, organises Road Safety Week, a safety campaign advocated by communities across the UK to share important road safety messages. Road Safety Week 2022 will take place from 14 – 20 November. You can find out more information here:

<https://www.brake.org.uk/road-safety-week>



This year FORS is supporting this important initiative in several ways, one of which is to encourage accredited operators to consider what they might do to get involved in their local community. If you'd like to be involved but aren't sure how, here are some ideas to consider:

1 Vehicle familiarity events

A key aspect of road safety awareness is to show road users a view of the road from a different perspective.

Contact a local school, college or community centre and ask if they would like you to bring in a vehicle with one of your experienced drivers for a show around the vehicle.

Allowing other road users to sit behind the wheel of a lorry, bus or van will show them how much (or how little) can be seen of the danger zones around the vehicle.

Mark out the danger with cones to explain where they need to stay to be safely in view of the driver at all times.

2 Work with your local authority or emergency services

Many police forces already host vehicle familiarity events at high footfall areas. These are designed to encourage pedestrians and cyclists to take a look around the vehicle and understand its footprint and blind spots.

Why not offer one of your vehicles for the day (fully cleaned and showing off your livery in all its finest) to help this initiative? You could also offer one of your drivers or someone from the management team for the day to talk about everything you do to train drivers in road safety and the safety equipment your company invests in.

3 Share information on social channels and websites

Create specific social posts to share over the course of Road Safety Week with tips on how to be safe around commercial vehicles. We have created some examples below to get you started.

Case study: Safety first with Speedy Services

If you are searching for a little inspiration from the FORS community, look no further than Speedy Services, a FORS accredited operator with a track record for going above and beyond in promoting safety best practice.

Speedy is well known for its community engagement and educational activity. The company continues to support the 'Exchanging Places' initiative in partnership with Transport for London and the Metropolitan Police, for instance. The campaign sees Speedy take one of its largest vehicles and position it in high footfall areas such as Covent Garden and outside the Guild Hall in London and invite pedestrians and cyclists to sit in the driver's seat of the truck.



"By opening up your occupational hazards to other road users and starting a constructive dialogue with them, you go a long way towards improving relations and making the roads safer for all," explains Fleet Director, Aaron Powell.



"We have already done four Exchanging Places days this year. It's such a great opportunity to interact with the public, and people are invariably blown away when they sit in the cab and begin to understand the limitations our drivers have. If we're able to prevent just one potential incident or fatality by doing this, then it's well worth the effort in my view".

Social post 1*

As a pedestrian or cyclist, do you know what to look out for when you see a truck/bus/van (delete as appropriate) on the road? Here are some useful things to remember:



- Avoid blind spots – can you see the wing mirrors? If not, the driver probably can't see you
- Be aware of your following distance – stay right back so the driver can see where you are
- Allow more time to pass them – it sounds obvious, but trucks and buses are much bigger than you think
- Anticipate a wider turning circle – turning a corner up ahead is going to mean taking a wide arc around it, much wider than a car
- Always pass on the outside – don't ever be tempted to undertake a big vehicle. If you're in a blind spot, they won't know you're there.

Social post 2

Did you know that truck, bus and coach drivers are required to take part in continuous training throughout their careers? Failure to comply with the training standards could result in a personal fine. UK commercial vehicle drivers are some of the most careful and well-trained drivers on our roads.

Social post 3

Have you ever heard of a tachograph? That's OK – most people haven't! It's a little black box fitted by law to all trucks, buses and coaches in the UK. The tachograph measures how long drivers are on the road for, when they take a break and how long they have off between shifts. Strict rules are in place to make sure no-one drives for too long at a time.

Social post 4

Did you know it's Road Safety Week? There are lots of useful tips for staying safe available here: <https://www.brake.org.uk/road-safety-week>

* This could be split into one post a day over the week using one tip each day

Alternatively encourage your senior managers to write some content for your website or LinkedIn, focusing on general road safety advice or highlighting the safety procedures your company adheres to and champions.

4 Create fliers for local schools and colleges

Produce a one-page handout containing tips and guidelines for other road users on how to keep safe around commercial vehicles. It could also contain a simple visual representation of the blind spots around the vehicle, with advice on where best to be positioned for maximum visibility.

These could be made available at community centres, cafes, schools, or other high traffic areas within your local area.

5 A day in the life of a driver

As well as showing other community members different views of the road from a commercial vehicle, perhaps you would like to encourage them to experience life as a driver. If you already have links with your local newspapers, invite them to spend a few hours with one of your experienced drivers so they can understand more about what drivers do.

If you prefer to keep it in house, you could invite someone from your marketing team to spend the day with your driver and write up the experience for your website or social media channels.

We hope these ideas help inspire initiatives within your business. If you have other ideas you would like to share or are already involved with road safety schemes in your area, then we would love to hear about it. Get in touch via marketing@fors-online.org.uk



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