BEST PRACTICE

LOCATION:		**ARTICLE YEAR**	**2022**
ACTIVITY:	**Transport & Logistics / Delivery**	**COMPANY:**	**Marshalls Plc**
SUB ACTIVITY:	**Public awareness**	**COMPANY LOCATION:**	**Marshalls Landscape Products**
BEST PRACTICE No:	**BP2139**	**COMPANY TEL:**	**0000**
COUNTRY OF ORIGIN:			

TITLE

HGV Blind Spot – Road Safety School Campaign

ARTICLE

FINALIST

Marshalls manufacture and distribute concrete landscape products and operate a fleet of approximately 200 HGV vehicles, split between artic cranes and drawbars. They deliver mainly to building sites, merchant's yards or to the public. The logistics team at Marshalls looked at different ways that it could help to educate young children about the dangers of HGVs (blind spots) and road safety in general.

The aim was to deliver the training to schools that are located in close proximity to its operations. A pilot study was carried out at a school in Halifax. The target audience was 7-11 year olds, who at times, might travel to school or be playing away from home without adult supervision.

The training included a short presentation showing different types of HGVs, the dangers around them and a short video demonstrating where the hazards exist. The session also included a demonstration with a vehicle in the school playground. The children were encouraged to enter the cab of the vehicle and see for themselves what difficulties a HGV driver faces, when driving the vehicle. The driver also demonstrated the crane, again to highlight any dangers to the children whilst the crane is in operation.

Raising the children's awareness of the hazards surrounding HGVs and what to look out for when walking to school or playing in the streets will help reduce the number of accidents involving young children and HGVs.

Please watch the video for more information about the campaign.

ARTICLE IMAGES