

BEST PRACTICE

LOCATION:
ACTIVITY: Transport / Delivery
SUB ACTIVITY: On-highway
BEST PRACTICE No: BP612

ARTICLE YEAR: 2009
COMPANY: CEMEX UK
COMPANY LOCATION: Company Wide
COMPANY TEL: 01788 517000

TITLE

CEMEX UK cyclist safety

ARTICLE

In May 2003, following the death of a cyclist in Central London, CEMEX UK embarked on a programme to improve driver visibility of its liveried fleet.

The campaign has continued and in recent years several new initiatives have been launched. These include:

- Developing a fact sheet and video for ,cyclists and lorries™.
- Adopting approved blind spot solutions on all its vehicles ahead of the EU directive implementation deadline in March 2009.
- Retrofitting wide-angle blind spot mirrors on all CEMEX UK vehicles and designing a special portable mat which enables this to be performed almost anywhere.
- Fitting a proximity sensor ,side-scan™ system on all concrete truckmixers in London.
- Installing rear view cameras on ALL vehicles.

CEMEX UK also launched a PR campaign to raise awareness amongst vulnerable road users. This included:

- Involvement in the BBC local news programme ,Inside Out™. In it, Emily Thornberry MP, Chair of the All Party Parliamentary Cycling Group, called upon the Government to make blind spot mirrors or camera systems compulsory for all heavy goods vehicles and trucks before 2009.
- Engaging over 300 cyclists in a campaign on Horse Guards Parade with the help of London™s Metropolitan Police.
- Involvement in ,The London Programme™, an ITV local news programme.

ARTICLE IMAGES