



BEST PRACTICE

LOCATION:
ACTIVITY: Transport / Delivery
SUB ACTIVITY: On-highway
BEST PRACTICE No: BP684

ARTICLE YEAR: 2010
COMPANY: CEMEX UK
COMPANY LOCATION: National Initiative
COMPANY TEL: 07795 051761

TITLE

 Award Winner  On Video

Cyclist awareness days

ARTICLE

DESCRIPTION

Over recent years, CEMEX has invested heavily in driver training and fitting new technology to its fleet of 1000 large goods vehicles to aid the driver in improving road safety for vulnerable road users such as pedestrians and cyclists.

The safety initiatives include:

Signage warning of vehicle blind spots

Sensors along the nearside of the vehicle giving an audible alarm in the cab

External audible voice alarm warning road users when the vehicle is about to turn left

Continuous professional development for all CEMEX company drivers in driving skills plus safe and defensive driving techniques.

CEMEX decided to address further issues - the attitude of the vulnerable road user; in particular, the cyclist. CEMEX initiated the campaign by participating in events during the summer which were held in Bristol, York, Cambridge and Manchester during National Bike Week.

During the campaign, CEMEX provided large goods vehicles and management support. Cyclists and pedestrians were invited to see the driver™s view of the road from within the vehicle. A specially designed floor mat, used to align the mirrors, was laid out to highlight the blind spots to the front and nearside of the vehicle. Cyclists were also given a CEMEX leaflet offering advice on safe cycling and highlighting the dangers around large goods vehicles. The response was very positive and demonstrated how few cyclists were aware of an LGV™s blind spots.

CEMEX was approached by the Metropolitan Police (Met) to support similar events in London which included one held at St Paul™s Cathedral attended by 300 cyclists. The Met is continuing these events in 2010 and CEMEX has committed to supporting a further 10 in London, as well as supporting National Bike Week. The MPA agreed with CEMEX to move the idea forward with other members.

BENEFITS

Between 2000 and 2004, vehicles operating on behalf of CEMEX were involved in six road traffic accidents involving

ARTICLE IMAGES

