



Winter Commuter Safety Fortnight Event Write-up

On 20th-31st October (the weeks either side of the clocks going back one hour), GKN and Airbus ran a joint winter safety campaign at the shared Aerospace site in Filton.

The purpose of the campaign was to raise the awareness of 'active commuters' such as cyclists and pedestrians to be safe and visible while travelling to work.

The intent was to show support of existing commuters, as well as giving encouragement to employees who are new to the experience of commuting in the winter months.

This write-up discusses the key achievements and drawbacks of the campaign, so that lessons can be learned and considered when constructing future promotions.

Communication

The campaign was advertised to the workforce via email communications from the HR department. Posters were also displayed in communication boards across the site. Airbus also used the 'Airbus TV' screen.

The 'branding' of the campaign was considered to be a success (the dark and light bikes); a simple linear design that can be adopted by other workplaces simply by changing the colours.

It would be useful to have the communications go out slightly earlier, to have more word-of-mouth advertising, and the ability to use the IT and intranet system (e.g. screen savers & intranet newsfeeds). It would also have been effective if an animated version of the branding could be used in any IT/Screen promotions.

It would be useful if in future events the news of the campaign could be communicated to employees in person, in team meetings, start of shift meetings, business briefs etc.

Road Safety Roadshow – South Glos Council Road Safety Team

The road safety team ran a promotional 'shop front' in the Hillside canteen on the Thursday lunch hour before the clock change.

It was a fairly large team, with individuals who had a lot of experience in areas such as cycling and cycle maintaining, motorcycling, and motorist safety. The depth of knowledge came through in the interaction the team had with employees, and was a clear success factor for the event.

Subsidised price, helmets and cycle lights and reflective wear was available, and were so popular that the organisers ran out of stock, and had to take details of employees who wanted to make a purchase.

The safety team also were giving out free issue items such as back pack covers.

Free 'Dr Bike' bicycle maintenance sessions were also made available, and were very popular.

Due to the popularity of the Dr Bike, many employees were unable to take advantage of. It is clear that there is appetite for 'on-site' cycle servicing – and the opportunity to offer more/extended sessions, or regular on-site subsidised sessions will be looked into.

Gate Safety Giveaways

Stewards were posted at the main entrance gates to site between 6.30-8.30am on the Monday and Tuesday morning following the clock change, giving free 'safety equipment' to employees who cycle and walk to work.

Items given away were :

- LED silicone wrap bike lights (a pair of white and red)
- Red lashing button lights
- Back pack covers
- High visibility vests

The stewards stopped employees on their way in, explained the purpose of the event, and gave out free items. The feedback from the employees was incredibly positive; the 'face to face' communication was an effective way to ensure the message was properly engaging.

GKN added 'rodney gate' to the gates that were being stewarded on the 2nd day, in response to feedback that many cyclists use this entrance.

GKN and Airbus suffered a shortage of lights due to the short lead times. Future events need to have a secured stock of lights, and higher volumes need to be purchased.

A small stock also needs to be given to the security staff, so that they can issue it to cyclists in emergency situations.

There was a resistance of many cyclists to wear high visibility colours or vests, preferring to opt for darker cycle/sportswear. Some work into 'behaviour and image' of cyclists would help tackle this issue.

The overall message of support to commuters, and of 'unity' between the companies, would have been stronger if each gate showed unity and representation from both companies.

It was noted that Airbus and GKN should seek for more support to run the event from the 'BUG' and Commuter Group.

Finally, it was alarming that the few cyclists who rode onto site with no lights or high visibility wear were the most resistant to stop. Several times we failed to make cyclists with no lights stop, which is surprising and alarming, especially as the lights were free.

H&S from GKN and Airbus are to discuss with site security, to enforce the refusal of admittance to site for cyclists that wear no lights in the dark.

Travel Plus Roadshow – Carry on Commuting

The road safety team ran a promotional 'shop front' in the Hillside canteen on the Thursday lunch hour after the clock change.

Two experienced advisors the travel plus team were able to talk commuters through their sustainable commuting options, and were promoting 'Carry on Commuting'.

The advisors also brought a sample electric cycle for employees to try.

The roadshow was not as popular or as large as the earlier 'road safety'; and would have benefited from being supported with other stands/promotions to draw attention to the area, and/or by GKN and Airbus.

Summary

Overall the campaign was a success, and is something that we will be running and building upon each year. It has given us the will to run a similar event in the spring - designed to get people participating in 'active commuting' once the temperature rises and the days get longer. Using the promotional angle of the benefits to health/lifestyle/fitness/mindfulness. Current ideas include:

- Catchy name
- 'Cycle Safety' classes with SGC
- 'Motorcycle Safety Classes' with SGC
- Puncture repair kit giveaways
- Free breakfast
- High vis freebies
- Make high vis more attractive/cool
- Regular/subsidised on site bike servicing.