



Entry for

The Heavies Awards

2020

In the category of

Most

Significant

Safety

Initiative



Overview

Hutchinson Engineering Services Ltd. are based in Weston, near Newark, Nottinghamshire and provide a number services including haulage of plant, machinery and specialist equipment up to 100T; HGV and specialist trailer repairs & servicing; crane & plant hire; as well as welding & fabrication services. As a haulier we currently operate just over thirty vehicles, but do so to a high standard, which has been recognised by FORS gold membership for seven years.

As responsible employers of HGV drivers, many of whom are working at the heavy end of the scale, we feel that ongoing training is critical to our safe operation, for the sake of our staff and other road users. It was during one of these sessions, a CPC training course, that Ryan Easom the Company's Transport Manager decided to take what he had learnt out into the wider community. "I came away from the course and thought about what we could do as a haulage company."

Recognising that taking the message to adults, many of whom are set in their ways, may not derive the best benefit, he considered his own young family. If he could educate young minds, they would influence the grown-ups in their lives and be the best advocates to spread the message, as children love to talk and share what they have learnt with enthusiasm.

The task then was to identify and educate young local children, who will have seen our trucks and could therefore apply the lessons, about road safety around HGV's, to themselves. An initial approach to the primary and nursery school in Sutton on Trent, where one of our sites is based, was positive. This gave us our target audience and venue, however the content at this stage was envisaged to be a short talk and a playground demonstration of one of our vehicles.

Discussions with the Head Teacher and her staff was a vital part of the planning, as this was a totally new venture for Ryan and his team and well outside their comfort zone. It was during this stage that the project grew to a full day event with the Fire Brigade involved; the date was set for 11th July 2017.

The presentation team on the day were Ryan Easom (Transport Manager), Angela Cross (Operations Manager) and Jeff Lee (HGV Driver), who was supported by their colleagues in various ways, but the metallic star of the show for the kids, was Jeff's Mercedes Titan. Ian Hutchinson, the Managing Director, not only gave the project his blessing, but provided considerable resources to enable the event to happen.

The day itself was a great success, despite the rain during some of the playground activities, with the children buzzing with what they had learnt. Some of this was immediately evident when two boys arrived at school the next day wearing cycle helmets, having not seen them as cool before. A few months later, when the staff had a stand at the Sutton on Trent show and a Titan was part of the display, many youngsters made a point of dragging their parents across and repeating what they had learnt, demonstrating the knowledge had been retained. As the nights began to draw in, the school were able to remind the pupils to "Stay safe be seen" on their Facebook page.

The impact of the project has gone beyond the one off event originally envisaged during that CPC course. Other transport operators, on hearing what we have done, have contacted us to use our model and experience to deliver their own safety campaign, in schools local to their own operations. We delivered ONE event in 2017, FOUR in 2018 and FIVE in 2019, with a big challenge in 2020 of our first senior school.



Objectives

Achievement Expectation 2017

The initial objectives were very modest; simply to deliver a short one-off talk about road safety around HGVs to primary aged children in a local school and let them get close to a truck to underline the message. As will become clear later, this was simply the start point for a lot bigger project that is still delivering today and will continue for the foreseeable future

The Challenge

Although employed as a Transport Manager, Ryan's background is HGV driving, which is probably why he is a good Transport Manager. However, he had never spoken to an audience, so has no public speaking experience and he would not describe himself as academic. What he did have, and still does, is a passion for the job, a determination that does not consider failure an option and a good team of colleagues.

There was no pattern to follow, so all ideas had to come from the team; be worked on and developed or dropped. This was outside the comfort zone of all of those involved, but as a Company, Hutchinson Engineering Services Ltd. has a "can do" attitude and this was the start point.

One of the early discoveries, in developing the project, was that by meeting educational needs within the plan, the school could sanction more time and resources to it, but this simply added to the challenge.

Target Sustainability

In all fairness at the outset this was not even considered. The plan was for a short one-off talk about road safety around HGVs, which it was hoped the youngsters would take away and derive some benefit from. In short, an out and out one-off.

As the project began to develop this was something that began to be considered. The tag line "Stay safe be seen" was developed and Hi-vis satchels with Hi-vis vests, snap-around wrist bands, stationery and pompom message bugs were given to each child, resourced by the Company. A prize poster completion was run for each of the educational year groups, with the winning entries being carried on four of the Hutchinson Engineering Services' big trucks.



What was not expected was that this was just the start of something a lot bigger

The Project

Plan of Action

The teaching of road safety to children had arisen from attending a CPC course and noticing the appalling lack of road sense, not only with the children but also the adults in charge of the children as they were taken to and from school. How do we educate those around us of the dangers out on the road? The answer was to educate as young as possible and make it real. What could be more real than physically taking a lorry into schools and getting the children up close and personal?

No one expected that after three years the team would have been delivering the road safety message ten times, with other hauliers inspired to run their own events too, in their areas.

Other local hauliers have supported the project with staff time and providing vehicles and some of our customers have contributed to the project by sponsoring the hi-vis goodies.



2017 x 1



2018 x 4



2019 x 5

Oh, and did we mention the Police were on-board and brought their quad bike too!



Consideration & Action

The hook – The children arrive at school to find their playground is hosting HGV's. Initially, in 2017, this was a large, bright red, Mercedes Titan and a Fire Engine, they couldn't wait to get up close and personal with the lorries, which were both used to highlight the blind spots and as targets for water balloons.

The education – We start the day by holding a full school assembly, discussing sizes of trucks comparing them to children and animals, looking at the journeys some of their toys and electronic devices would have taken to reach them, not just arriving at the shops but in the UK from all around the world. The aim was to set the minds of the children thinking about all aspects of road haulage.

The safety – Nottinghamshire Fire Service showed children the equipment they use at a road traffic collision, which had a very striking effect on the older children. We demonstrated the use of hi-visibility clothing, how wearing cycle helmets was potentially lifesaving.

- Every child and teacher was given the opportunity throughout the day to climb up into the lorry cab and look at blind spots. They were astounded when they couldn't see their friends when they were situated in these areas around the lorry.
- The water balloons were a fun way to demonstrate the impact of soft squishy bodies when in contact with large, hard trucks.



By 2018 demand was such that more of our fleet were needed to be the playground superstars, a serious financial consideration from the Company as the cost of the driver's pay was not being mitigated by the earnings from the vehicle.



A safety poster competition saw the winners applied to the side panels on 8 new Volvo vehicles that joined the fleet.

In 2019 the demand for the project increased and indeed, ran as a two-day every in a school at Tuxford. This included support from two other local hauliers, the fire service, polices and the RNLI, who talked about water safety, but the students still had their fun with the water balloons.

Heavy Torque joined us for the day in 2019 at Tuxford School and wrote an article



Below is a single page reproduction of their piece



BACK TO SCHOOL

IN 2017 HEAVYTORQUE REPORTED ON 'STAY SAFE - BE SEEN', THE SCHOOLS SAFETY PROJECT CREATED BY HEAVY-HAULAGE SPECIALIST HUTCHINSON ENGINEERING SERVICES. WE HAVE NOW SEEN IT IN ACTION, AND WE RECKON IT'S A LIFE-SAVER.



Tough audience – two to 11-year-olds. If you want to get a message over to them you've got to grab their attention fast, and keep it. Ryan Eason, transport manager with Hutchinson Engineering Services (HES), knew all about that. Regular Heavytorque readers may recall our coverage of Hutchinson's schools safety initiative 'Stay Safe - Be Seen', launched in 2016, in a previous issue. We thought it was a coping idea. However, we'd never actually seen it 'live'. We have now, and feel even more enthusiastic about it.

We recently joined Eason and his colleagues from HES, along with a supporting cast from Nottinghamshire Police, the Fire Brigade, the RMI, plus local operators Gumbel Transport Services and D.L. Rogers, for a safety day at Tuford Primary Academy, located 15 miles north of Newark-on-Trent just off the A1. The school has 550 children ranging from R6 nursery-aged beginners right through to Year 6 final year primary school pupils. To get to it many have to cross the busy Newark Road that runs right past the Academy's front door, and the recent erection of a nearly light-controlled pelican crossing followed safety concerns caused by the steady stream of traffic on the main road.



Having already conducted safety days at other local schools, Eason spotted the potential for a similar 'Stay Safe - Be Seen' day at Tuford, not least as Hutchinson transport yard is literally just down the road at nearby Weston. He was clearly pushing at an open door. Michele Wright, Tuford Primary Academy's lovely support adviser, explained: "Ryan approached us with the idea, having seen how busy the road outside the school is. We've now got our own crossing as Tuford is a through road for haulage companies coming off the A1 and travelling to two local industrial estates. So it's important to get the kids aware. Our community is sustained by trucks and it made sense to take up Ryan's offer."



That, in a nutshell, is how we came to be receiving a safety briefing in the school's playground at 08:30hrs in the morning surrounded by three top-weight articles, including one of Hutchinson Engineering Services' venerable V8 LBT Gull Actros tractor, plus Gumbel's MAN TGO26 500kg walk-behind tractor and D.L. Rogers' XE480 SuperSpace Cab. Parked next to them is a Nottingham Constabulary police car with all its roadside kit, including a strobe, neatly laid out on the tarmac.

There's already a hubbub of excitement as children, smartly-dressed in their blue blazers and ties, start to gather in the assembly hall. Looking at their expectant faces, it's clear this is no ordinary school day. After a cheery 'Good Morning everybody', Eason starts working the room with impressive ease. "Who's seen the lorries outside? Who's excited about today?" dozens of hands shoot up. Eason's presentation is highly-interactive. He tosses out questions to the children who respond enthusiastically. "Who knows what Hutchinson does?" "You move stuff for people!" shouts out one small voice among all the rest.



The next question "Who likes computers?" gets an equally loud reply. Eason says that he wants them all to go away and think about creating a safety poster that drives home the 'Stay Safe - Be Seen' message, adding "The winning poster will have your poster put on our lorries... and they go everywhere, in London, even past Buckingham Palace. Does that sound good?" The raucous "YESSES!" suggests it is.

Amidst all the enthusiasm there's still a serious message to deliver. "Today," confirms Eason, "we're talking about staying safe near trucks. Whose responsibility is it? Is it our drivers?" The loud answer "US!!" shows that even young children understand the need to take responsibility for their own safety. "So how can we make it easier for very drivers to spot you?" questions Eason. The answers come thick-and-fast – bright clothes, high-

vis vests, bicycle helmets. They're clearly thinking about it, as Eason jokes: "I love you already seen my presentation?"

He then dutifully weaves in a message on behalf of the industry. "What do lorries do?" he asks, before continuing "Everything in the room would have been on the back of a lorry at one time or another – who knows that?" We could swear there's an audible gasp from the young audience. As we said at the beginning when you're trying to engage young children you've got to pitch your message at the right level. The next slide shows a familiar image of an iPad. "Where does this come from?" asks Eason. "China," respond many while one low voice calls out "Apple!" to a ripple of laughter. "And how does it get here?" wonders Eason out loud. On a board says one, in a plane says another, before a voice rings out "on a lorry!" Thus, the connection is made between familiar household objects, and the trucks that brought them. It's a point endorsed by the school's Michele Wright. "There's lots of haulage in the area and it's really important that they get this message. It's perfect to have a truck in front of them that they can touch and feel and see."

After introducing his 'team', including lorry drivers Dale, Pete and Stewart, and Hutchinson's transport administrator, Roy Blagden, it's time to get on with the presentation. So up pops Trevor the Traffic Light Elephant on a large projection screen. "He's our mascot, he weighs three tonnes," says Eason. With the pachyderm? It's a highly-organic way to get the children thinking about the weight of a lorry using an analogy that they can all grasp. And who doesn't like elephants? From there, it's just a short step to the importance of staying safe near one.

"If Trevor weighs three tonnes, how many elephants do you think this weighs?" says Eason pointing to a photo of a Hutchinson SLT Actros on the screen, adding "Have a chat among yourselves." And they do, volubly and excitedly. He then invites the children to call out their answers before telling them "That lorry is 16 tonnes, so how many elephants is that?" (Note the maths puzzle in there too.)

As they work that one out Eason continues to pepper his audience with questions as the next shot appears on the screen of the Actros coupled to a trailer hauling a massive piling rig. "How a full-size lorry like that with a full load on it, how much do you think that weighs? Put your hands up." Up they go again. "It's 50 tonnes!" confirms Eason before observing "How many elephants is that? A lot!" volunteers one causing Eason to break out into a broad smile.

Pointing at the STGO rig, he volunteers the information "That's the same as 50 elephants. I certainly wouldn't want to argue with that would you?" The response is a resounding "NO!!!" By now Eason is definitely on a roll. Referring to the 44 tonnes tractor in the playground he asks the children "Who's going to win an argument with that? So do think it's a good idea to stay safe with lorries!" Upon hearing a broad shout in the affirmative he asks again "Can you go a bit louder?" Well, they don't need to be asked twice. "YES!!!" roar the children.

Throughout the day, each pupil will get the chance to climb into a truck to see for themselves how much a lorry driver can see from the cab. But not before Eason explains the 'three points of contact rule' when getting in and out of the trucks. He then says "The drivers want a lot of questions," which gets an even louder response from his audience. Clearly, they're clearly buzzing with enthusiasm and can't wait for their turn. After a quick introduction from local police officers, Jason Fellows, and Norman Fisher, it's time for the first group to get to up close to the three trucks by answer to the question "Who wants to be first?" That's a chorus of "me!!", "me!!", "me!!".

The 'Stay Safe - Be Seen' message is delivered by the volunteers in a number of highly-imaginative ways. To begin

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with each pupil is given a cone and told to position themselves around the truck so they can be seen by the drivers – a thumbs-up means they've spotted them. Then with great balance, and good humor, the three HES drivers safety march each child in and out of the cab. Dave Ibarra, who normally pilots an article for HES, reckons the day has real value. "I feel it helps the kids and probably a lot of other kids, too. It also helps drivers."

Eventually, it's not long before the first child discovers the truck's air horn and there follows a melody of horn blasts from all three articles, interspersed with the 'see-rah, whoop-whoop' sign from the police car. As each new class arrives the cacophony is repeated – heaven knows what local residents think it's happening. Along with being able to sit in a patrol car, at one point the children watch the officers conduct an impromptu speed check outside the school, which generates a lot of interest.

However, the most thought-provoking exercises are undoubtedly when each pupil is handed a water balloon along with the message "That's soft, like you. A truck is hard. Now throw the balloon at the truck." They don't need to be asked twice. A volley of balloons whistles through the air, exploding against the cab with a memorable KISS!! ATTTT We see our hat off to Heavytorque's master photographer Craig Fussey who takes his life in his hands by standing in front of the children to get an action shot.

It's clearly a real fun, but there's no doubt that they 'get' the serious underlying safety message. Children and trucks don't mix. The only problem is keeping up with the demand for fresh water balloons. After lunch it's the turn of the local Fire Brigade to try on their own demonstration, which includes showing the children all the different kit carried on a fire appliance. As each session finishes, each child is handed a goody bag with a 'Stay Safe - Be Seen' branded pencil case and luminous arm band.

So what does the school staff think of it? The reaction to the day has been extremely positive as Wright confirms. "We've been really impressed with the (safety) team and the way they've time tabled everything in and also got the emergency services to support them. They've done it already at a few schools and had success with it. So when they come to us with a plan they already knew what worked."

Principal Jo Wilman is equally convinced it's pitched at exactly the right level for younger children, making the learning fun as well as being educational. "They're not just telling them what not to do," she says, adding "they already get a lot of that." It's giving them a chance to get up close to the truck, getting in them, touching them – that way they're far more likely to remember the message," Wright concurs. "With this, they're more likely to negotiate risks." It's a good point. Raising awareness to the dangers of traffic is the first step to staying safe. "It's child usually starts off by talking to school with their parents," she says, "but as they get older they can be walking to school on their own which is when they can first start to face difficulties [with road safety]."

It's not only the children who've been able to experience the challenges truck drivers face out on the road. Having set in the Hutchinson Mercedes Actros tractor, Wilman reports, "I don't appreciate what visibility is like for a driver until I got in the cab. Hopefully the children will get on close too. It explains to the children why it's important to be seen."

And at a time when the debate over what exactly young children should be taught continues, Wilman adds the safety day, while separate, dovetails perfectly with National Curriculum. "For us it sits well within our social, moral, spiritual and cultural curriculum. It's a catch-all for everything that doesn't fit into the National Curriculum. It's really important for our community and also fits within the safeguarding agenda."

Wright then surprises us with this observation, "It's also aspirational," she says. By which we take that to mean that it could well sow the seed in the mind of a future lorry driver. Equally important, Wilman sees it as an ongoing opportunity to deliver a regular safety message, not least to newcomers to the school. In terms of frequency she believes "Every other year would be nice."

Glenn we say our goodbyes, and as the final group of kids hurls the last of the water balloons, we manage to grab a quick word with Eason, who's clearly pleased with the day. "This is the first one we've done in Tuford. We've added a few new things to it since we did our first course. We now tell the children when you hear an engine start up take two steps back again – so a driver has a greater chance of seeing them. We've now also got the police, the fire brigade and the RMI involved, through the Nottingham Safety Education Partnership so it's not just about road safety." Indeed, voluntary RMI education presenter Geoff Pearson explains "We talk to the children about water safety in general, not just the sea. In our area we've got the River Trent which has some really dangerous works. We talk about keeping safe in water, also the dangers of cold water and dirty water."

Meanwhile, Eason is keen to promote the project to any operator who'd like to lay-on a similar day for local schools, and is happy to provide the presentation material as a stand-alone package, free of charge, or even help them present it on the day. However, he admits it's not been easy getting the course adopted by a broader audience. "I'd like it to go further, like getting adopted by HORS (Horse Operator Recognition Scheme), but it's getting to the right people. I've got the idea that works – so you take it." He then ends with an unequivocal message about the need to get more communities to appreciate the value of road transport. "The whole industry is going backwards in my view. If we can push it forward, by whatever way we can, we should do so. It's one Heavytorque supports 100 per cent."



<https://www.heavytorque.co.uk/shop/heavytorque-issue-20/>

The reminder – The “Stay Safe Be Seen” tag is re-enforced with goodies to take away, including hi-vis bags with a selection of items inside, some sponsored by customers and suppliers of Hutchinson Engineering Services Limited. Things like; hi-vis vests, snap-around or light up wrist bands, stationery and pompom message bugs, key ring lights, bookmarks and drink bottles:



The Next Step

Plans for 2020 are already in place, with new challenges. The message is being spread further from our base, in a City location and, for the first time in a Senior school.

All of which has caused us to have our thinking caps on, because:

- While there is a link with big trucks, they may not have seen **our** vehicles, so the link is not automatically established
- Traffic is busier and more complex in a built-up city, than a more open town or village
- Young people need to be challenged and stimulated in a different way to children

One of the exercises developed for the senior school, relates to stopping distances, so thinking time, stopping time, loaded or not and weather implications.



Conclusion

As a result of our initial brush with a school road safety campaign, we realised there is still more to do. Ryan has been quoted as saying "It is the best thing I have done since stepping into the job!", that was in 2017, and he is still doing it in 2020.

The project rolls on with support from Ian Hutchinson, as MD of Hutchinson Engineering Services Ltd, as well as those hauliers and others in our contact book who have come on board with time, trucks, staff or sponsorship. With more to do and a will to get it done, we will see more children educating their grownups, for the next year at least and most likely beyond that.

The media's response and that of fellow hauliers has been tremendous and is desperately needed, because during the planning of these events, it became very clear how little resources are available for road safety. So, we have actively encouraged the ripple effect to spread the message of the need to others in our industry and if through that process more hauliers join the effort, even more can be achieved.

We will never know what the impact will be – a child or young person who applies what they have learnt and therefore is not injured, or worse, is never going to acknowledge that, but we know the Stay Safe Be Seen message and Team Hutchinson are making a difference.



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