7 Essential Steps to Improve Worksite Safety

ZoneSafe®

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How Does Investment in Safety Systems Benefit Your Business?

Why is it important to invest in safety? It's not just that people should feel safe at work and your business is legally obligated to protect them. Safety also directly impacts productivity and profitability. Unsafe working environments suffer low worker motivation and morale, poor reputation, reduced productivity, and high staff turnover. Worse still, a serious workplace accident can cost you your business. When considering the ramifications of unsafe work environments, is it really worth the risk not to invest in safety?

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1. Review & Identify The Risks

The first step when introducing any safety campaign is to identify the risks through thorough risk assessment. Hazards can relate to equipment, machinery, vehicles and workplace operations and must be specific to the worksite, highlighting those activities and identifying those areas that are most high risk within your organisation.

What are the risks?
It's important to note risks around plant and equipment, environmental concerns, and worksite conditions. Reviewing historical company accident data helps to identify key risks to worker safety and provides real life workplace specific events that have caused harm or potential for serious injury in the past. By looking closely at previous Investigations of incidents, and near misses it is possible to pinpoint the root cause of many accidents and identify training issues or procedural shortcomings that could lead to serious incidents in the future. Accident analysis helps to identify incident trends, e.g. has the same

or similar breach occurred at a pedestrian/vehicle interface numerous times?

Risk assessments should take into account any concerns raised by staff. Communication is so important - it's a good idea to talk to your workforce and gather real information to learn what your people see as the potential for harm in their day to day working lives.

Any potential hazards to health including manual handling, pedestrian walkways, maintenance issues, driving routes, crossings and activities that are known to cause undue stress to workers, should be considered.

When hazards are identified, it's important to consider how employees, contractors and visitors could be harmed. A critical element of any risk assessment is to proactively anticipate risk and put measures in place to counteract it before an accident happens.

By collecting and regularly reviewing information about likely hazards, you have the opportunity to put robust systems in place to mitigate the risk and monitor actions to assess whether the measures taken are having a positive impact on safety. It's important that every incident is used as tool for learning and improvement.

Why do people take risks?
The question often arises – why do people take risks in the first place? Often it's down to complacency, boredom, low morale, or over-confidence in one's abilities. The important thing to remember is that just as risk from equipment and machinery must be managed, so too must human behaviour.

Even if every possible physical hazard could be addressed, human behaviour can be unpredictable so employing methods that drive positive behavioural change is a powerful tool in any safety campaign.
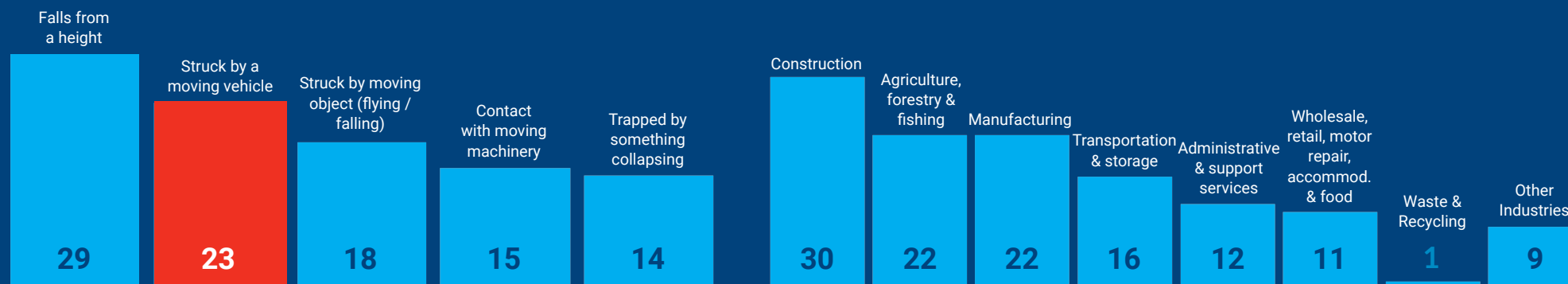
Work-related fatal injuries in Great Britain statistics

In 2020/21, the Health and Safety Executive (HSE) reported 142 workers were killed at work in Great Britain. In addition, an estimated 441,000 people sustained an injury at work according to the Labour Force Survey and a further 51,211 injuries to employees were reported under RIDDOR.

Figures for 2021/22 show a reduction in fatal accidents with 123 workers killed at work in the period April 2021 – March 2022.

Around a quarter of fatal injuries to workers in 2021/22 were in the Construction sector (30 deaths), with Agriculture, Forestry and Fishing and Manufacturing representing a further 18% (22 deaths in each). This shows a trend of deaths by industry similar to previous years.

HSE

Falls from a height	Struck by a moving vehicle	Struck by moving object (flying / falling)	Contact with moving machinery	Trapped by something collapsing
29	23	18	15	14

Construction	Agriculture, forestry & fishing	Manufacturing	Transportation & storage	Administrative & support services	Wholesale, retail, motor repair, accommod. & food	Waste & Recycling	Other Industries
30	22	22	16	12	11	1	9

2. Your Safety Journey - Where Are You Now?

Workplace safety is a continuous journey of improvement based on real events and measurable targets. When introducing new measures to enhance safety, it's important to understand where your business is in this journey. Taking a layered approach to safety works well, adding extra defences at each stage of the journey.

At ZoneSafe, we identify six key stages in the safety journey:

Improve Segregation – **Segregation of people and vehicles is one of the most effective ways to reduce the chance of collision so by simply reducing integration of people and vehicles, it is possible to dramatically improve safety.**

Install physical barriers – **By installing physical barriers around vehicle and walking routes, physical segregation is achieved automatically reducing integration and ultimately reducing the opportunity for collision.**

Fit vehicle safety lights – **Installing safety warning lights to vehicles such as blue spotlights, arrow indicators, side beam and end beam spotlights, increase vehicle visibility, particularly in dimly lit or cramped work areas making it easier for pedestrians and other vehicles to see the hazard and remove themselves from risk.**

Introduce safety detection solutions – **Install vehicle activated warning signs and projected warning symbols to improve situational awareness for both pedestrians and drivers.**

Install proximity warning and alert systems – **ZoneSafe proximity warning systems create a 360-degree detection zone around hazards and work by alerting drivers and pedestrians to the presence of risk even when the risk can't be seen. The system interacts with vehicles and pedestrians working in close proximity by delivering an audio/visual warning and vibration alert.**

Increase site safety using data management – **ZoneSafe systems will log event data and upload the information to a cloud-hosted dashboard. Event data is presented in a helpful format, providing insights, trends, reports and analysis. Early identification of activity and patterns of behaviour which increase risk and lead to pedestrian-vehicle collisions is essential. Event data allows you to manage risk more effectively and make positive changes, such as improving training needs, pedestrian-vehicle segregation and traffic management.**

System Implementation

When introducing any new safety procedures or systems, it's important to gain buy-in from the workforce. Even the most exceptional technology will struggle to achieve its full potential if the people using it don't believe in it. Explain the reasons behind system changes to workers at each stage of the safety journey, making it clear why the changes are being made and how they will directly benefit from the change.

Culture Ready

The Health and Safety Executive (HSE) defines an organisation's safety culture as, "The product of individual and group values, attitudes, perceptions, competencies and patterns of behaviour that determine the commitment to, and the style and proficiency of, an organisation's health and safety management".

The Health and Safety at Work etc Act 1974 requires employers to provide training, equipment and PPE required to complete their work. Going above and beyond the legal obligation communicates to staff that you care for their wellbeing and helps instil a strong safety culture within your business.

As HSE accident figures show, Industrial workplaces are dangerous. The culture of a business is driven by management – if the workforce clearly sees that production is more important to management than safety, it has a negative impact on the overall culture within the business. The message is that people don't matter as much as money. Everyone deserves to be safe at work: safety must be prioritised over production and revenue.

Your Safety Journey - Where Are You Now?

Improve segregation

Install physical barriers

Fit vehicle safety lights

Introduce safety detection solutions

Install proximity warning & alert systems

Increase site safety using data management

3. Cost Benefit Analysis

Suppose you're considering new technology such as ZoneSafe. In that case, we understand that investing in technology is sometimes viewed as expensive and unnecessary by decision-makers. Therefore, it's worth conducting a benefit versus risk analysis when considering the investment.

HSE guidance suggests a cost-benefit analysis (CBA) can help make judgements on whether further risk reduction measures are reasonably practical. (HSE CBA checklist) In its summary, the investment can be justified unless its costs are grossly disproportionate to the benefits. The HSE's main interest is to ensure that all benefits of implementing a health and safety improvement measure are included and not underestimated. The benefits should include a reduction in risk to members of the public, workers and to the wider community.

The Business Case
Creating a business case for investment in safety systems must focus on key considerations including impact on safety, initial and ongoing cost, ROI, risk and overall benefit to the business. Engaging with decisions-makers to help them see beyond the cost and understand the long-term benefits is important.

Benefits of ZoneSafe include:

- Significant reduction in vehicle-person collisions, injuries and lost-time claims
- Positive change in behavior around industrial vehicles
- A reduction in stress and anxiety when staff work near industrial vehicles
- Improved site safety, which helps staff morale and motivation
- Better control of operating costs and an increase in productivity with fewer employee absences
- Avoid unnecessary recruitment costs and employee claims
- Help employers ensure their employees are protected from harm so far as reasonably practicable
- Improve your company's reputation with a proactive approach to safety
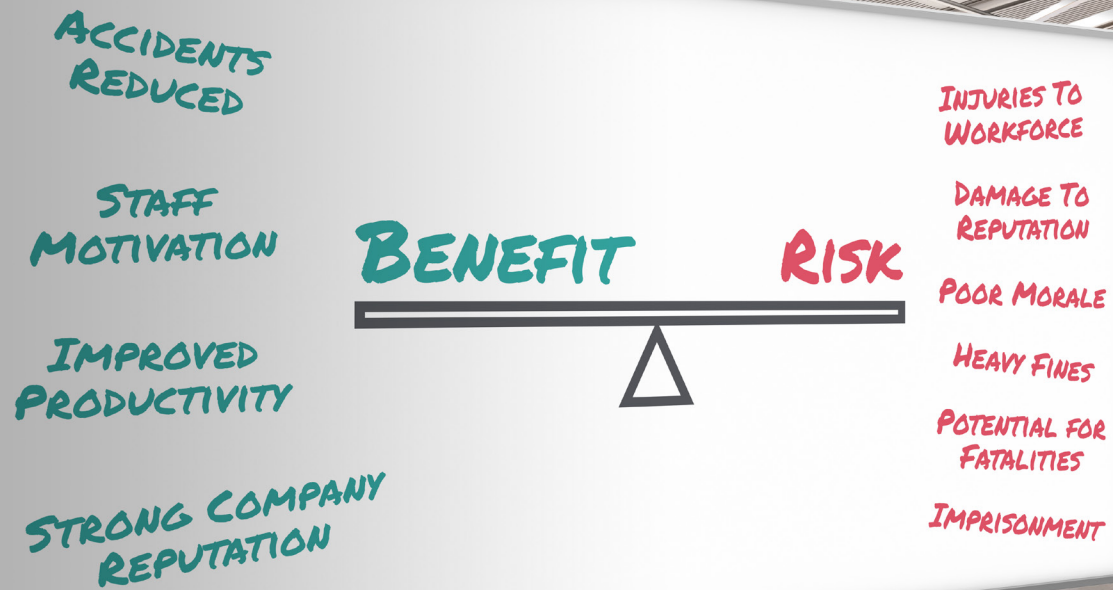
Liability and Reputation
The long-term implications of workplace accidents and fatalities can be very destructive to a business. Regulatory compliance breaches often result in eye watering fines and irreparable reputational damage. Businesses can be stripped of professional accreditation, issued huge fines that can run into the multi-millions and accountable persons can even find themselves in prison while costly court cases can run for years before being resolved.

Culture and Morale
Serious accidents don't just impact the individual concerned but have a knock-on ripple effect across the whole workforce. When people don't feel safe at work, it affects their morale and motivation creating a culture of general mistrust of the employer. By investing in employee safety, you send a clear message that people are valued, and the employer is committed to running a fair and ethical business.

Productivity
A study sponsored by Advanced Technology Service Ltd, revealed that 83% of senior management and operations personnel at manufacturing facilities saw increased productivity and a reduction in costs as a result of safety programs. In his book, The Truth About Employee Engagement, bestselling author and business guru Patrick Lencioni suggests people want to feel like they matter. When they do, it has a direct impact on productivity and motivation.

ACCIDENTS REDUCED

STAFF MOTIVATION

IMPROVED PRODUCTIVITY

STRONG COMPANY REPUTATION

BENEFIT

RISK

INJURIES TO WORKFORCE

DAMAGE TO REPUTATION

POOR MORALE

HEAVY FINES

POTENTIAL FOR FATALITIES

IMPRISONMENT

The Cost of Doing Nothing

When businesses commit to safety, most accidents can be avoided. It is never worth the risk of serious injury or fatal accident and aside from the legal obligation on employers to protect workers, everybody deserves to be safe at work.

The financial cost of an accident often far outweighs the outlay for safety solutions. The Health and Safety Executive (HSE) reports that injuries resulting from accidents in the workplace costs Britain an estimated £5.6bn every year . Costs to business include legal fees, recruitment, absenteeism, and loss of production. If a company breaches the health and safety at work Act (HSWA) and fails to comply with its requirements, the consequences can be severe for the organisation and individuals. A breach is a criminal offence punishable by fines, imprisonment and disqualification.

What's it worth?

Benefit vs cost is a good way to assess the need for investment. Its also helpful to consider the actual cost of the investment. When you consider that ZoneSafe costs can be as low as £3 per day and look at the overall benefits to your business of implementing the system, it makes a lot of sense to request a demonstration or free trial.

4. The Zero Harm Vision

The UK is one of the safest countries in the world to work but sadly serious and fatal accidents still occur each year. Responsible businesses strive to deliver a safe working environment for all people with the goal for many to achieve zero harm in the workplace - the ideal standard of a safe working environment with no risk of injury for all people.

Zero harm initiatives are about protecting people with the ultimate goal that every person on site is safe at work. But is achieving zero harm really achievable or is it simply a vision; an ideal standard to aspire to? The vision of zero-harm is an admirable one but it must be more than a slogan with real meaning behind it and backed up by a robust action plan and measurable goals.

Realistic Expectation
Unfortunately, accidents will always happen but while achieving zero harm is an impossible target, making effort to minimise risk is a realistic option. Health and safety is about protecting people from harm – the aim is to try to ensure nobody gets hurt in the workplace.

Set Realistic **SMART** Goals when introducing new safety programs.

Specific, **M**easurable, **A**chievable, **R**ealistic, **T**ime-Specific

- **Start Small** – communicate change and benefit step by step. Don't try to completely transform the workplace culture overnight.
- **Encourage Reporting** – create a culture of reporting incidents without blame or finger pointing.
- **Measure Actions** – continually review how the safety program is performing and if changes are having an impact.
- **Measure Success** – ask staff for feedback – is the safety effort making their job easier or harder? Do they feel safe at work? If not, consider other measures.

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Zero
Harm

5. ZoneSafe & Behavioural Change

Behaviour is infectious so if you want the general mood of your workforce to be committed to safety, it's important to proactively drive positive behaviour. When you notice unsafe activity, you should address it head on. Finding methods to drive positive behavioural change can transform a work environment and create a more progressive overall culture. ZoneSafe interacts with users to directly guide positive behaviour.

Worker Engagement

It could be down to a training issue or equipment problem. Still, engaging with the workforce can usually uncover the reason behind many incidents and then take measures to stop them from reoccurring.

ZoneSafe records event data and provides detailed reports and insight into potentially unsafe actions. Managers can then use the data to highlight the causes of incidents and identify individuals or vehicles involved in a safety breach. The system includes an easy-to-view dashboard providing the top five most common breaches.

Improved Productivity

Your staff are your most important asset, but human nature means people make mistakes when it comes to safety. ZoneSafe supports safe working practices by adding an extra layer of defence. Unexpected behaviours increase the risk of accidents and collisions that have the potential to halt production completely.

If a forklift collides with a pedestrian, it will considerably impact the driver, the victim, the workforce and the business. Perhaps the driver had a momentary lapse of concentration, or the pedestrian was cutting a corner. However, if an audio/visual alarm alerted both the driver and the pedestrian to the risk, both would stop or take avoiding action, significantly reducing the chances of the collision and allowing production to continue without incident.
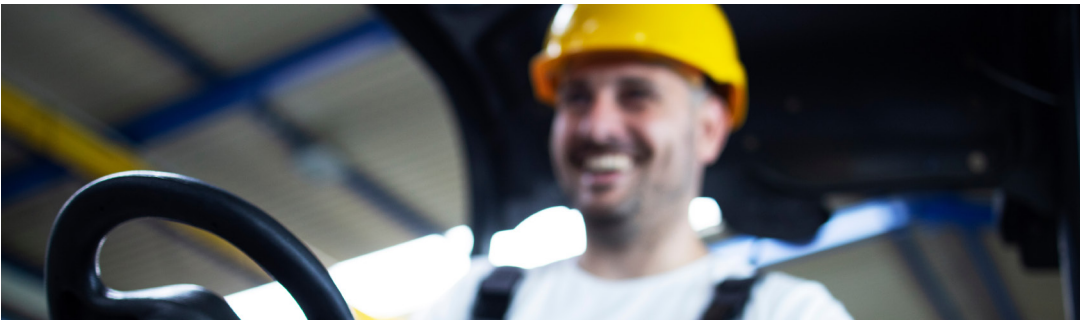
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6. Why Is Correctly Implementing a Proximity Warning & Alert System Important?

At ZoneSafe, we work with organisations across a range of industrial sectors and have seen the operational challenges they face first hand.

Implementing new technology is often met with challenges and even resistance. We know our ZoneSafe Proximity Warning Systems are proven. However, the correct implementation process is vital for reducing the risk of pedestrian-to-vehicle collisions, positively changing workers' behaviours and making workplaces safer.

A process for implementing new safety technology is essential as it provides a framework for change and ensures that the business completes its plans on schedule and within budget.

The implementation process allows leaders, management teams and champions to realise their plans, meet their health and safety goals, and encourage overall site safety.

Dedicating as many resources to the implementation process is essential. To ensure success at each transition stage, you should not underestimate the resources necessary.

Define and set your goals and objectives
Identify what processes the workforce needs to change or adapt. What are the goals, and what are you hoping to achieve?

Ask for feedback from employees.
Engage with employees across the whole organisation, especially those affected by the new technology.

Listen to their concerns and feedback and encourage them to take an active role in the implementation and execution. Their input is essential and will make them feel included and more optimistic about the change and help them see the value of the technology.

Resource Allocation
Ensure you allocate enough time and resources for implementation.
Consider that implementation tasks will likely be in addition to an employee's daily responsibilities.

Communication
Much like getting employee feedback, ensure you communicate the plan for change to the entire organisation. The benefits and value of the new technology must be explained and disseminated across the organisation.

Identify Leaders and Champions
Leaders and champions must express the new technology's benefits, value

and importance. Consider the team's strengths and weaknesses, establish responsibilities, and ensure they take ownership of their duties. Explain the outcome you want to achieve by implementing the new technology on the worksite.

Project Team

Create a cross-functional project delivery team which brings knowledge of how their teams work within the organisation.

Organisational culture

Consider the organisation's culture and attitude toward health and safety. Can the new technology positively change the organisation's culture and improve attitudes toward health and safety?

Measure effectiveness

Measure the effectiveness of the technology across the organisation. Identify and assess the challenges it has overcome and how it has improved safety, productivity, quality and morale.

Test and Modify

Test and evaluate the technologies success. Has the organisation benefited from improvements due to implementing the technology, or does the implementation need adjusting? The project team must continue to listen to employees' feedback and develop the implementation accordingly to ensure success.

7. Taking The Next Step

Every worker deserves to be kept safe, no matter where they work; this is why ZoneSafe is here. We help you to take the next step on your safety journey and enable you to seamlessly integrate a proximity warning and alert system into your organisation.

When you choose to work with ZoneSafe, we work together. Here is what you can expect:

1. **Initial discussion with our team** - We understand how it feels to worry about site safety so let's get that initial discussion underway. Call us today on +44 (0)1202 868000 or email us at sales@zonesafe.com.

2. **Join a virtual product demonstration** - One of our team will present a virtual product demo tailored to your requirements. We understand that to be fully effective in preventing collisions; a proximity alert system must fit seamlessly into your worksite and operational procedures.

3. **Site visit and on-the-day demo** - Together, we can further identify specific challenges and opportunities on your worksite and take the time to understand your requirements.

4. **Solution Proposal** - We will provide a proposal which addresses your challenges and outlines a solution suitable for your organisation.

5. **On-Site Trial** - A trial enables us to work together, confirm the proposed solution and implementation resources, and de-risk the rollout.

6. **System Rollout** - We will work with your teams to identify your rollout needs at each site and create a plan that meets these requirements.

7. **Commissioning and Handover** - Before the handover, we will configure and test the entire system we have provisioned and train your team on how to use it.

8. **Ongoing Support** - We offer our customers ongoing support for the life of their system, from annual servicing and maintenance to training and support.

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Everybody deserves to be kept safe,
no matter where they work.

Be confident in the safety
of your workplace.

Talk to us today.

ZoneSafe
Proximity Warning & Alert Systems

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