

Personality plays major role in road safety

Worker personality is a major contributor in maintaining high Health and Safety standards on the Highway. Excellent attitude and commitment towards high safety standards doesn't just stem from worker qualifications and experience, personality plays a key role, say experts at recruitment specialist SkyBlue



"It's a safety critical industry and one that needs to be understood by the worker. No matter how much training or experience one has, it's down to the individual to put health and safety first and bring that mindset onto the roads each day", says Richard Morgan, Recruitment Consultant for SkyBlue.

As an experienced recruiter for large scale national highways projects SkyBlue fully understands the nature of work, the standards that must be met and the types of people required to deliver these results.

Many businesses that make up recruitment supply chains may like to argue that meeting safety targets ultimately comes down to workers on site.

"As recruiters it's our job to ensure we put the right people into work,

albeit through our customers. This kind of shared responsibility can only help; the more people that put safety first the better it is for the industry as a whole.

"Selecting individuals right for this kind of work doesn't just stem from CV's alone; it's a whole host of things and notably personality. Once you get past the qualifications and experience you're looking for that extra something. It's the concept of 'Personality Matching' that we feel is that extra something that helps us to get that all-important fit between person and post", further explains Mr Morgan.

With over a decade of experience in supplying hundreds of workers into the Highways, including the Widening of the A1 (Dishforth to Barton), the M25 and M40 DBFO and most recently the Birmingham Box phase 3

Managed Motorway, SkyBlue's approach to personality matching has proven more than successful.

"It isn't always apparent at first, but engaging in the right kinds of conversation gives you a real insight into their personality, says Sarah Woodall, SkyBlue Recruitment Consultant for the current BB3MM project. We've supplied approximately 70 workers into the BBMM projects and to date we've been RIDDOR free.

"We're always looking for those that put safety first just as we do; 'understanding' the importance of safety, having the 'willingness' to learn and equally the 'eagerness' to share best practice, We're not after an exhaustive list, purely a personality where responsibility plays a pivotal role. To put it simply but strongly, we at SkyBlue believe only a safety critical person is suited to such a safety critical environment.

"It's then our job to feed these great personalities with important safety news and messages", says Mr Morgan.

Initial personality matching must be followed by continuous engagement across the lifecycle of any project to ensure successful delivery, recruitment is no different.

"From national and regional SAG's (Safety Action Groups), on-going safety campaigns to monthly Safety Bulletins, SkyBlue does as it says; puts the safety of people first. Relevant information, news updates and on-going support is drilled into each and

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every person ensuring health and safety remains in the mind of each of our workers at all times", explains Steve Norris, SkyBlue Senior Health and Safety Manager.

With recruitment agencies making up only one part of a supply chain in project delivery, it's clear that tight and robust safety-oriented cultures need to be reflected elsewhere.

"As a business that boasts such a high safety profile, whether it's as a result of our recent ROSPA Gold Award for Health and Safety, or one of our workers receiving Carillion plc's most prestigious health and safety award, we're clear in our minds of the organisations that we like to work with.

"The idea of 'Cultural Matching' may seem largely theoretical but in practice its far from it. As a leader in

the field of health and safety we know exactly where we are and where we want to go, it's only right that we know where any of our suppliers or contractors are and want to go. Any

business that mirrors our drive is simply what we need and collectively what this industry needs", says Paul Mitchell, Director and General Manager at SkyBlue.



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