

## Willmott Dixon - All Safe

As one of the UK's largest contractors, Willmott Dixon takes serious responsibility for the safety of its operatives, continually encouraging a culture of zero tolerance towards all unsafe behaviours. Their 'All Safe' Health and Safety culture change initiative is not only standard practice across all Willmott Dixon sites, but the recent introduction of their new All Safe Ambassador Dylan Skelhorn, is having a measureable impact on industry colleagues. Here, we look at how Dylan's role as All Safe Ambassador came about, and why it is vital in the fight for safer working practices.

In 2011, working for a small roofing company, Dylan was unhappy with the safety conditions he was told to work in but fearing for his job, felt he had no choice but to continue. In hindsight, Dylan wishes he'd have trusted his instincts. The chimney he was working on collapsed, and he was sent crashing onto a garden wall more than 10 metres below suffering 2 broken ribs, a punctured lung and he snapped his pelvis on both sides. Now at age 37, Dylan is 40 percent disabled, cannot walk without the aide of crutches and relies on a cocktail of 744 pills every month to manage his pain.

In addition to the physical pain he has endured since the accident, Dylan has also had to battle with the mental pressures of being secretly followed and filmed by the insurance company responsible for his claim, and the personal responsibility he feels for the eight work colleagues who lost their jobs when the company he had been working for closed down as a result of his accident. The government also stopped his benefits, claiming he was fit to work with his crutches.

In the period following Dylan's accident, he decided to channel his efforts into campaigning for increased Health and Safety awareness across the industry, creating "Safety Up" through which he delivered motivational speeches nationwide. It was his work with Safety Up that led to Dylan's meeting with Mark French, Head of Health, Safety and Environment for Willmott Dixon Group.

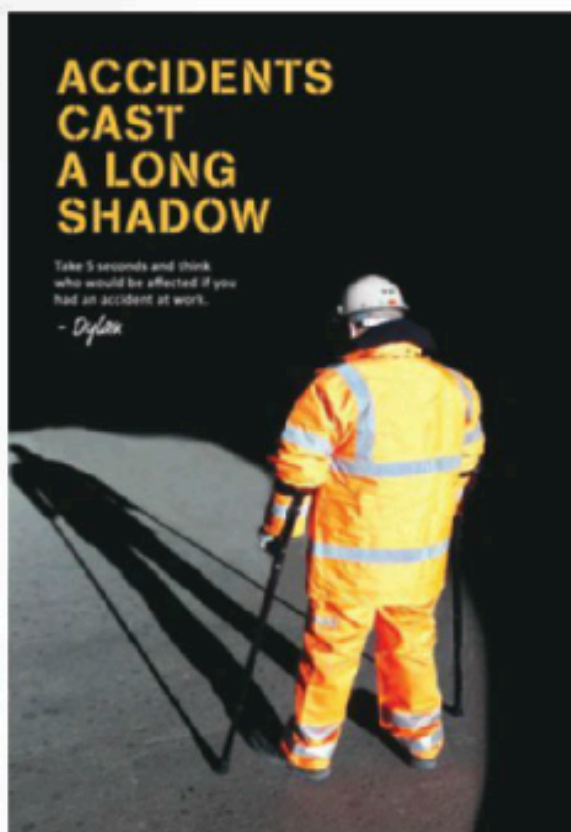
In January 2017, Willmott Dixon Group announced that they had employed Dylan as their Ambassador for the All Safe initiative, an industry first which aims to encourage a zero tolerance approach to all unsafe behaviours at every one of their project sites across the UK.



Dylan visits the sites, talking openly about his own experience and the effect it has had on his own life and the lives of those he cares about.

In support of the message that Dylan delivers, operatives are issued with a simple, but powerful plastic card. The card displays the statement, 'I want to go home in one piece because...' and the card-holder is asked to complete the statement which will more often than not, involve their family and/or financial responsibilities.

If at any point the card-holder is made aware of unsafe or irresponsible behaviour on site, he has permission to hold up that card and



bring the job to an immediate halt, with no fear of recriminations - in much the same way a football referee calls time on a player with a red card.

Prior to Dylan joining the team, Willmott Dixon had already reported a near 50 percent drop in its accident frequency rate from 0.23 on 2015, to 0.13 in 2016. In the 7 years since the All Safe initiative was introduced, the company has seen a 200% increase in safety observations on site, with noticeable peaks in observations being seen every time Dylan delivers a presentation.

With 66,000 work-related accidents reported in the construction sector in the year 2015-16\* there is clearly still more work to be done, but even if our combined efforts encourage just one extra person to think twice before they act, or just one extra person to speak out about a problem, who knows how many extra families will be having dinner together as a result.

[www.willmott Dixon.co.uk](http://www.willmott Dixon.co.uk)