

## **Workplace cyclist safety: a review of safety practices at Deliveroo**

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### **Abstract**

Food delivery by bicycle is a growing service industry that has increased the number of bicycle couriers nationally. In 2017, the Amy Gillett Foundation undertook a review of the safety practices of one of Australia's leading food delivery services, Deliveroo. The review included initial contact (e.g. online approach, telephone and online screening), onboarding procedures (e.g. documentation, training, equipment) and broad systems (e.g. payment model, communications). While Deliveroo is to be commended for its existing safety measures and proactiveness in seeking to further improve its safe cycling practices, however, the review included 39 recommendations for action to improve safety of Deliveroo cyclists.

### **Background**

Deliveroo do recognise the importance of safety for the people who ride bicycles as part of their food delivery services. Deliveroo does have cycling safety procedures, requirements and minimum standards designed to support rider safety. However, much of this originates from the UK, and does not relate to the Australian environment. The Amy Gillett Foundation was engaged to review of Deliveroo's onboarding practices for new riders in relation to safety.

### **Method**

The review included three stages: 1) an audit of Deliveroo's existing cycling safety documentation, products and procedures (fact finding meetings and discussions), 2) Review of Deliveroo's existing cycling safety documentation, products and procedures (desktop analysis) including: induction phone call, onboarding presentations, online training, pre-ride check, Deliveroo kit (e.g. food delivery box, uniform, emergency lights etc). 3) On-road assessment of Deliveroo cycling confidence testing conducted in partnership with Wheel Women.

### **Results**

From the three stages of the review, 39 recommendations were made in two key areas: onboard training materials and rider focused content. Onboarding training materials need to be revised for the Australian context with information including up to date information on cycling rules and state-specific road laws. Rider focused content needs to be improved to optimising rider-partner behaviours making them safer and better prepared to respond to the inevitable varying conditions they will experience. The recommendations cover the entire process of onboarding a rider at Deliveroo and is summarised in Table 1.

Other issues were identified but outside of scope. For example: assessment of food delivery box including weight (i.e. by occupational therapist or ergonomist), regular feedback from riders, mechanisms to update riders on any changes to road rules and payment structure (i.e. per delivery piece payment) that may lead to riders taking unnecessary risks to maximise deliveries and payment.

*Table 1. Summary of recommendations to Deliveroo re onboarding and cyclist safety*

<b>Onboarding stage</b>	<b>Recommendation</b>
<b>Online content</b>	<ul style="list-style-type: none"> <li>• Australian context – reproduce videos to include Australian roads and paths, OH&amp;S</li> <li>• Create separate videos to illustrate specific road rules, specifically targeting:               <ul style="list-style-type: none"> <li>○ Bike lights</li> <li>○ Priority to pedestrians on footpaths</li> <li>○ Mobile phone use</li> <li>○ Helmet use</li> </ul> </li> <li>• Jurisdiction specific module for specific (different) road rules</li> <li>• Reporting protocols if involved/witness a crash</li> <li>• Develop a Cycling Safety Policy</li> <li>• Mandatory police check</li> </ul>
<b>On-bike rider assessment</b>	<ul style="list-style-type: none"> <li>• Demonstrate Deliveroo’s duty of care</li> <li>• Assessors to have cycling safety knowledge, awareness of road rules, road confidence</li> <li>• Potential riders to wear a delivery box backpack during assessment</li> <li>• Rider safety in the rain, at night, tramlines</li> </ul>
<b>Onboarding presentation</b>	<ul style="list-style-type: none"> <li>• Consistent content nationally</li> <li>• Images to include key safety features: helmet, bike light, bell</li> <li>• More detail about personal safety (e.g. obey road rules, ride predictably, safe riding around car doors etc)</li> <li>• Clarity about exclusion in some jurisdictions (e.g. city tunnels)</li> </ul>
<b>Equipment</b>	<ul style="list-style-type: none"> <li>• Additional reflective strips on the shoulder straps</li> <li>• Reflective strips to increase biomotion visibility of riders</li> </ul>

## Conclusions

Deliveroo is to be commended for their approach to safety and for seeking advice to improve their onboarding safety focus. However, recommended action is needed to improve consistency and increase the safety of bicycle delivery partners.