



HAAS ALERT



WJ Group Leads the Way in Road Worker Safety with Safety Cloud[®]

SEPTEMBER 2025



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Agency Name: WJ Group

Location: Staffordshire, England

Fleet Type: Construction

Goal: Improve Safety

When WJ Group's road crews head out to work, they're surrounded by risk.

Operatives handle equipment, install road markings, and carry out additional tasks on site — all while working close to potentially fast-moving traffic. Traffic management, temporary cones, and signs offer protection from vehicles in these fast-moving environments.

However, that doesn't eliminate the risks completely.

“As a company, we want to reduce this risk as much as we can.”

“Our crews are working out on the road network every day and with that comes a risk of incursions into their work zone,” said Rob Elsby of WJ Group. “As a company, we want to reduce this risk as much as we can.”

A Culture of Safety and Leadership

WJ Group is no stranger to innovation. As the UK's largest provider of road marking and highway maintenance services, the company has long been recognised for setting high standards in both safety and performance. With approximately 700 employees and the largest road marking fleet in the country, WJ continues to invest in technologies that protect its workforce and support the communities it serves.

The company's leadership has identified an ongoing challenge. Crews often work on dynamic, short-duration projects on local authority roads where full closures or extensive traffic control are usually not practical.

“We needed a reliable way to alert motorists in real time,” Rob explained. “Traditional methods like pre-works letters or traffic lights and road closures aren't practical for the way our teams operate on many schemes.”



Right Place, Right Time

Rob found the answer during a conversation at the LCRIG Innovation Festival. There, he learned about Safety Cloud® by HAAS Alert, a real-time digital alerting platform that notifies drivers through connected vehicle systems and navigation apps. The safety solution alerts drivers well before they reach work zones, giving them critical advance warnings of road works crews. This helps reduce collisions and improves safety further to what traditional signage and barriers may offer.

When Rob met Gareth Evans, HAAS Alert's Director of Strategy and Business Development for EMEA, and saw the technology in action, he recognized that Safety Cloud could fill a critical gap in roadside protection.

After a successful pilot, WJ moved quickly. Installations took place at company depots, allowing for a smooth rollout across the fleet. The solution now gives WJ the ability to alert drivers to crew presence, even on dynamic, short-term jobs that don't have fixed signage.

Protecting Crews and Delivering for Clients

While the top priority was crew safety, WJ also saw a chance to strengthen communication with the public – a growing focus for many local authorities.

"We often get asked about how we communicate our works with the public," Rob noted. "For short-term jobs, Safety Cloud gives us a way to achieve that where traditional channels fall short."





Chrysler, Dodge, Jeep, and RAM Vehicle Alert Example

The technology is already becoming part of the company's operational delivery, reflecting WJ's commitment to continuous improvement and evidence-based safety.

"Everyone I spoke to said the same thing – of course WJ would be the first to adopt this," said Gareth. "They're always looking for ways to lead and set the bar higher."

Safety Cloud joins a long list of innovations WJ has championed, including the company's recently launched fully electric thermoplastic road marking vehicle – believed to be the first of its kind in the world.

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"As a business, we're always looking for ways to improve," Rob says. "Whether it's safety, efficiency, or environmental impact, that mindset is part of our culture."



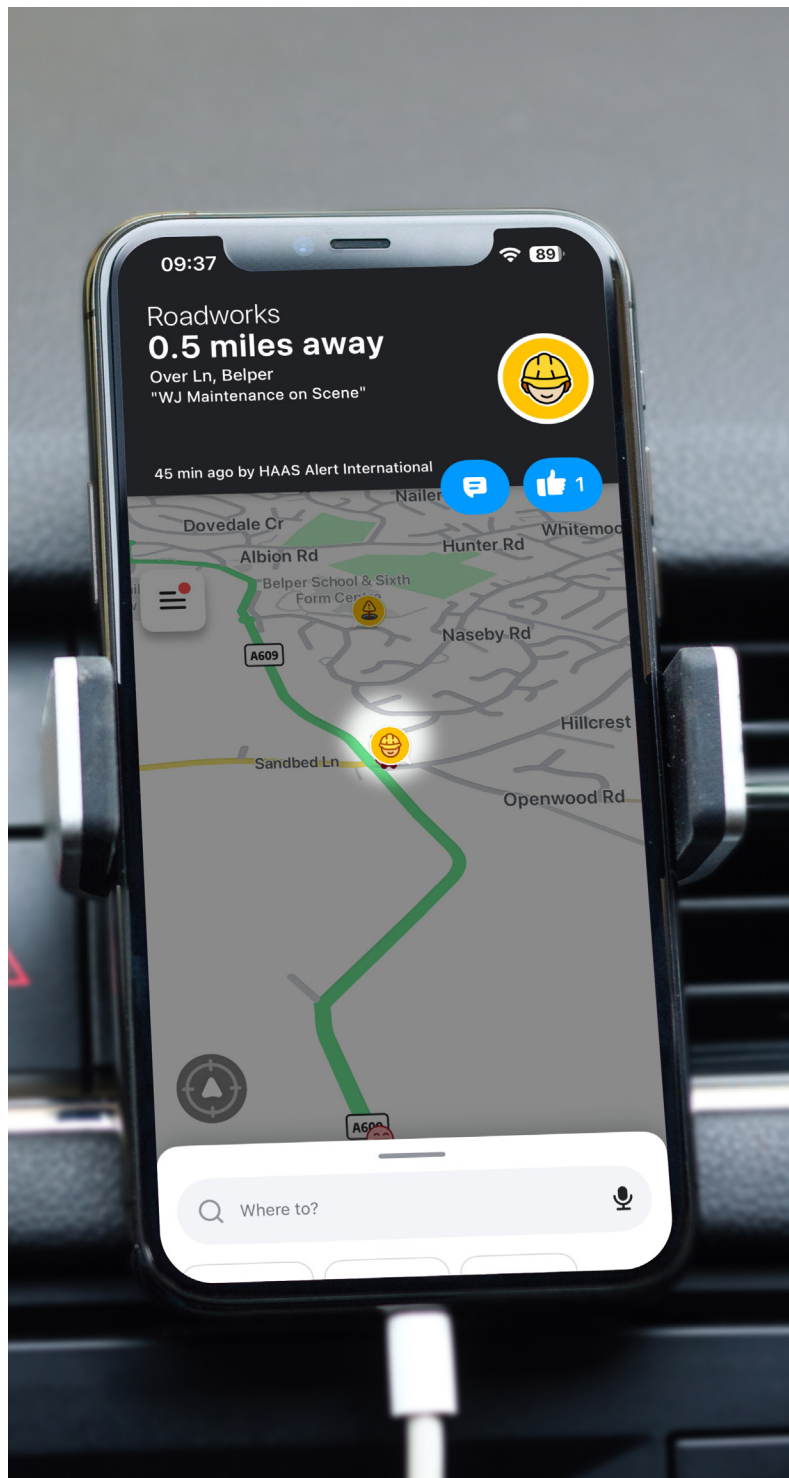
Safety That Starts With a Signal

WJ expects digital alerting will become standard practice for roadwork safety in the UK, especially as local authorities continue to prioritise connected vehicle strategies.

"This kind of solution will become more common in the sector," Rob adds. "It's a sensible, effective way to protect both operatives and the travelling public."

Signs and barriers are an important aspect in protecting crews, but driver awareness plays a crucial role in proactively keeping them safe. And WJ Group is leading the way.

Visit haasalert.eu to learn what Safety Cloud can do for your fleet.



Waze Alert Example