

## ULTRA ACCESS

### The Image of the Scaffolding Operatives

How decent PPE, tools, workwear and working practices are all important

The importance of the the **Image of the Scaffolding Operatives** at the place of work cannot be understated.

In UK construction, scaffolders play a critical role as the backbone of the sector.

Yet, for too long, the public and client perception of scaffolders has been shaped by outdated stereotypes.

In years gone by, scaffolders were often seen as hyper-aggressive brutes - loud, angry, confrontational and aggressive, and important for a professional branding perspective indifferent to their outward appearance.

This image while perhaps rooted in the physically demanding nature of the work and the risks of the job, has started to become a liability.

Today, as competition intensifies and clients demand higher standards and the continued "race to the bottom" every advantage counts, **therefore the British Scaffolding Industries image must evolve.** Scaffolders need to transition into model tradesmen: professional, calm, reserved, courteous, and brand-conscious representatives of their employers.

This shift is not merely cosmetic; it is essential for the survival and prosperity of the scaffolding industry.



First and foremost, a scaffolder's image and conduct directly influence the employer's brand. When on site, every worker in hi-vis bearing the company logo is a walking advertisement for said company.

**Clients - whether Principal Contractors or their management form lasting impressions based on what they see and hear.**

A team that arrives on time, dressed neatly in clean, branded PPE, and communicates respectfully projects competence and reliability.

Conversely, unkempt appearance, profanity, spitting, aggressive posturing, or careless behaviour undermines trust.

In an era where contracts are won or lost on reputation, a single negative incident - captured on a smartphone and shared online to social media - can damage years of goodwill.

A scaffolders wages are also starting to be dictated by their conduct on site, their attitude and reliability, not just by how much work they can do throughout the day.

For the industry to thrive and for scaffolders to earn the wages their skill and effort deserve - the workforce must embrace a new identity: that of the model tradesman.

Clean presentation, branded uniformity, and impeccable conduct are not superficial additions; they are strategic imperatives.

By representing their employer with pride and professionalism, they secure not only today's contracts but tomorrow's prosperity for themselves and the trade as a whole.

**In short: Every scaffolder on site is an ambassador for their company and their work colleagues.**