

INNOVATIVE ROAD SAFETY PRODUCT OF THE YEAR



Criteria:

To be awarded to the Organisation whose vision, belief and determination has brought a new product to the highways market, which improves safety on the UK's roads. This award will recognise products whose development has helped achieve a reduction in incidents and/or casualties through its implementation.

Winner

Lancashire County Council



Short-Listed

ROSPA (Royal Society for the Prevention of Accidents)



Carillion Highway Maintenance



Sponsored by
Shell Bitumen



Shell Bitumen



Winner: Lancashire County Council

Pre Pass Support Scheme - Perfect Partner CD-ROM

Judges comment:

"Excellent supporting resource for learner drivers and those who accompany them."

Web Site: www.lancashire.gov.uk/roadsafety

The objective was to provide something that was timely and correct as well as appealing to both the learner driver and their accompanying driver whilst providing useful resources in a usable format for free in Lancashire.

The project involved the teamwork of Road Safety Advisers, Driving Instructors, production companies and designers with input from DSA, DVLA, DfT, LARSOA and Highways Agency and sponsored by Keymed.



Short-Listed:

ROSPA (Royal Society for the Prevention of Accidents)

Driver for work DVD

Web Site : www.rospa.com

The ultimate aim of the CD Film Driving for Work is to reduce the high number of accidents on Britain's roads linked with people who drive as part of their job.

The film puts commonly held beliefs into different context, allowing discussion of driving habits and promoting self-reflection. Businesses can use these films to manage risks on the road and is suitable for induction purposes and general driver education.

Judges comment: **"A tangible example of tackling "Occupation Road Risk". A comprehensive approach for drivers of all levels."**



Carillion Highway Maintenance

Innovative Taper

Web Site: www.carillionplc.com

With Carillion crews putting on over 1300 live lane closures each month the "Innovative Taper" is a ground-breaking approach on the UK Road Network to the setting out and deployment of cones in the taper on the approach to roadworks.

The "Innovative Taper" method reduces both the number of cones required and, most importantly, the time taken to deploy cones, thus reducing the exposure of roadworkers to motorway traffic and improving safety for both roadworkers and road users.

Judges comment: **"This is an excellent example of applied lateral thinking that significantly reduces Health & Safety risks to road workers without disadvantage to road users."**

