

## BEST PRACTICE

LOCATION:	On-Highway	ARTICLE YEAR	2014
ACTIVITY:	Reducing Occupational Road Risk	COMPANY:	Hills Quarry Products Ltd
SUB ACTIVITY:	No Sub Activity Available	COMPANY LOCATION:	Wiltshire House
BEST PRACTICE No:	BP918	COMPANY TEL:	07787 535020
COUNTRY OF ORIGIN:	United Kingdom		

### TITLE

Road safety campaign

### ARTICLE

#### DESCRIPTION

Hills Quarry Products Ltd embarked on a major road safety campaign which involved the following initiatives;

- Fitting all vehicles to fully meet the MPA Cycle Safe standard, forward facing cameras will also be specified on new vehicles.
- Training both company employed and franchisee drivers to the MPA Vulnerable Road User standard.
- A programme of attendance at public cycling events to help raise awareness of road safety issues
- An updated traffic management system which all drivers entering site sign up to
- A fully reportable near miss programme to reinforce the traffic management system
- Producing a quarterly Drive Newsletter on road safety issues

#### BENEFITS

- Reduced risk of incidents involving other road users
- Common standard of safety across the business
- Improved traffic management on site
- Near miss system identifying where changes need to be made to improve safety
- Raising awareness of issues with other road users
- Positive feedback from drivers to the initiative

### ARTICLE IMAGES

