

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

