

## BEST PRACTICE

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

