

# ROAD SAFETY

# WEEK 2017

## OVERVIEW

2010 2011 2012 2013  
2014 2015 2016 **2017**

**8**  
Our 8th year participating in Brake's National Road Safety Week

### ROAD SAFETY WEEK 2017 IN NUMBERS

**4**  
Held four events from Devon to Glasgow

**800**  
Interacted with 800 members of the public

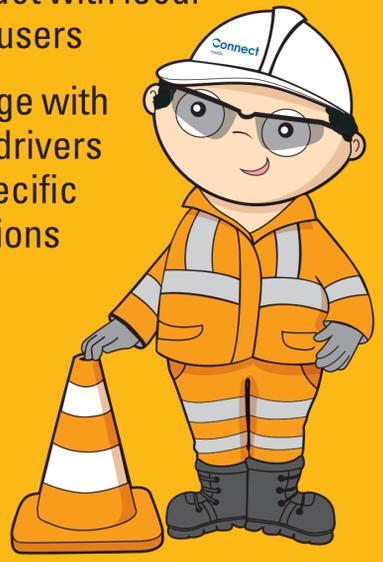
**4**  
Locations covered between Devon and Glasgow

## ROAD SAFETY WEEK IN PICTURES



## OUR AIM

- Raise awareness of our priority road user and road worker safety
- Interact with local road users
- Engage with HGV drivers at specific locations



## THE ROAD SAFETY WEEK DIARIES

This year's Road Safety Week took place in a typical November, with heavy rain and flooding apparent at a number of our concessions, with one event having to be put on hold as a result. The main concern however was that our operations teams could do their day jobs and keep our roads safe and open.



**Day one**  
Tesco Supermarket, Honiton

Our first stop this week took us to Tesco, Honiton, close to our A30/A35 route.

The event went very well with plenty of interest generated and lots of engagement with members of the public on their way into the store. Our branded hessian shopping bags were a hit, and it was noticeable that almost everyone who took a bag stopped to read the information on it before proceeding. Our quiz on safe stopping distances was also popular and created quite a few discussions! Despite many people commenting that it was "a long time since I took my driving test" a lot of people got it right! Did you know that many people agreed to "make the pledge" to slow down at road works – which after all, was the aim of the event.

**Day two**  
Wetherby Service Station

This service station is one of the busiest in the country, located just to the north of the M1-A1 Link Road. Plant & Fleet Services brought along a brake reaction simulator for drivers to try out. This tested how quickly people reacted when they needed to brake, once when fully concentrating, and then when distracted (counting down from 100 in multiples of seven – a head scratcher for some!) Many commented on how surprising the difference in their reaction speeds were once concentrating on something else (or distracted).

Along with this, the team was on hand to distribute reusable shopping bags, emblazoned with a speed awareness message, and ice scrapers (these went down a treat and we came back to the office with empty boxes!). This helped spread the message on road safety, encouraging people to "Make the pledge" to slow down at road works.

**Day three**  
McDonald's Utttoxeter

Day three was spent engaging with road users on the importance of road safety and chatting with them about the local route. There was lots of interest from hungry travellers just about all of whom will have used the A50 to access the restaurant. Once again, everyone loved the bags – and it was noticeable how many read the logo. It really looked as though the message was getting across.

A few people noted that whilst we were asking them to slow down at roadworks, they were aware that the Government has talked about raising the speed limit through roadworks from 50mph to 60mph. All who commented thought that this was a poor idea for road workers!

**Day four**  
Dunmail Shopping Centre

As featured on the news, there was widespread road and rail travel disruption throughout the North West, therefore our O&M Contractor, Balfour Beatty Regional has had its resources dedicated to the management of flood areas on our CNDR network.

The O&M Contractor had resource working through the night to alleviate these areas where possible, and install warning signs and appropriate traffic management where necessary. With operatives working in such challenging conditions, there is always an even keener focus on keeping safe.

This day was about 'practising what we preach', putting road safety at the forefront of our work, ensuring our network remained operational and safe for all users.

**Day 5**  
Sainsbury's Supermarket Darnley

Approximately 200 passers-by were engaged with on our final day on the road, and approximately 40 people completed our safe stopping distance quiz. Driving habits (good and bad!) and local routes were also discussed.

## LOOK OUT FOR ROAD WORKERS AND SLOW DOWN AT ROADWORKS



**DARSHAN UBHI**  
Ops Directorate for Highways England  
"Plan journeys, slow down near roadworks, obey and observe signs"



**IAN SPARHAM**  
Highways Operative  
"Abide by our traffic signs, they are there for a reason"



**CLAIRE DEAN**  
Technician  
"I also have a reason to go home... my family"



**STEVE GUY**  
Highways Operative  
"Don't abuse Traffic Management Operatives, they are only doing their job"



**JOHANNE CHEUNG**  
Connect Admin Assistant  
"Traffic management at road works protects our workers"



**ANDY DOUGAN**  
Term Maintenance Supervisor  
"Be vigilant when driving through roadworks"

## LOOK OUT FOR ROAD WORKERS AND SLOW DOWN AT ROADWORKS

Thank you to everyone who made Road Safety Week 2017 such a success. See you again next year!

If you have any comments or ideas for future events, please contact [erin.flynn@balfourbeatty.com](mailto:erin.flynn@balfourbeatty.com)