

## NAMING AND PRAISING IS A WIN-WIN PROCESS

People die in collisions with roadside objects in large numbers – 25-50 per cent of rural road deaths in the European countries reported by the OECD, and more than 500 each year in the UK alone. Awareness of the issue is rising and the EuroRAP-TEC-Surveyor combination is an effective mix of consumer and professional-facing communication in this process.

As recently as the 1970s, scarcely anyone was asking why trees were planted alongside high-speed roads, why lamp columns were so often on the very edge of the footway and why there was little or no protection at places where the risk or consequences of a run-off crash was obviously high.

At that time, manufacturers of street furniture were open about their desire to build roadside elements that 'came out on top' in a crash. Authorities said publicly that they didn't want to see vehicles driven away from such crashes because they wanted to claim on drivers' insurance for damage to highway authority property! Motorcyclists too were said to have 'made their own decision' about the amount of protection they wanted and deserved – 'nothing could be done for them'.

But the mood has changed. The 'forgiving roadside' is now widely understood and the EuroRAP-TEC-Surveyor award recognises that simple measures can make huge differences in saving lives and reducing severe injury.

The award also lets engineers 'do good things and talk about them'. The road safety profession is generally poor at looking after its own public relations and telling the world about its successful investments and rates of return. They are among the best of any public investment.

EuroRAP Chairman John Dawson says naming and praising is a win-win process: 'Transport Scotland showed in winning the 2007 award how its vision had transformed parts of the network and the safety of road-users. There are a lot of ideas and schemes across the UK and other parts of Europe that are worthy of praise. The judges will look forward to the entries. Road safety engineers should use this as an opportunity to share successes, to promote their work and make safe road design a European transport priority.'



Photo credit: Trafficing

# The EuroRAP, TEC and Surveyor Passive Safety Award 2009



**John Dawson, Chairman and Managing Director of EuroRAP AISBL, will make the presentation at Traffex 2009.**

**T**raffic Engineering & Control and Surveyor magazine are delighted to announce a prestigious award which will be presented at Traffex 2009. The award, which is being conducted in association with Traffex, is supported by EuroRAP, the European Road Assessment Programme.

The award will be for a major contribution to improving road safety through the design of a forgiving roadside. It may be awarded to a road authority for their promotion of a scheme which demonstrates exceptional commitment to the forgiving roadside concept, or to an individual for their personal commitment to the implementation of crash friendly principles. Any scheme that was completed during 2007 or 2008 may be entered for the award which is open to all European countries. The closing date for entries is 2nd March 2009.

#### THE JUDGING PANEL:

- Dr Steve Lawson, Technical Director, EuroRAP
- Andrew Pledge, The Passive Revolution
- Don Waller, Durham County Council, Accident Investigation & Prevention & Safety Audit Team Leader
- Ric Staniforth, Director, Mott MacDonald
- David Milne, Editor *Designing Safer Roads - A Handbook for Highway Engineers*
- Helena Stigson, Road Infrastructure Safety Researcher, Folksam Research and Karolinska Institutet, Sweden
- Lluís Puerto, Road Safety Manager, La Fundación RACC (Royal Automobile Club of Catalonia), Spain

John Dawson, Chairman and Managing Director of EuroRAP AISBL, will make the presentation at Traffex 2009. In addition, the winner will be invited to attend EuroRAP's technical committee in May 2009.

Copies of the submission guidelines can be obtained by emailing Carol Debell at [c.debell@hgluk.com](mailto:c.debell@hgluk.com) or by visiting [www.tecmagazine.com](http://www.tecmagazine.com) or [www.surveymagazine.com](http://www.surveymagazine.com)

