

National Highways
**Industry
Awards**

2024



Welcome to the National Highways Industry Awards 2024

As an organisation, our purpose is to connect the country. Our strategic road network, England's 4,500 miles of motorways and major A-roads, is one of the country's most important assets. Our three imperatives – safety, customer service and delivery – underpin everything we do. They ensure that our roads enable the safe movement of people and goods to keep daily lives and businesses running as we all expect, creating jobs and supporting economic growth across the country. Our roads also bind together the regions and nations of the United Kingdom, and serve the Channel Tunnel, major ports and airports, facilitating international trade and travel.

Why do these awards matter?

The National Highways Industry Awards provide an important opportunity for us to acknowledge and recognise the collaborative relationships we have with our supply chain. Working together, we can create a network that delivers, and constantly improves, to make a positive difference to our customers who use it and our communities who live around it.

Now entering their fourth year, the National Highways Industry Awards 2024 celebrate successes and recognise best practice performance in safety, customer service and delivery across the roads sector.

Who can enter?

The awards are open to our supply chain and National Highways employees. As one of the aims of the awards is to celebrate collaboration, all nominations from National Highways colleagues must demonstrate collaboration with the supply chain. This is your opportunity to highlight the great work you, your team or organisation is doing to deliver innovative, safe projects that protect the environment and biodiversity, while providing great experiences for our customers, communities and stakeholders.

Championing excellence

In addition to the award categories listed in this brochure, there will be an overall Chair's award, selected from the winners of the other awards. The aim of this award is to champion overall excellence across all nine awards that delivers all aspects of National Highways' values: Safety, Ownership, Passion, Integrity and Teamwork.

This brochure details all the award categories and the judging criteria for each. When you are ready to submit your entry, please do so no later than **1 November 2024** on the National Highways Industry Awards website nationalhighways.co.uk/industryawards

Shortlisted entrants will be notified in January 2025, and the awards will be presented at an event on 5 March 2025.



“The awards recognise the outstanding contributions and innovations that go towards improving our customers’ experiences on our roads and their satisfaction with them.

We recognise organisations, teams and individuals who have met our customers’ needs, who have changed things for the better or who have improved customers’ experience by clearly seeing things through our customers’ eyes.”



Nick Harris
Chief Executive

Guidance for entries

Below are ten tips to consider when writing your entry.

1. Be concise - and correct

Entries should include the company, partnership or individual's name, together with a short, catchy project title. Please capitalise and punctuate as appropriate.

2. Be clear about the criteria

Read the eligibility criteria under each award category to ensure you're clear on the information required for your entry. Entries that do not meet the criteria for the award category will not be considered.

3. Tell a story

Make sure your entry is written in plain English and tells a story. It should have a clear structure and clearly state the objectives, the results and the benefits. If you had challenges, explain what they were and how you resolved them. Make it easy for the judges to understand your project and the difference it has made.

4. Keep to the word count

Ensure that your entry is no longer than 1,250 words (250 words for the summary and 1,000 words for the main submission). Any excess words will not be considered.

5. Use your evidence wisely

You can only include one attachment per entry, so make sure that this evidence is directly relevant to the submission and its criteria and outcomes. Evidence can be in the form of testimonials, images or statistical or evaluation criteria. Do not include generic corporate documents or an attachment that includes web links. This will mean your attachment won't be considered.

6. Use different types of data

Where appropriate, your entry should include both qualitative and quantitative information/ data to demonstrate value.

7. Show collaboration

All entries for National Highways teams and individuals must clearly demonstrate collaboration with the supply chain.

8. Include a National Highways contact

All entries should provide details of the National Highways sponsor or contact for the project or initiative that's the subject of your entry. This information will help the judging panel if they need more detail.

9. Every entry must be tailored to the category criteria

You can enter as many categories as you wish. However, each entry must be tailored to the criteria of the award category being entered. It's better to submit a well structured and well crafted entry for a single category than submitting multiple entries for different categories.

10. Give yourself enough time

Remember to allow enough time for proof reading and any sign-offs that you need to obtain. Submit your entry by the closing date of **1 November 2024**. There will be **no extension** to this deadline.



Award categories

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Safety



Award 1: Safety

Exceptional contribution to road user safety

Judging criteria: Keeping people safe on our roads is critical. This award recognises an exceptional contribution to delivering our long-term road safety ambition, which is that no one should be killed or seriously injured (KSI) on our strategic road network.

Eligibility: Organisations, teams and individuals

Entries should demonstrate our safety imperative and should highlight:

- How your organisational, team or individual initiative has gone above and beyond to improve road safety.
- Metrics to show the impact of the contribution in reducing casualties and collisions, as well as evidence of wider tangible benefits including cost and risk reduction and improvements to health and wellbeing. Metrics that relate to lead indicators rather than lagging KSI data should be accompanied by a statement to establish the relevance of the lead indicator to KSI reduction.
- Evidence of how the initiative can be scaled up or applied more widely, ideally to a national level.
- Evidence of collaboration and stakeholder engagement with road users and key partners to achieve safety outcomes.



Award 2: Safety

Exceptional contribution to safety research and innovation

Judging criteria: Safety is our first imperative at National Highways. Ensuring our customers and our people get home safe and well depends on improving what we do, how we do it and how we respond when things go wrong. This award recognises the individual, team or organisation that has made an exceptional contribution through original research and/or has created a new approach that improves safety.

Eligibility: Individuals, organisations and teams

Entries should demonstrate our safety imperative and should highlight:

- The need or issue that was addressed by the research or innovation, how this was identified and why it is important for the safety of our customers and/or our people.
- What research or innovation was created as a result to address the issue identified, why this was selected and how it was developed, tested and evaluated.
- How the research and/or innovation improves health, safety and wellbeing for our customers and/or our people, including clear evidence of the benefit it will achieve/has achieved.
- How the research and/or innovation can be used (in a measurable way) to realise improved health, safety and wellbeing outcomes routinely and sustainably for our customers and/or our people.
- Evidence of engagement with independent and relevant stakeholders.



Award 3: Safety

Home Safe and Well champion of the year

Judging criteria: Everyone has a role to play in ensuring the health, safety and wellbeing of themselves and others. This award recognises those individuals who are committed to consistently improving health, safety and wellbeing and helping us all to get home safe and well.

Eligibility: Individuals (organisations can nominate an individual)

Entries should demonstrate our safety imperative and should highlight:

- How the individual has promoted teamwork, working with other stakeholders to ensure that they positively challenge and champion our Home Safe and Well approach or Be the Change programme.
- How the individual has influenced or changed health, safety and wellbeing culture and best practice, to bring a change in behaviours of themselves and their colleagues.
- Ways they have acted as a role model, by seeking to improve their own or others' skills and abilities to improve health, safety and wellbeing.
- How the individual has gone the extra mile to improve health, safety and wellbeing.



Customer



Award 4: Customer

Customer champion of the year

Judging criteria: This award celebrates those who champion customer service and who go above and beyond to make a difference for our customers. They show commitment and passion and have a true understanding of our diverse customer base. They are a role model, demonstrating best practice in how to put customers first.

Eligibility: Individuals (organisations and teams can nominate an individual)

Entries should demonstrate our customer imperative and should highlight:

- How the individual acts as a role model to others and as an advocate of customer service, with evidence of successful outcomes for customers and employees.
- How the individual has a true understanding of customer needs, enabling them to deliver innovative and creative approaches to improving customer experiences on and around the strategic road network.
- How the individual has identified, listened and responded in order to inform a solution to fit the needs of our diverse customers. Your entry should show how they consider equality, inclusivity and accessibility when building effective relationships and engagement.

Include metrics showing how your contribution improved our customers' experience, focused on the potential to achieve our key performance indicator for customer satisfaction through the Strategic Roads User Survey.



Award 5: Customer

Outstanding customer focused initiative

Judging criteria: This award celebrates those who have effectively delivered customer focused initiatives that have improved our customers' experiences. You will have used customer insight and engaged with all customers to meet their needs.

Eligibility: Organisations, teams and individuals

Entries should demonstrate our customer imperative and should highlight:

- Evidence that the activity was planned through the eyes of our diverse customers, freight partners, stakeholders and/or communities to improve their satisfaction with their journey experience.
- Evidence of innovative problem solving using new technology, data or connectivity to deliver an initiative which puts our customers first and delivers experiences which matter to our customers.
- How the customer initiative has contributed to National Highways' commitment to deliver net zero carbon highways or influenced customer and/or travel behaviour.

Include metrics showing how your contribution improved our customers' experience. This could include social media feedback, journey time results or media coverage, but should be focused on the potential to achieve our key performance indicator for customer satisfaction through the Strategic Roads User Survey.



Award 6: Customer

Customer focused team of the year

Judging criteria: Customer service is everyone's responsibility. A collaborative, empowered and engaged culture creates opportunities for delivering exceptional customer service. This category celebrates those who have effectively shown a commitment to delivering a customer culture, ensuring emphasis is put on training and development to recognise the importance of customer. This category also celebrates those who have shown an understanding of our diverse customers and their needs by listening to customers and the opinions of their own diverse customer focused workforce.

Eligibility: Organisations, teams

Entries should demonstrate our customer imperative and should highlight:

- Ways in which you have supported the development of people to transform the culture so that they feel empowered to provide the best customer experience.
- Evidence of training, development and/or career planning that shows a dedication to the importance of customer experience as a specialism within the organisation.
- Evidence of collaboration and engagement for delivering outstanding customer service and embracing opportunities to enhance customer centric thinking and transform the culture.

Entries should include metrics that show how your contribution is improving maturity towards developing a customer centric organisation. This could be maturity scoring, engagement or capability scoring. You should also reference how this could lead to improved customer satisfaction as measured by the Strategic Roads User Survey for our customer satisfaction key performance indicator.



Delivery



Award 7: Delivery

Delivering environmental sustainability

Judging criteria: The challenge to the roads industry is to demonstrate how we are delivering improved environmental outcomes. These include rapidly decarbonising road building and road transport and supporting biodiversity to create the cleaner, greener network a zero-carbon Britain needs. This category recognises those who are delivering on:

- Emission and pollution reduction
- Historic, natural and built environmental improvements
- The net zero carbon challenge

Eligibility: Organisations and teams

Entries should demonstrate our delivery imperative and should highlight:

- How your organisational or team environmental sustainability initiatives conserve and rebuild natural resources and enhance global ecosystems to support health and wellbeing.
- Evidence of current and new technology to enhance the management and development of our network to reduce noise, improve air quality and mitigate high risk outfalls to reduce pollutants entering rivers.
- Work to restore and enhance watercourses on our land, improve biodiversity, restore and improve landscape or townscape character and improve the condition or setting of heritage resources.
- Cutting carbon emissions from maintenance and construction approaches that minimise emissions, including lean construction practices and the principles of the circular economy.
- Enhancing more sustainable transport alternatives, reducing severance and improving accessibility.

To support your entry, you must provide evidence of the benefits your initiatives have delivered and how customers and stakeholders have supported or endorsed the work.



Award 8: Delivery

Delivering with innovation

Judging criteria: Innovation is critical to meeting our industry's challenges and we need a supply chain that is capable of delivering innovation that supports National Highways to meet our customers' needs. This award recognises innovation within the highways delivery process through the introduction of new methods, materials or technologies.

Eligibility: Organisations, teams and individuals

Entries should demonstrate our delivery imperative and should highlight:

- How an organisation, team or individual has helped us to meet our ambitions detailed in the National Highways Innovation and Research Strategy, these include net zero carbon, zero harm, cheaper faster construction and connected journeys.
- Examples of new methods, materials or technologies that have positively impacted National Highways' ambitions.
- Evidence of the benefits of the new methods, materials or technologies and details of how they have impacted National Highways' ambitions.
- How the new methods, materials or technologies have been adopted as business as usual and their potential to transform the industry. This may be in a small, but significant way.
- A commitment to working in a collaborative manner to take new ideas and transform them into business as usual.



Award 9: Delivery

Delivering social value

Judging criteria: Everything we do at National Highways is for the benefit of the public, which is why social value is important to us. We define social value as ‘the benefits that National Highways and its supply chain delivers for people, the environment and the economy’. This category celebrates those organisations, teams and individuals who can demonstrate that they have created economic prosperity or improved community wellbeing through the delivery of their social value activity.

Eligibility: Organisations, teams and individuals

Entries should demonstrate our delivery imperative and should highlight:

- How organisations, teams and individual social value initiatives have helped to achieve outcomes to better the lives of those living in or near the area where they are working. Entries should include evidence of the benefits the initiatives have delivered and a clear commitment to continuing to provide those benefits to ensure a legacy.
- How your initiatives have left a social value legacy by creating direct economic prosperity, improving productivity and enhancing employment and training opportunities. Examples may include:
 - attracting and recruiting local people
 - spending money with local businesses
 - supporting new businesses or micro, small and medium sized enterprises
 - supporting voluntary, charity, social enterprises and mutuals
 - contributing to apprenticeships, skills and education
- Improved community wellbeing, healthier living and connectivity through use of innovative ways of delivering social value. For example:
 - school and careers engagement activities that have made a difference to children and/or young people
 - collaboration and engagement with communities via employee volunteering
 - delivery of community projects
- The positive community and/or personal impact of the initiative through high quality case studies.
- Qualitative and quantitative evidence to support delivery.
- How you are sharing lessons learnt to support continuous improvement of social value delivery.



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