

ADEPT President's Awards 2025

Entry form

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Award category Shaping Places for People

Project Title "Shaping Places for People": A439 Warwick Road Safety Improvement Scheme

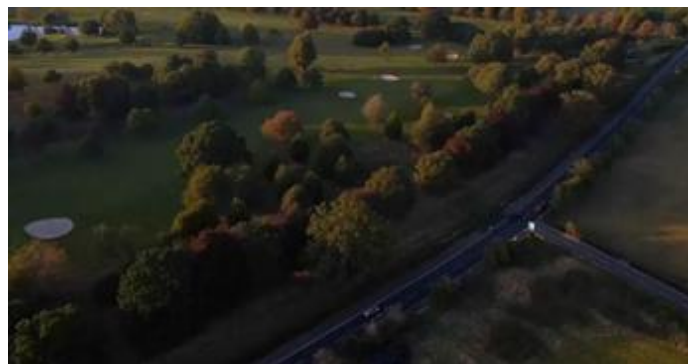
Local authority entrant Warwickshire County Council

Partner/s if applicable Balfour Beatty Living Places

Headline summary (150 characters max.)

A pioneering road safety scheme, delivering sustainability, accessibility, and innovation through strategic collaboration in Warwickshire.

Please note we need at least one supporting image per award submission. Upload your image/s below.







Shaping places for people: How was this project an innovative response to a significant concern? (150 words max.)

Addressing longstanding safety and accessibility concerns on Warwick Road required a bold, multi-faceted approach. The project introduced a fully protected off-road cycle lane and widened pedestrian footways, ensuring safe, dedicated spaces for cyclists and pedestrians. Features like dropped kerbs, tactile paving, and raised crossings improved accessibility for wheelchair users and families.

Sustainability was central. Aggregate Industries pioneered the UK's first large-scale use of WRAP recycled railway ballast in asphalt, reducing waste. CR MacDonald's Foambase Technology incorporated 90% recycled aggregates, minimising environmental impact. Safety was enhanced with a protected turning lane at Ingon Lane, high-visibility LED lighting, new refuge islands, and a central footpath link.

Pioneering sustainable construction, the project replaced traditional concrete kerbing with timber edging and used gabion basket retaining walls instead of mass concrete. A speed limit reduction reinforced the road's role as a people-first space, setting a new standard for inclusive, sustainable road design.

Shaping places for people: Please give evidence of the quality of outcomes obtained from the project (for example improved/more efficient services, increased inclusivity for residents, futureproofing the service). (150 words max.)

The Warwick Road Safety Improvement Scheme has delivered measurable benefits in road safety, sustainability, and local economic vitality.

Since its implementation in July 2024, no Personal Injury Collisions (PICs) have been recorded, despite an annual average of six previously. Early data suggests it could prevent 16 serious or fatal accidents over 20 years. While official surveys on cycling and pedestrian use are pending, visible evidence shows a marked increase in both.

As Councillor Tim Sinclair notes:

"I had never seen a cyclist on this route before. Now, it's a daily occurrence. The project was delivered on time and on budget—a job well done!"

The project also saved 4,500 tonnes of virgin material, 358 tonnes of CO₂, and 18,843 haulage miles. Additionally, improved access has boosted footfall to businesses and made Ryon Hill Business Park more accessible, enhancing the local economy and community engagement.

Shaping places for people: Please give evidence of the level of collaboration between place and people services (both within the council and with external partners/providers). (150 words max.)

The Warwick Road Safety Improvement Scheme's success was driven by strong collaboration between public and private stakeholders. Warwickshire County Council and Balfour Beatty Living Places worked closely to design, fund, and deliver a solution that met local needs.

Key partnerships with Aggregate Industries and CR MacDonald enabled the use of 95% reclaimed asphalt, aligning with circular economy principles for durability and sustainability. Support from the Warwickshire Safer Roads Partnership and the Department for Transport ensured alignment with national road safety priorities.

Beyond engineering and funding, the scheme engaged Active Travel organisations and workforce initiatives like Balfour Beatty's 'Building New Futures' apprenticeship programme, reinforcing its long-term community impact. These collaborations maximised expertise, secured funding, and integrated the latest innovations in road safety, sustainability, and skills development.

Shaping places for people: Please give evidence of the level of buy-in to the project or its goals from members of the local community, health and social care and external organisations. (150 words max.)

Community engagement was central to this scheme, ensuring residents and businesses actively shaped their local infrastructure. Warwickshire County Council collaborated closely with the community, addressing concerns, incorporating feedback, and fostering long-term support.

Local councillors Cllr Jan Matecki and Cllr Tim Sinclair facilitated public consultations, ensuring transparency throughout planning and construction. Regular updates via social media, newsletters, and community meetings built trust and a sense of ownership.

The scheme also prioritised youth engagement, involving schools in road safety and active travel awareness campaigns to promote sustainable transport habits. Partnering with Nuneaton Signs, a social enterprise employing 65% disabled staff, reinforced the project's commitment to inclusivity.

By prioritising meaningful engagement, the scheme became more than just an infrastructure project—it evolved into a community-led transformation, earning public confidence and long-term support.

Shaping places for people: Please give evidence of the use or consideration of new sources of investment to fund projects. (150 words max.)

Delivering this ambitious scheme required a strategic, multi-source funding approach to maximise impact while ensuring cost efficiency. The Department for Transport's Safer Roads Fund provided the financial foundation for essential safety improvements.

Warwickshire County Council collaborated with private sector partners to optimise funding use, integrating high-recycled-content materials to reduce costs without compromising quality. Cost-effective traffic management strategies also minimised disruption, limiting economic losses for local businesses and commuters.

This structured financial model highlights how public-private collaboration can deliver world-class, cost-effective, and environmentally responsible infrastructure projects.

All categories: please add anything else that supports your award entry

Additional Supporting Information:

Communications & Engagement Strategy

- Nine public consultation sessions ensured the community had a voice in design decisions.
- Regular communications via newsletters, press releases, and social media updates kept stakeholders informed.
- Direct engagement with local councillors and businesses fostered transparency and support.

Skills Development & Social Value

- Apprenticeships through Balfour Beatty's 'Building New Futures' programme provided local young people with hands-on industry experience.
- Partnership with Nuneaton Signs, a social enterprise employing 65% disabled staff, ensured inclusive wayfinding signage.
- Local supply chain engagement supported employment and economic growth within Warwickshire.

Biodiversity & Green Infrastructure Enhancements

- New tree and vegetation planting along pedestrian and cycle routes improved air quality and urban greening.
- Permeable footways and sustainable drainage systems reduced surface water run-off and flood risks.
- Habitat-friendly design features promoted urban biodiversity and enhanced local green spaces.

Futureproofing & Long-Term Monitoring

- Road safety impact assessments at 12 months, 3 years, and 5 years to track long-term improvements.
- Scalable infrastructure design allows for future expansion of active travel routes.
- Data-driven approach to adaptive traffic management, ensuring the road evolves with usage trends.