

NEWS RELEASE – 25 July 2016

STARTS

Funding for road safety campaigns backed by Hills Group

An exciting initiative, backed by The Hills Group, will see grants given out to community groups passionate about road safety in the towns and villages where they live.

Hills is an active participant in the national 'How's My Driving?' (HMD) scheme, with vehicles across its fleet displaying a distinctive sticker containing details which members of the public can use when reporting report driver behaviour.

As part of the HMD scheme, a road safety steering group of logistics industry experts has been established to look into projects that promote a road safety culture. The steering group is able to offer funding to community groups who are trying to raise awareness of road safety in their area.

In previous years, HMD grants have supported walking school buses, road safety youth film projects, as well as a touring play delivering a hard-hitting message to young adults about the perils of drinking and driving, to name but a few.

Hills is encouraging clubs, schools, individuals and not-for-profit groups in Wiltshire to apply for funding.

Subash Ludhra, chairman of the HMD steering committee, said: "We will be focusing our efforts on using the grants for educational purposes, enabling the money to have a positive impact on local communities as well as the wider road safety sector."

The HMD scheme is a social enterprise company that reinvests any profits it makes from the sticker scheme back into road safety initiatives.

More details on how to apply for a grant can be obtained from info@howsmys.co.uk





ENDS

Notes to editors:

Established in 1900 The Hills Group Limited is a privately owned family company with a broad and successful portfolio of business activities which include recycling and waste management; quarrying of aggregates and production of ready-mixed concrete; and building new homes. It is a dynamic regional business which, while centred on Wiltshire, has stretched its boundaries into neighbouring areas. The Group has a turnover of £86 million and employs over 400 people at 28 sites.

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