



News & Information

MAST Online Wins at Prestigious Awards

London, 15th June 2011

As the Chartered Institution of Highways & Transportation unveiled the winner of this year's Road Safety Award, Road Safety Analysis picked up the top honour for MAST Online.

MAST is the analysis tool, delivered online allowing ease of access to road casualty data and integrated socio-demographic profiling of casualties and drivers.

The award aims to identify and celebrate good road safety practice and the judging panel were keen to recognise the way in which MAST online has contributed to the road safety community nationally; their comments concluded:

“MAST creates the circumstances for all education and publicity campaigns to be properly targeted and efficient initiatives, which is particularly important with constrained budgets and fewer easy sites left to treat with conventional engineering measures.”

Accepting the award, RSA Marketing Director Dan Campsall commented “This is the culmination of over 5 years working on laying the foundations for and developing the MAST project. We are hugely grateful for the support of many professionals nationwide who have helped to shape MAST & make it the vital tool it has become.”

RSA Technical Director & MAST Project Manager Bruce Walton expressed his delight at winning the award and his aspirations for MAST in the future: “The feedback from users shows just how widely MAST is now being used to develop innovative schemes on a solid evidential basis. We are really pleased that this award recognises their good work and underlines the important role that MAST can play in taking road safety forward during tough economic times. With further developments soon to be unveiled the already unrivalled insight that MAST can offer professionals is only set to improve.”

RSA will be presenting a summary of the work already undertaken at the CIHT Showcase Seminar on 21st June for which spaces are still available (visit www.ciht.org.uk)

For more information on MAST Online & how it might be able to assist your organisation, please visit www.roadsafetyanalysis.org.uk

The Chartered Institution of Highways & Transportation Awards took place on the evening of Wednesday 15th June 2011 at the Honourable Artillery Company, London. For more information visit www.ciht.org.uk

The full comments from the judging panel were as follows:

“This initiative is a substantial innovation in collision data analysis. It combines the long standing database of road traffic collisions, with demographic data such as socio-economic factors to give insight into casualty problems in a way that has not been readily possible before. The system has been used in many innovative ways for example to identify the socio-economic groups most likely to be involved in collisions of various types; and to target interventions on the basis of social marketing.

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About Road Safety Analysis:

Road Safety Analysis (RSA) is a not-for-profit company that exists to provide solutions to the public and road safety profession. Established in early 2010, it supports MAST Online a powerful yet user-friendly tool for analysing road casualty trends and examining the impact of residence, social and demographic factors on casualty rates. In June RSA also helped the Department for Transport to release an open access website that allows members of the public to look at road casualty data and carry out some analysis of their own.

Since April 2011, RSA is now administering the new Safer Roads initiative, working with local authorities in Berkshire on a range of highly regarded road safety projects.

For more information visit www.roadsafetyanalysis.org.uk, to access publicly available road casualty reports visit www.roadcasualtiesonline.org.uk. For more information on Safer Roads visit www.saferroads.org.



Road Safety Analysis support the Decade of Action for Road Safety

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