

# THE WARWICKSHIRE WAY

Alison Williams

Senior Road Safety Officer  
Warwickshire County Council



Opportunity to reform

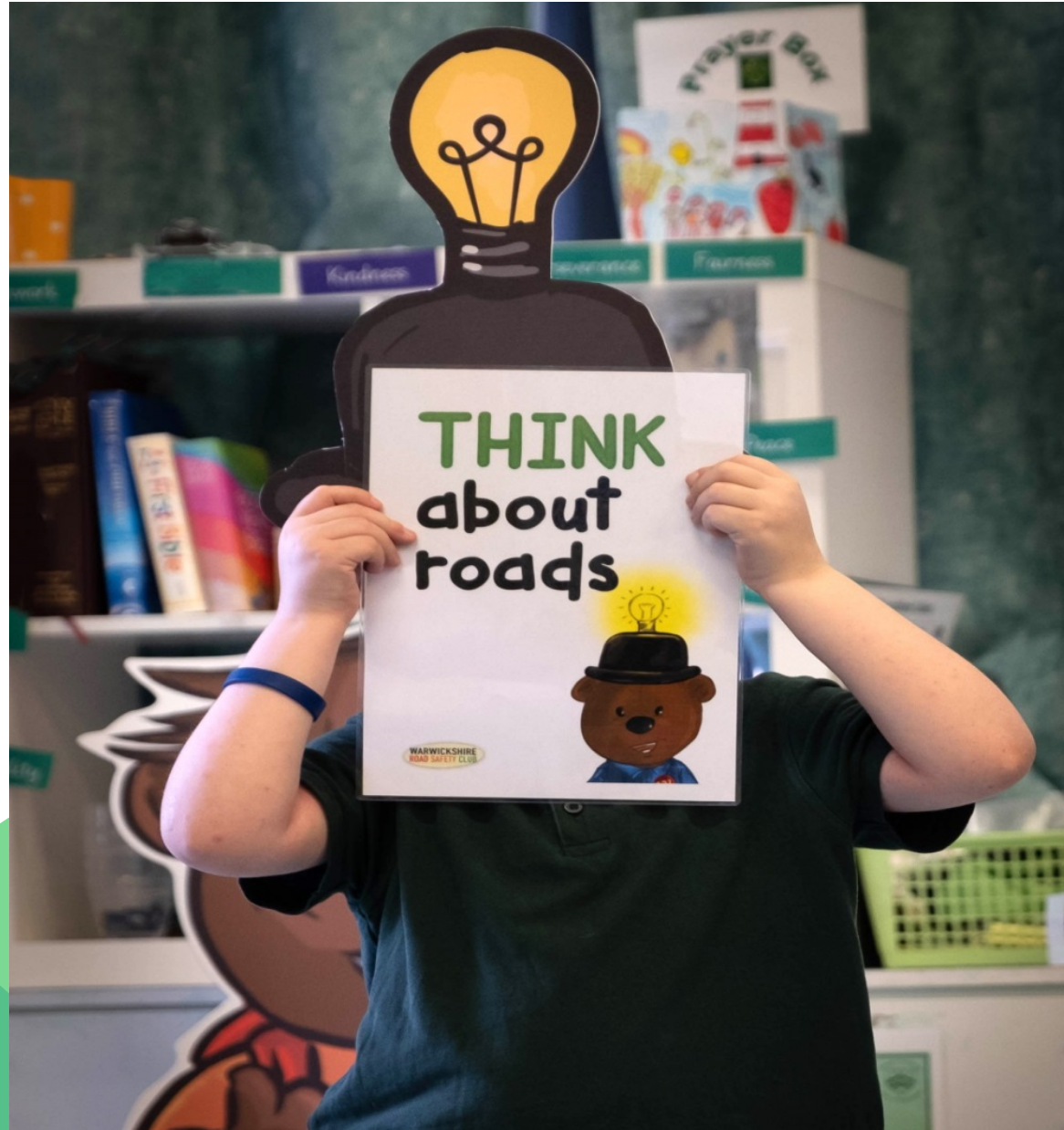


Step 1. Research

Step 2. Develop product and evaluate

Step 3. Promote

## The product



Includes:

- ✓ BCT's
- ✓ Co-operative learning
- ✓ Re-brand
- ✓ Capacity
- ✓ Evaluation

## Generating funding streams



- a) Keep sponsorship local
- b) Encourage and support schools to self fund
- c) Explore alternatives

# The learning curve



- Excellent product
- Quality over quantity
- Invest in good evaluation
- Be radical and innovative

And finally ...



For further information, contact: [alisonwilliamspt@warwickshire.gov.uk](mailto:alisonwilliamspt@warwickshire.gov.uk)  
Tel: 01926 418062 [www.warwickshire.gov.uk/roadsafetyeducation](http://www.warwickshire.gov.uk/roadsafetyeducation)  
Twitter: @RoadSafetyWarks