



Rees Jeffreys Road Fund



**THE REES JEFFREYS ROAD FUND**

**COMPETITION**

Celebrating 150 years since the birth of our benefactor  
William Rees Jeffreys

**GUIDE  
FOR  
ENTRANTS**

# CONTENTS

**WELCOME TO OUR COMPETITION 3**

**ABOUT THE COMPETITION 4**

**ABOUT THE REES JEFFREYS ROAD FUND 5**

**ABOUT THE COMPETITION & THE PRIZES 6**

**HOW TO ENTER 7**

**ABOUT THE JUDGES 9**

**GUIDANCE FOR ENTRANTS 11**

**COMPETITION RULES 14**

THE REES JEFFREYS ROAD FUND  
**COMPETITION** <sup>150</sup>



Ginny Clark, Vice Chair and Trustee of the Rees Jeffreys Road Fund, and Chair of the Rees Jeffreys Road Fund Competition Judging panel

“

The future of how our roads and streets “work” for all of us is something we can all contribute to. As Trustees, we are keen that the enthusiasm and interest that William Rees Jeffreys had for making roads more attractive and enjoyable can be sustained in the very different world of future travel

”

# WELCOME TO OUR COMPETITION

On behalf of the Judges, I would like to thank you for your interest in the Rees Jeffreys Road Fund Competition.

We’re celebrating 150 years since the birth of our benefactor William Rees Jeffreys.

For him, safe and appealing roads and streets were the key to a better quality of life for all.

As we recover from the pandemic, face the challenges of climate change and embrace new technologies, we have a unique opportunity to re-imagine our roads and streets in new ways.

**We’re looking for 150 new ideas to make our roads and streets better and more enjoyable for everyone.**

**We have great prizes, in a range of categories, to recognise the best new**

**ideas – and up to £150,000 to fund the development of the best suggestions.**

We’re looking for new and innovative ideas, creatively presented. Don’t limit yourself – we welcome poems, paintings, songs, videos – whatever format works for you.

We use streets and roads every day for getting to school or work, receiving deliveries, going on holiday and getting out into the great British countryside.

**What ideas do you have to make all our journeys enjoyable and safe?**

**Ginny Clarke, CBE, Vice Chair and Trustee of the Rees Jeffreys Road Fund, and Chair of the Rees Jeffreys Road Fund Competition Judging panel**

# ABOUT THE COMPETITION



## The £150,000 Question

What's your vision of the way in which our roads (motorways, highways or streets) could best work for all as we square up to the challenges of the next 50 years?

For William Rees Jeffreys, safe and appealing roads and streets were the key to a better quality of life for all. They still are.

When you think about the role we need roads to play in 50 years' time, what do you see? Maybe they play less of a role than they do today? Maybe, as now, different sorts of roads serve very different functions. As we decarbonise and improve air quality, but still treasure mobility, how might that look? How might new technologies help?

We suggest that entrants consider one, more or all of these key issues:

- Making road trips more enjoyable
- Healthier and safer travel
- Changing travel trends
- Encouraging good behaviour from road users
- Achieving public buy-in so that change can happen
- People-friendly ways to make use of space in the street

Above all, we're looking for new and innovative ideas, creatively presented. Don't limit yourself to a set of slides - how about a model, a simulation, a 3D fly through, a poem, a painting, song or a sculpture? The sky is the limit.

We're actively encouraging entries in any form that can be represented digitally on our website by imagery, video or audio, so get creative and inspire us - the prizes and grants are waiting....

“



As an enthusiastic car driver, walker and sometime cyclist, I love the concept of travel for my enjoyment as well as a GDP-improving purpose. So I am really keen to see ways that support William Rees Jeffreys's ideas about how the view from roads can be improved, and how we can retain enjoyment in the concept of 'going for a drive' in a challenging new world

Andy Graham, Trustee, Rees Jeffreys Road Fund

”



## ABOUT THE REES JEFFREYS ROAD FUND

William Rees Jeffreys (above), born 1 December 1871, was a visionary whose life's work was creating better, more attractive, safer and more accessible roads and streets – and to encourage people to get out and about and experience the UK's wonderful towns, villages and countryside. To carry on this work, he gifted his estate to set up The Rees Jeffreys Road Fund. The Fund supports all kinds of educational and professional activities promoting ideas exchange between those involved with the environment, highways and transport and land use planning. Its aim is to deliver better roads and streets, to improve services for road users, and to promote appeal and enjoyment of using streets and roads.

Once a keen member of the Cyclists' Touring Club (CTC) in the UK, and the CTC individual in charge of the UK's movement for better roads, William Rees Jeffreys organised asphalt trials before cars became common. He took the reins of the Roads Improvement Association (RIA) in 1890, while working for the CTC, and called for motorways in Britain 50 years prior to their introduction.

He was described by Lloyd George in 1937 as 'the greatest authority on roads in the United Kingdom and one of the greatest in the whole world'. He led the campaign to seal the nation's roads, so improving travel for road users and reducing roadside nuisance.



Rees Jeffreys Road Fund

# ABOUT THE COMPETITION AND THE PRIZES AND GRANTS

## It's easy and free to enter...

We're looking for innovative and creative ideas, submitted in any format as long as it can be represented on, and submitted via, the website. And don't forget that creative ideas and presentation are some of the key things we're looking for...

### **The best ideas will be chosen and recognised**

Send us your idea to answer our £150,000 Question. We're looking for innovative and creative ideas, submitted in any format as long as it can be represented on, and submitted via, the website. And don't forget that creative ideas and presentation are some of the key things we're looking for...

### **Five £5,000 grants**

We will award a grant of £5,000 each to five of the most outstanding entrants, in any category, order to enable them to develop a more detailed proposal for the Rees Jeffreys Road Fund Trustees to consider. Guidance will be given.

### **These five selected entries will be funded to create further proposals for a £150,000 grant**

The £150,000 fund is available as grants to support one or more of these more detailed proposal(s) and will be awarded on merit, as decided by the Competition Judges.

### **Two £5,000 prizes**

There will be a prize of £5,000 for each of the winning entries in each of the two schools categories, plus four prizes of £2,000 each for two runners-up in each school category. The cash prizes can be used for anything that the entrant chooses, but the Judges will expect winners to report on how the prize money was spent, and the RJRF must not be brought into disrepute.

### **Judges' Special Prizes**

We will also give discretionary prizes, based on merit to highly commended entries.

### **Winners, runners-up and commended entrants**

Selected entrants will receive a framed certificate signed by the Judges.



# HOW TO ENTER

## Key dates:



The competition is launched with a free webinar on **Tuesday 14 September 2021** - register here: [bit.ly/3zEzD8r](https://bit.ly/3zEzD8r)

The competition entry deadline is: **Friday 22 October 2021**

The judges will assess entries remotely between: **23 October** and **14 November 2021**

The shortlist will be announced on: **Monday 15 November 2021** (shortlisted entrants will be contacted ahead of the shortlist being announced)

Detailed judging will take place during: **16 - 25 November 2021**

The winners will be revealed on: **Wednesday 1 December** at a virtual event

**Entering is easy - here is what you need to do. First, read this booklet carefully, and then...**

1. Select your Category: Please read the Competition category criteria and select the category that best represents you
2. Make sure you complete all sections of the online Competition entry form
3. Submit your entry and completed entry form via the Competition website: [www.rjrf.uk](http://www.rjrf.uk)

4. You can send in entries in any format that is web publishable and can be viewed via the Competition website

- Video: .mp4 / .mV4 or YouTube (max 3 mins)
- Audio: max 3 mins
- Photography: zipped folder of up to 10MB
- As a PowerPoint or PDF document, up to a maximum of 1,500 words
- Leaflets, reports and other supporting material do not count towards the word count
- Supporting evidence: assemble photographs, videos and any additional supporting material in a user-friendly manner and send in one zipped folder. If the judges want to see more information, they will ask for it.

# HOW TO ENTER



## Sending in entries:

Submit your entry via the Competition website – [www.rjrf.uk](http://www.rjrf.uk)

Entry to the Competition is free. Only UK-based individuals or organisations may enter (see Competition Rules on page 14 for more information)

### The Competition categories

- primary school (up to 11)
- secondary school (11-18 including sixth form colleges)
- university or college
- SME / startup
- other business
- individual
- community groups / charities / not-for-profit

# ABOUT THE JUDGES



Clear decision-making criteria will be applied to the selection of winning entries.

- how well the idea responded to the competition question and guidance
- how inclusive is the idea, and how well does it recognise diversity?

- how well the idea aligns with The Fund's objectives, including promoting diversity and inclusivity
- quality and originality of ideas- the judges are looking for Is it novelty and innovation
- innovatyion, and creativity of presentation
- quality of thinking and research
- resonance with both public and policymakers
- scalability of the idea



## GINNY CLARKE, CBE

Vice Chair and Trustee of the Rees Jeffreys Road Fund, and Chair of the Rees Jeffreys Road Fund Competition Judging panel

Ginny has had a long career in the roads sector including Chief Highway Engineer and Strategy Director at Highways England. She joined the Rees Jeffreys Road Fund as a Trustee in 2016 and is a member of the CIHT and the Royal Academy of Engineering.



## LEON DANIELS, OBE

Leon Daniels, OBE, has extensive knowledge and experience of traffic and streets management, bus transport, urban rail, cycling, road safety, river operations, the taxi and private hire industry, policing and enforcement, highway engineering and major project delivery, Until his retirement from Transport for London in December 2017, Leon was Managing Director, Surface Transport.



## STEVE GOODING

Director, RAC Foundation

Steve Gooding is the Director of the RAC Foundation, a charity created by the Royal Automobile Club to commission and disseminate motoring-related research. Previously Steve's long civil service career encompassed many transport-related roles. Steve is a fellow of the CILT and the CIHT and a regular columnist in Highways magazine.

THE REES JEFFREYS ROAD FUND  
**COMPETITION** <sup>150</sup>



**ANDY GRAHAM**

BSc FCIHT FIET

Andy has 35 years' experience in using new roads technology. He was a director level at AECOM and now leads White Willow Consulting, specialising in connected vehicles and traffic data. He chairs the ITS-UK Connected Vehicles Forum and won their Award for outstanding personal contribution, and is a member of the IET Transport Panel.



**DR SUZY CHARMAN**

Executive Director, Road Safety Foundation

Suzy has worked in road safety for 17 years and is the Executive Director of the Road Safety Foundation. Suzy has broad road safety expertise having led research and policy across all areas of road safety but has a strong specialism in proactive risk management and infrastructure safety.



**HILARY CHIPPING**

Chief Executive, South East Midlands Local Enterprise Partnership

Hilary is currently Chief Executive at the South East Midlands Local Enterprise Partnership. She was Director of Strategy at the Highways Agency from 2001 to 2007. Prior to that she worked as a civil servant in the areas of housing, local government finance and transport after graduating from the University of Manchester with an MA in Economics.



**GLENN LYONS**

Mott MacDonald Professor of Future Mobility, University of the West of England, Bristol, UK

Glenn Lyons spans between academia and practice, he specialises in addressing transport sector developments in the context of ongoing and uncertain social and technological change. He has helped bring forward the 'decide and provide' transport planning paradigm.

# GUIDANCE FOR ENTRANTS

**What's your vision of the way in which our roads (motorways, highways or streets) could best work for us all as we square up to the challenges of the next 50 years?**

Roads and streets are essential, but not perfect. As we recover from the pandemic and face up to the challenges of climate change, we have a unique opportunity to re-imagine our roads and streets in new ways.

The lockdown drop in traffic took us to levels of vehicle use that William Rees Jeffreys would have recognised in the 1950s. 1950 was a world away from 2021 – the UK population in 1950 was around 50 million; today it is 68 million. The average new car cost in the region of a third of the cost of the average house. The number of licensed vehicles in Great Britain was around four million in 1950; today it is approaching 40 million, with over 30 million cars. The technology of 2021 – Electric Vehicles, Connected and Autonomous Vehicles, flying taxis, electric scooters, e-bikes and e-cargo bikes – is also a long way from anything that might have been imagined in 1950.

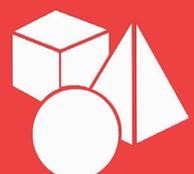
While keeping Rees Jeffreys' guiding principles in view – that motorways, roads and streets should be well-engineered, well-maintained, and designed with 'beauty in mind' – we want this Competition to embrace innovation and creativity.

This is a moment of great challenge and endless opportunity. Let's not waste it.

Above all, we're looking for new and innovative ideas, creatively presented. Don't limit yourself to a set of slides – how about a model, a simulation, a 3D fly through, a poem, a painting, song or a sculpture? The sky is the limit, but the completed entry must be publishable online in a digital format such as audio, video or photography without the need for specialist software.

We're asking you to show us how we can make our roads and streets better for everyone, and suggest that entrants consider one, more or all of these key issues. We've added some thoughts and ideas around our six key issues on the next pages, but please note that these are only suggestions, so feel free to let your imagination loose...

- **Making road trips more enjoyable**
- **Changing travel trends**
- **Encouraging good driver behaviour**
- **Achieving public buy-in so that change can happen**
- **People-friendly ways to make use of space in the street**
- **Healthier and safer travel for all**





## Making roads more enjoyable for all

Creating an enhanced experience for road users

More appealing, accessible and people-friendly motorway services and amenities for cars and freight

Retaining enjoyment in the concept of 'going for a drive'

Improving local accessibility through reducing road travel times and costs, especially in rural areas

Making better use of the roads we already have: who and what should use them, at different times of the day and night?

Making roads and roadside amenities more attractive and accessible

Better and more innovative ways of managing road maintenance and road works



## Changing travel trends

Funding our future roads: congestion charging, road user pricing, CAZ and decarbonisation

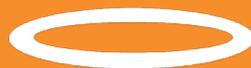
Better kerbside management: if we all want our online shopping delivered tomorrow, where do the delivery vehicles park?

New ways of using our cars... car sharing, car clubs and ride-hailing

More efficient use of road space: reallocating road and street space between all users, including driving, parking, charging and delivering

Road space reallocation on inter-urban journeys as well as local journeys

Roads for younger drivers who are less attracted to car ownership



## Encouraging good behaviour from road users

Behaviour change schemes to improve road user behaviour and reduce road danger

Encouraging safe and courteous road user practice for public benefit

Innovative and fair speed management schemes

Balancing intergenerational trends: roads for all ages of users, young and old

Planning for and rural / urban differences

Novel ways of rewarding good road user behaviour and safe trips



## Achieving public buy-in so that change can happen

New and novel ways of communicating with the public and local communities about roads and streets

Attracting and nurturing diverse talent across the professions that impact on roads and streets

Re-imagining low traffic

neighbourhoods that drivers like and can support

Ensuring sustained change at scale and pace: what are the key levers, and how can they be made acceptable to the public?

Getting the right balance of behaviour change, technology

uptake, and carrots and sticks

Using peer groups and social media as novel ways to support behaviour change

Re-thinking car advertising: fewer cars on the road, a better experience for all?



## People-friendly ways to make use of space in the street

Creating roads catering for a range of modes and for society's diverse needs across the age range

Pop-up play streets, parks and cafes, school streets and zones for active modes

Improving on what we learned from pandemic active travel pop-up schemes

Using tactical urbanism and temporary schemes to test new designs

Balancing the movement of motor traffic with other road and street users



## Healthier and safer travel for all

anDesigning roads and streets in new ways, for example new junction designs, cycle lanes, pedestrian lanes and shared spaces

Achieving net zero transport or zero carbon roads

Innovative and fair speed management schemes

We're not all urbanites: for rural dwellers, the car has to be part of any future solution

Improving air quality and reducing noise pollution

Encouraging a Vision Zero approach to roads and streets

Improving the evidence base: collecting better data on all types of road use by all users, including gender, age, trip, location and mode

Innovative ways of managing road crossings

# COMPETITION RULES

1. Rees Jeffreys Road Fund (RJRF) Competition Prizes (“the Prizes”) will be awarded to the Winning Entrants whom in the opinion of the Judges submit the best answer to the Competition Question in accordance with these Rules.
2. The Prize Question is: What’s your vision of the way in which our roads (motorways, highways or streets) could best work for us all as we square up to the challenges of the next 50 years.
3. Other Runner-Up and Additional Prizes may be awarded at the judges’ discretion. All prizes will be awarded in British pounds sterling.
4. The Prizes are funded by the Rees Jeffreys Road Fund Charitable Trust (“the Trust”).
5. RJRF has appointed a panel of Judges (“the Judges”) to shortlist submissions and award Prizes, the Secretary of the RJRF will ensure that the competition is administered fairly and according to these Rules. RJRF may at its discretion appoint further Judges during the course of the competition.
6. The competition is free to enter and only open to UK-based entrants.
7. Joint submissions are welcome, and Entrants are free to call upon any expertise at any time in the development of their submissions. Publicity relating to any winning submission will give credit to all those identified as having developed the idea.
8. The competition is open to everyone, except the Judges and their direct employers, and the employees, Trustees, and contractors of any organisation named within these Rules, and the families of those persons. In any cases of doubt about eligibility to enter, the Chair of the Judges may be consulted, and her ruling is final.
9. Competition entrants should submit their entries, in English, via the portal on the competition website and provide all information as requested.
10. All entries must be received by 17:00 on Friday 22 October 2021.
11. Entries must not contain anything that is defamatory or indecent.
12. Entries must be the original work of the author, and not copied wholly or substantially from any other work or material or any other source; (ii) the author is the sole legal owner of the Submission in its entirety; (iii) the author has not assigned or licensed and will not assign or license any of the rights in the Submission until the competition has concluded and a winner has been announced; (iv) the author is unaware that the Submission infringes any rights of any third party.
13. Entrants must be eligible to enter the competition.
14. The Trust and the Judges and all other persons associated with the administration are indemnified against any legal action arising from a false, incomplete or misleading warranty given in accordance with these Rules.
15. The Competition Director is David Tarrant, Chairman of Rees Jeffreys Road Fund Trustees. The Competition Director will not participate in the Judging process and is available to oversee the competition and adjudicate in relation to any potential conflicts of interest. The Entrants may be contacted by the Competition Director to provide information in connection with the Competition both during and after the competition.
16. The Judges reserve the right to use online plagiarism checks. Any submission judged not

THE REES JEFFREYS ROAD FUND  
**COMPETITION**

to have been the original work of the entrant will be disqualified.

17. The Judges' decision is final.

18. Should the Judges conclude that no entrant is of a suitable standard, the Judges reserve the right not to award any grants or prizes.

19. Judges will have the discretion to award additional prizes or grants to recognise entrants whose submissions address aspects of the Question in particularly innovative, creative or otherwise outstanding ways.

20. The Judges will make reasonable efforts to contact and pay competition winners, but does not undertake to contact unsuccessful entrants. Prizes which have not been paid (despite reasonable efforts) within six months of the announcement of the Winning Entrant will be withdrawn and returned to the Trust.

#### INTELLECTUAL PROPERTY, PUBLICITY AND PUBLICATION

21. In entering the competition, entrants:

- (a) retain copyright over their Submissions
- (b) agree to their names being made public

22. Entrants may publicise at any time their involvement in the competition the fact that they plan to submit or have submitted a entry, been shortlisted and invited to submit a Secondary Submission, or won a Prize. Entrants are encouraged to inform the Chair of the Judges of any publicity they receive or plan to seek.

23. Publishing and media: the Competition organisers (Landor LINKS and RJRF) reserve the right to publish details of any entry at any time. Submitting an entry acknowledges that edited versions of entries may be published by the Rees Jeffreys Road Fund on its website, in Landor LINKS' publications and its related websites, and on any of our Competition partner media or websites, in the build-up to, and after, the Competition. Extended versions of winning entries will be also published on [www.TransportXtra.com](http://www.TransportXtra.com) after the Competition entries have been judged. If you include commercially sensitive

material in an entry, then please highlight this.

24. Intellectual Property rights remain with the entrant(s).

#### RULES INTERPRETATION AND AMENDMENT

25. In the event of a dispute, the ruling of the Chair on the interpretation of these Rules (having consulted the Judges) is final.

26. The Chair of the Judges may from time to time publish amendments or additional guidance for potential or actual entrants on the Competition website.

#### PRIZES AND DEVELOPMENT AWARDS

27. The Rees Jeffreys Road Fund Competition prize money is an award for an idea. It is not a grant with requirements, benchmarks, and deliverables, but a monetary prize for articulating a creative, impactful idea.

28. Five ideas considered by the judges to have the greatest potential will be given the opportunity to bid for up to £150,000 in funding. An Application Development Award of £5,000 will be provided to each of the five chosen ideas to facilitate the development of their ideas ahead of bidding for major funding awards of up to £150,000.

29. There will be prizes of £5,000 for the winning entries in each of the two Schools categories (one prize in each category), and four prizes of £2,000 (two prizes in each Schools category) for the best entries in the two Schools categories. This prize money can be used for anything that the applicant chooses, but the Judges will expect winners to report on how the prize money was spent, and the RJRF must not be brought into disrepute.

30. Other grants or prizes may be given at the Judges' discretion.

31. The application development award will be paid 50% up front and 50% on submission.

# FURTHER INFORMATION

To discuss the categories, criteria and submitting your entry contact:

**Mark Luker**  
Event Logistics Coordinator, Landor LINKS

Email: [conferences@landor.co.uk](mailto:conferences@landor.co.uk)

Telephone: **020 7091 7865**



Rees Jeffreys Road Fund

## Celebrating 150 years since the birth of our benefactor William Rees Jeffreys

“

As trustees of his fund today, I and my fellow trustees are acutely conscious of the fact that Rees Jeffreys saw roads not just as a way of fuelling an economy but as giving people more opportunity to get out and about - to leave the towns and cities and enjoy the countryside

Steve Gooding

”