

Road Safety GB  
Road Safety GB International

Annual Report 2023



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# ROAD SAFETY GB – Annual Report 2023

## Introduction

This report sets out the activities of the Road Safety GB (Charity) Board of Trustees, with the support of the individual volunteer officers, working groups, specialist advisers and partners throughout the period November 2022 to end of October 2023.

The report discusses progress to date in terms of organisational development, financial matters, research activities, communications, academy, business planning and support, the aspirations of the organisation, and what processes have been put in place to achieve its goals, aims and objectives.

Once again, the board extends its gratitude to everyone, at individual, local, regional and national level, and all partner and organisations for the support given to Road Safety GB throughout the previous 12 months.

## Overview of the Last 12 Months

Since the last Annual Report, the business has continued to take a measured but progressive, approach. The Academy Board has built on delivering courses online, this has continued to prove popular and removes the time and costs associated with travel.

Membership levels remain strong, we will have a specific focus in 2024 to grow and develop our 'offer' across all categories of membership.

Meetings have been in the main conducted online, this includes the regional representatives meeting that allows the wider sharing of information across the regions. We will continue to look to see how we can further develop the roles of the regional representatives and the area groups to further support the work of the organisation.

The Board has continued to act in support of the membership by providing training, communications and a host of activities that are set out further in the document.

## New Appointments

Two appointments will made at the 2023 AGM.

The Board is very pleased to announce that Sam Merison, Richmond and Wandsworth Councils, will take up the role of Chair for a two-year term. Sam has been a long term supporter of RSGB especially with his work for The Academy and also more recently in the Vice Chair role.

Nicola Foster, Essex County Council, has been selected to the role of Vice Chair, also for a two-year term.

The Board very much welcomes Nicola and looks forward to working with Nicola and Sam in their new roles.

## Charity Board of Trustees 2023-2024

Richard Hall, North Lincolnshire County Council, stepped down from his role as Charity Finance Director following his retirement from road safety in April 2023. Richard gave his support for budget forecasting for 2023/24.

Philippa Young, Warwickshire County Council, steps down as Chair at the AGM but will continue to support the Board of Road Safety GB International.

It should be noted that Road Safety GB can be described as a 'lean and efficient' organisation and is very grateful all Directors and Trustees who act in a voluntary capacity to support the organisation and give their time freely to Road Safety GB with the support of their employers.

The 'Charity' Board of Trustees as of 15<sup>th</sup> November 2023 will comprise:

- Sam Merison – Chair (Trustee), Richmond and Wandsworth Councils
- Will Cubbin – Research Director (Trustee), Safer Essex Roads Partnership
- Bill Smith – Communications Director (Trustee) - Independent
- Sandra Agbabiaka – Company Secretary Director (Trustee) – LB Hackney

## Business Planning and Support

James Gibson sits on the Charity Board and the RSGB International Board. James, a paid employee of Road Safety GB, cannot act as a Trustee. Jackie Bratley, also a paid employee, provides financial services and support to the Board of Trustees.

A review of business plans for the organisation took place in 2022 and resulted in three new documents being developed:

- **5 Year Strategic Plan 2022-27**

This document sets out how Road Safety GB will deliver a range of priority activities as part of the 5-Year Vision for the organisation. The Strategic Plan focuses on the business direction to 2027 and is set out in six main areas:

1. Structure and Governance
2. Membership Benefits
3. Academy Function
4. Partnerships
5. Income Generation
6. Communication

- **Annual Operational Plan - Objectives and Actions**

This document is for Board use and details the key objectives and actions within a financial year. The document is reported on at quarterly Board meetings and is reviewed and updated on an annual basis. The current plan covers 2023-24.

- **Key Performance Indicators**

A set of Key Performance Indicators have been developed covering Finance, Membership, Academy and Communications. The document is again for Board use and provides information on the performance of the organisation in an easy to access format. This document is also reported on at quarterly Board meetings.

The organisation and its business arm are now well-established entities amongst the other organisational pillars in the UK. However, it is recognised that to remain viable, the organisation through its trading arm must continually seek and develop business opportunities, both in the UK and overseas. The online method of training delivery may open many opportunities in particular for overseas clients.

Key tasks for the charity are to:

- Support wherever possible, policy and practice to reduce casualties amongst vulnerable road users
- Develop appropriate support mechanisms for members
- Manage the Local Authority and Corporate membership
- Deliver the National Annual Road Safety Conference and other related webinars and events as deemed appropriate
- Manage the Road Safety GB website and Road Safety Knowledge Centre website
- Create new, and strengthen existing, partnerships
- Manage support for Data Analysts through the hosting of an annual conference, CPD and an online forum for as long as funding can be provided
- Identify opportunities for, and promote and encourage the adoption of, increased levels of evidence-based practice in road safety provision
- Continue developing working relationships with key organisations within the UK and beyond
- Enhance support to the DfT and the THINK! communications team
- Further raise awareness of Road Safety GB with potential partners across the UK and internationally
- Seek research opportunities to better understand the most effective ways to reduce casualties further
- Contribute to research projects undertaken by third parties including, but not exclusive to, those commissioned by DfT
- Support member organisations and assist them in making the maximum impact at regional and local level
- Develop strategies to support businesses in reducing at work related road casualties
- Encourage new members both corporate and individuals

Business Communications

Almost all meetings have continued to be conducted online. This meeting method has become widely accepted and provides an efficient use of time and removes the costs associated with travel.

The value of face-to-face meetings is recognised and will be considered as appropriate.

The Annual General Meeting will take place on 15<sup>th</sup> November 2023 and will take place as a face-to-face meeting before the National Conference.

Regional Representatives Meetings

Online regional representatives' meetings were held in March and September 2023. A number of Board members were also in attendance. It is envisaged that two meetings will be held again next year with the first being 10<sup>th</sup> April 2024.

## Finance

### Overview

The Charity is currently in a relatively good position in terms of financial stability. Membership numbers of local authorities are stable and corporate memberships have increased significantly due to following up enquires and actively engaging with potential new members.

The finance team put together a very cautious budget for 2022/23, monitoring and reducing expenses and other spending as much as feasible to reflect the ongoing issues we all face within our budget restraints. Once again the careful management of the day to day finances by the finance team has meant we eventually came through with the finances remaining stable. However, income was overstated last year, which has led to this year being understated by about £70k (£20k for LHA Membership and £50k for DFT Grant) all deferred amounts.

We have continued to received DfT grant funding to support RSGB and its members, this helps to fund:

- Academy course development and framework
- Development and delivery of a National Road Safety Conference
- Development and management of a Data Analysts Conference and Network (Joining the Dots and data wiki).
- Delivery of websites (RSGB, Academy, Knowledge Centre)

### **Membership fees**

Membership fees have remained the same for 14 years. Due to increasing costs that everyone has incurred Road Safety GB will reluctantly have to increase the membership fees in 2024/25.

- The fee for local authority membership and corporate membership will be £475 plus VAT per year.
- A new category of membership will be introduced 'corporate membership plus' this will be add additional marketing opportunities which will be of particular interest to commercial corporate members. This will be set at £575 + VAT.
- The fee for Individual Academy membership will change to £55 + VAT.

Purchase Orders and remittance advice notes or payments, should be sent to: Jackie Bratley, Finance Administrator, Highfield Granary, Warlaby, Northallerton, North Yorkshire, DL7 9JU email: [roadsafetygbaccs@gmail.com](mailto:roadsafetygbaccs@gmail.com) Tel: 07774 922086

Members should ensure that whoever raises orders on automated systems takes great care to select the above details. Local Authority annual subscriptions should not be paid to Road Safety GB International, to any of the Road Safety GB regional groups, or other organisations associated with Road Safety GB.

**IMPORTANT NOTE:** Invoices for annual fees will be issued on a 30-day payment basis. Non-payment of the annual fee by 30<sup>th</sup> April each year will mean that that a non-paying member will no longer have access to any of the member benefits, including access to resources, and access to the members area of the website as of 30<sup>th</sup> April that year. The board understands that there may be obstacles for some members to ensure that payment is made within the 30-day period, and the Finance Team will be as flexible as possible to support the member.

*The year-end accounts for 2022/23 will be available in the members' area of the Road Safety GB website as soon as they have been signed off.*

The key points in the accounts are as follows:

### Profit and loss account

Total income for the year was £308,434 this included £146,945 in DfT grants, £77,500 in deferred grants (DfT) and £38,838 in membership fees.

Cost of sales came to £98,686, which included £35,000 in project delivery, £48,686 for event hosting and £12,000 for Academy administration. This gave a gross profit of £209,747.

Expenses for the year came to £242,01. The main areas being employee costs at £105,247 and web hosting and maintenance at £54,076.

This gave a net operating income of £-31,267.

**After other income and expenses were taken into account net income was £-32,344.**

This is not a concern as mentioned in the report income was overstated last year, which has led to this year being understated by about £70k (£20k for LHA Membership and £50k for DFT Grant) all deferred amounts.

### Balance Sheet

On the balance sheet at 31 March 2023 there were £0.00 in tangible assets (IT equipment) and £14,904 in debtors. In our bank accounts there was £2,055 in the current account and £313,516 in the savings account. This gave net current assets of £332,612.

Taking current liabilities, including future membership fees received into account the total net assets (capital and reserves) on 31 March 2023 stood at £302,137.

### **Current financial year to Q2**

In the current financial year up to the end of Q2 (30 September) the position on the profit and loss account for the charity shows that total income stood at £153,460 this includes the whole of this year's DfT grant that was paid in full during Q2.

After cost of sales, expenses, other income and costs **net income on 30 September stood at £105,838.**

# RSGB LIMITED

## Profit and Loss

April 2022 - March 2023

	TOTAL
Income	
Deferred Grants	77,500.00
DFT Grant Claim	146,945.49
Management Fees	38,750.00
Sales	
Academy Members	35.00
Corporate Member	15,738.00
Individual Membership	1,050.00
LHA Members	22,050.00
Other Sales	134.00
<b>Total Sales</b>	<b>39,007.00</b>
Services	4,360.00
Uncategorised Income	1,872.00
<b>Total Income</b>	<b>£308,434.49</b>
Cost of Sales	
Academy Administration	12,000.00
Academy Development	3,000.00
Event Hosting	48,686.86
Project Delivery	35,000.00
<b>Total Cost of Sales</b>	<b>£98,686.86</b>
<b>GROSS PROFIT</b>	<b>£209,747.63</b>
Expenses	
Accounting	4,800.00
Attending Conferences and Events	1,298.06
Bank charges	858.18
Entertaining	182.95
Hotels	538.00
Insurance	1,551.88
Legal and professional fees	400.00
Management Charge	60,000.00
Office expenses, repairs & maintenance	437.41
Payroll Expenses	105,247.79
Pensions	6,155.12
Printing, postage and stationery	152.63
Subscriptions	2,779.47
Sundry expenses	195.95
Telephone	427.98
Travelling expenses	1,914.07
Webhosting and Maintenance	54,076.00
<b>Total Expenses</b>	<b>£241,015.49</b>
<b>NET OPERATING INCOME</b>	<b>£ -31,267.86</b>
Other Income	
Bank interest - received	1,695.90
<b>Total Other Income</b>	<b>£1,695.90</b>
	<b>TOTAL</b>
Other Expenses	
Charitable Operations	2,298.00
Depreciation	474.06
<b>Total Other Expenses</b>	<b>£2,772.06</b>
<b>NET OTHER INCOME</b>	<b>£ -1,076.16</b>
<b>NET INCOME</b>	<b>£ -32,344.02</b>



# RSGB LIMITED

## Balance Sheet As of March 31, 2023

	TOTAL
<b>Fixed Asset</b>	
Tangible assets	
Computer equipment accumulated depreciation brought forward	-2,823.00
Computer equipment additions at cost	948.12
Computer equipment cost brought forward	2,823.00
Computer equipment depreciation charge for year	-948.12
<b>Total Tangible assets</b>	<b>£0.00</b>
<b>Total Fixed Asset</b>	<b>£0.00</b>
Cash at bank and in hand	
Business Reserve xxxx3812	313,516.86
Cash on hand	0.00
Current Account xxxx3359	2,055.45
RSGB Loan - GBP	2,136.00
<b>Total Cash at bank and in hand</b>	<b>£317,708.31</b>
Debtors	
Debtors	14,904.00
<b>Total Debtors</b>	<b>£14,904.00</b>
Current Assets	
Accrued Income	0.00
Bad debt provision	0.00
Other debtors	0.00
Prepayments	0.00
Uncategorised Asset	0.00
Worldpay Clearing	0.00
<b>Total Current Assets</b>	<b>£0.00</b>
<b>NET CURRENT ASSETS</b>	<b>£332,612.31</b>
Creditors: amounts falling due within one year	
Trade Creditors	
Creditors	5,320.49
<b>Total Trade Creditors</b>	<b>£5,320.49</b>
Current Liabilities	
Accruals	0.00
Deferred Grant Income	0.00
Membership Fees for Next Year	0.00
Memberships - Next Year	0.00
Fees 21/22	0.00
Fees 22/23	0.00
Fees 23/24	26,600.00
Fees 24/25	700.00
Fees 25/26	700.00
<b>Total Memberships - Next Year</b>	<b>28,000.00</b>
Other Creditors	0.00
Other Payroll Deductions	0.00
Payroll Clearing	0.00
RSGB International Loan	0.00

	TOTAL
Tax and National Insurance	3,794.21
VAT Control	-743.57
VAT Suspense	-6,566.01
Wages and salaries control	670.18
<b>Total Current Liabilities</b>	<b>£25,154.81</b>
<b>Total Creditors: amounts falling due within one year</b>	<b>£30,475.30</b>
<b>NET CURRENT ASSETS (LIABILITIES)</b>	<b>£302,137.01</b>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>	<b>£302,137.01</b>
<b>TOTAL NET ASSETS (LIABILITIES)</b>	<b>£302,137.01</b>
<hr/>	
Capital and Reserves	
Retained Earnings	55,662.03
Retained profit balance forward account	278,819.00
Profit for the year	-32,344.02
<b>Total Capital and Reserves</b>	<b>£302,137.01</b>

## Website and Communications

Stennik continues to provide website and communications services to Road Safety GB, with Edward Seaman acting as editor of the website newsfeed, supported by Nick Rawlings. Ed also manages the Road Safety GB social media feeds on a day-to-day basis. Sally Bartrum provides full administrative support for Academy back-office functions, the management of the annual National Conference, and other projects as required. Stennik also manages the Road Safety Knowledge Centre on a day-to-day basis.

The Road Safety GB Board wishes to extend its gratitude to Stennik for its excellent work and effort to support Road Safety GB again over the last 12 months.

Bill Smith, Director of Communications has undertaken a vast range of work during the past 12 months including maintaining information for the website including:

- Position statements
- Contacts and advisors
- Resources and services

### Road Safety GB Website

<https://roadsafetygb.org.uk/>

2023 has been an excellent year for the Road Safety GB website with the number of visits and visitors both increasing year on year.

During 2023 (Jan – Oct) there were:

- 176,226 visits (161,096 in 2022) (+9%)
- 138,025 visitors (128,861 in 2022) (+7%)

A number of new initiatives introduced in 2023 – including members’ webinars and readers polls have contributed to the increase in traffic. These build on those introduced in 2022: more frequent news alerts, a monthly ‘opinion’ piece and a monthly road safety calendar alert. The website project team also works hard to ensure the Road Safety GB databases are kept up to date.

The newsfeed currently has 2,524 (2,495 in Oct 2022) subscribers who receive the weekly alert at 08.00 every Monday morning, capturing the headlines from the previous week.

### Media Statements and Interviews

In 2023 to date, 27 news items relating to Road Safety GB were published on the newsfeed on the Road Safety GB website. These news items covered a range of topics, including the various events produced by Road Safety GB during 2023, and can be viewed here: <http://roadsafetygb.org.uk/news-category/rsgb-news/>

Additionally, in the same period there were three news items relating to the Academy: <https://roadsafetygb.org.uk/news-category/academy-news/>

### Communications Activity

The last year has been a bit quieter in terms of emerging communications activity. Some of the issues addressed through media contact were:

- SMART Motorways
- E-scooters
- Cycle infrastructure

- Dashcams
- 20mph zones
- Pedestrian crossings
- Self-driving cars
- Eyesight
- SCP 70th Anniversary Celebrations
- Driver fatigue

### Social Media

Road Safety GB's presence on Twitter (X) remains at 22.6k followers in October 2023 - compared to 22.6k October 2022. This reflects user trends. This compares with RoSPA Road Safety (24.8k) Brake (23.7k), IAM RoadSmart (18.1k), RAC Foundation (5.8k), PACTS (5.1k) and Road Safety Scotland (4.7k).

First launched in July 2017, the Road Safety GB Facebook page now has 2,250 followers (1,932 in October 2022).

The more recently launched Road Safety GB LinkedIn page has 1,249 connections (632 in October 2022).

### Road Safety Knowledge Centre (RSKC)

<https://www.roadsafetyknowledgecentre.org.uk/>

Traffic to the RSKC has increased in 2023, by an average of about 25%. This is pleasing to see after the launch of the new-look site in December 2020, which resulted in a downturn in traffic during 2021.

During 2023 to date there were:

- 25,844 visits (22,848 in 2022) (+13%)
- 20,160 visitors (18,948 in 2022) (+6%)

The weekly RSKC alert goes to 2,270 (2,000 in 2022) active subscribers and the RSKC help forum has 1,002 (760 in 2022) subscribers.

Conferences and Seminars

### Annual National Road Safety Conference

<https://nationalroadsafetyconference.org.uk/>

Following a first post COVID, hugely successful, National Road Safety Conference at the Majestic Hotel in Harrogate where over 300 people attended we are this year, thanks to the RSGB South West region at the Devere Cotswold Waterpark Hotel.

The 2022 attendance numbers at Harrogate have been exceeded and the 2023 conference will be the largest in terms of delegates, speakers and exhibitors.

For 2024 conference we plan to move the conference to Birmingham. The Hilton Metropole Hotel, NEC, 6-7 November 2024 to be exact. Confirmation of sponsorship from Transport for West Midlands is in place and Nick and the team are in the process of finalising contracts with the Hilton. Road Safety GB will seek the help of the Mercia region to form a conference organising committee.

## Road Safety GB & THINK!

The Road Safety GB comms team continues to work closely with the THINK! team and there is a constructive and positive working relationship. The comms team regularly cascades information on behalf of the THINK! team, using the Road Safety GB databases. The THINK! team also regularly attends Road Safety GB Board meetings to provide an update of its campaign activity.

## Research and Evaluation

### Older Drivers

The DfT has previously agreed to enable us to research and evaluate the needs of older drivers and to use those research findings to develop an appropriate training course for ADIs [Approved Driving Instructors], specifically aimed at developing their awareness and understanding of the physical and cognitive issues experienced by many older drivers. An outcome was to provide a register of ADIs that can be accessed by local authorities and other service providers that deliver assessment/re-training schemes for older drivers. This 2-year study was completed and the findings presented at the National Road Safety Conference 2022 along with details of the course roll out (which has also gained DVSA recognised status).

<https://www.roadsafetyknowledgecentre.org.uk/the-development-and-evaluation-of-an-older-driver-approved-driving-instructor-training-course/>

### Arility Augmented Reality Teaching Resource

The DfT also granted funding to research and evaluate a new augmented reality teaching resource to determine if this method of teaching has a longer-term impact on the behaviour of young children when interacting with roads and traffic in the real world. The research has been concluded the findings published on the Road Safety Knowledge Centre in 2023.

<https://www.roadsafetyknowledgecentre.org.uk/arility-evaluation/>

### Young Driver Performance Forum (YDPF) research support

The Pre-driver Theatre & Workshop Education Research (PdTWER) project is a research project exploring the use of theatre and workshop style presentations to the pre-driver age group in schools and colleges.

As background, the research, had the goal of finding a single operating model based on best available evidence. It has been delivered by Dr Liz Box, Head of Research at the RAC Foundation as part of her PhD work with Cranfield University. This 3.5-year project is a collaboration between RSGB, RACF, Cranfield University, NFCC, NPCC and AACE and represents a major commitment to developing best practice approaches in one of the most important and contested areas of road safety provision.

Liz gave a presentation at National Conference 2022 which gave an overview of the research, before going on to outline some key recommendations for the road safety sector.

Road Safety GB has created an area to host the DriveFit resources on the Road Safety GB website to boost the access to the resources to members and subscribers <https://roadsafetygb.org.uk/drivefit/>

Road Safety GB would like to extend its thanks to all those organisations and individuals helping to make this project a reality, and to all the local road safety partnerships engaging with the research and development work on the front line of road safety delivery.

The project will receive a Prince Michael award at the Dec 2023 ceremony.

## Road Safety Data Analyst National Champions' Network

Agilysis have provided continuing support for the co-ordination and delivery of the Analyst Network and associated work. The principle behind the Network is to bring together regional 'Champions' who attend national strategy meetings and help to coordinate regional meetings each year, which will be attended by road safety professionals from different sectors with a focus on road safety evidence and analysis.

In addition to the regional representatives, members from National Highways, DfT, and third sector organisations ensure that the group has a broad membership capable of tackling strategic issues in the fields of road safety data, analytics and research.

The Champions Network also help develop the content for the national Joining the Dots conference held 1<sup>st</sup> March 2023 in Birmingham. The conference was well attended both in person and online and there was plenty of interaction between audience and speakers. Conference themes were around gaps in road safety data and wider transport data leading to disparities in provision. New, innovative and previously underutilised sources were explored as ways to redress imbalance in the picture of highways and road safety painted by the data. Expertise and resources in conducting big-data analysis and accessing new datasets were discussed as barriers to any single organisation being able to gain maximum insight into road safety issues.

The Road Safety Analysts Network website, hosts information on the conference and data wiki (which provides information on the use of data for a variety of audiences) <https://roadsafety.network/>

Agilysis have delivered their full webinar series for 2022/23. Levels of engagement were varied across the series but the final webinar well attended (circa 60 delegates) and delivered some practical approaches to support improved data quality. Use of tools such as Slido and Mentimeter helped participant engagement.

Road Safety GB would like to thank these volunteers for contributing their time and expertise to support analyst colleagues and their clients in road safety teams throughout the country.

## Project support roles

During the last 12 months the Director of Research has also been actively involved with:

- The Road Safety Education working group – this work aims to identify good practice and practical guidance for authorities delivering road safety education.
- Motorcycle Strategic Focus Group, chaired by DVSA.
- Experiencing RSGB road safety statistics course launched in 2023.

## Consultation responses

During the year a number of national consultations or calls for evidence have been submitted, these include:

- RSGB response to the National Highways SRN draft report
- Changes to MOT testing proposals consultation

The Board of Trustees thanks everyone involved at local, national, regional and within the organisation for all of the support they have given the charity throughout the year.



## Road Safety GB International Report 2023

### Background

Road Safety GB International began trading on 1<sup>st</sup> April 2018. The Academy sits within the company and forms the main area of business.

The company is managed by a board of directors to oversee the day to day running of the business and to explore new opportunities both in the UK and the overseas markets. As the company acts on behalf of the charity, a minimum of one charity trustee sits on the company board to ensure that the company operates consistently and in a proper manner for the benefit of the charity.

The Academy is also be monitored by the Charity through its Standards Monitoring Team to ensure it continues to provide a high-quality service provision.

### Purpose of Road Safety GB International

The main areas of business for the Company are to:

- Promote and deliver appropriately designed and targeted training courses as a core area of business in the UK and overseas
- Seek new areas of business both in the UK and overseas that are aligned with the objectives of the charity
- Enhance the Academy in terms of higher-level education and delivery
- Ensure that a high standard of systems and delivery is maintained through an external auditing process
- To set out the higher-level framework and create the 'Road Safety GB Award'
- Manage and support the Individual Academy membership
- Develop and support a team of knowledgeable others to support the development of overseas contracts
- Develop support and appropriate signposting for fleet managers of both corporate and local authority fleets
- Develop commercial partnerships with like-minded organisations and individuals

### Company Board of Directors 2023-2024

The 'company' board of directors as of 15<sup>th</sup> November 2023 will comprise:

- Rhian Hughes, Wirral Council, Director of the Academy
- James Gibson, Road Safety GB, Executive Director
- Jackie Bratley, Road Safety GB, Director of Finance
- Sam Merison, LB Richmond and Wandsworth, Director/Trustee
- Philippa Young, Warwickshire County Council, Advisor

The board is also supported by the Charity Company Secretary – Sandra Agbabiaka.

## Business Opportunities

Discussions have taken place with several organisations regarding Road Safety GB International's (RSGBi) potential to partner and/or provide services.

Meaningful discussions continued with colleagues in Australia regarding RSGBi's involvement in the success of the UK in reducing casualties. RSGBi remains open minded to future opportunities.

Detailed discussions took place regarding a road safety training package for Police in Qatar. The package included various training courses and the provision of translation services. A formal quotation was submitted for the package of training and whilst not currently commissioned it is hoped that this work will be considered in the future.

Communications remain open with the German Jordanian University via the contacts established again in 2022.

RSGBi were invited to present at the European Road Safety Summer School – where mobility experts gathered to learning about an integrated approach to road safety, based on good examples from European countries. It is hoped that such international exposure may provide future business opportunities to explore.

A number of corporate social responsibility enquiries have also been picked up and discussed, sometimes this has included involving local contacts to examine what can be provided in a local area to improve road safety.

Safe systems education, training and new courses are an area for business development which is currently being formed as part of the ongoing commitment to the road safety profession. It is envisaged that a range of new safe systems courses will sit within the Academy portfolio in the coming year.

Every contact with RSGBi is explored and actively followed up and RSGBi remains open to business opportunities.



## Finance

Jackie Bratley, Finance Director of Road Safety GB International.

Adapting the delivery of courses to encourage more learners attending each course and a general overview of the price structure for both course and tutor fees, has helped to generate additional income into the Academy.

The accounts reflect a positive and encouraging forecast for the next financial year. We still remain cautious and will continue to adapt accordingly and progress in stages with the development of the Academy overall.

A charitable donation will be gifted back to RSGB Ltd (Charity) of £7,501 for the benefit of its members. Adjustments will be taken into account for the interco account (money owed to RSGBi from RSGB Ltd (Charity) through payment errors to the wrong account.

RSGBi's financial year to 31 March 2023 ended positively, encouraging, and in profit. The Profit and Loss and Balance Sheet are set out below.

### Road Safety GB International Ltd

#### Profit and Loss

April 2022 - March 2023

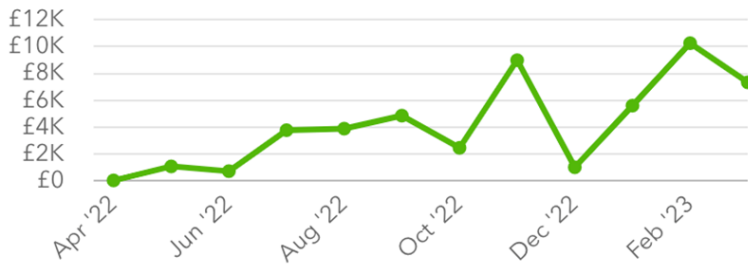
	TOTAL
Income	
Academy Courses	37,415.00
<b>Total Income</b>	<b>£37,415.00</b>
Cost of Sales	
Academy Administration	9,800.00
Academy Development	0.00
Academy Tutor Fees	15,200.00
<b>Total Cost of Sales</b>	<b>£25,000.00</b>
<b>GROSS PROFIT</b>	<b>£12,415.00</b>
Expenses	
Accountancy	1,200.00
Bank charges	96.00
Charitable Donations	7,501.17
Events	252.00
Insurance	1,125.19
Subscriptions	575.00
UK Corporation Tax	316.54
<b>Total Expenses</b>	<b>£11,065.90</b>
<b>NET OPERATING INCOME</b>	<b>£1,349.10</b>
Other Expenses	
Unrealised Gain or Loss	0.00
<b>Total Other Expenses</b>	<b>£0.00</b>
<b>NET OTHER INCOME</b>	<b>£0.00</b>
<b>NET INCOME</b>	<b>£1,349.10</b>

# Road Safety GB International Ltd

## Balance Sheet As of March 31, 2023

	TOTAL
Fixed Asset	
<b>Total Fixed Asset</b>	
Cash at bank and in hand	
BCA (5711)	0.00
Current Account	7,448.57
RSGB Loan	-2,136.00
WorldPay Control	0.00
<b>Total Cash at bank and in hand</b>	<b>£5,312.57</b>
Debtors	
Debtors	6,924.00
Debtors - JOD	0.00
<b>Total Debtors</b>	<b>£6,924.00</b>
Current Assets	
Bad debt provision	0.00
Other debtors	0.00
Undeposited Funds	0.00
<b>Total Current Assets</b>	<b>£0.00</b>
<b>NET CURRENT ASSETS</b>	<b>£12,236.57</b>
Creditors: amounts falling due within one year	
Trade Creditors	
Creditors	1,440.00
<b>Total Trade Creditors</b>	<b>£1,440.00</b>
Current Liabilities	
Accruals	0.00
Corporation tax payable	3,043.61
Deferred Income	0.00
Director's current account	0.00
Other Creditors	0.00
VAT Control	834.00
VAT Suspense	-6,006.00
<b>Total Current Liabilities</b>	<b>£ -2,128.39</b>
<b>Total Creditors: amounts falling due within one year</b>	<b>£ -688.39</b>
<b>NET CURRENT ASSETS (LIABILITIES)</b>	<b>£12,924.96</b>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>	<b>£12,924.96</b>
<b>TOTAL NET ASSETS (LIABILITIES)</b>	<b>£12,924.96</b>
Capital and Reserves	
Retained Earnings	11,615.49
Retained profit balance forward account	-39.63
Profit for the year	1,349.10
<b>Total Capital and Reserves</b>	<b>£12,924.96</b>

## Business snapshot 2022-23



## The Academy

The Academy continues to provide a range of courses to road safety professionals in the UK and is striving to open up the overseas market. Since its inception in 2014/15 the Academy has grown and developed at a manageable pace. However, the pandemic and lockdown period severely hampered delivery throughout the summer months 2020, and a similar period occurred in 2021. Nevertheless, the management team worked very hard to remodel courses for online delivery and this online delivery approach has remained and in fact become the way forward for course delivery. In addition face-to-face courses are also offered to groups if requested.

The following courses are available:

- Road Safety Practitioner Foundation Course (four days)
- Introduction to Road Safety Delivery
- Behavioural Change Course (two days)
- Behavioural Change for Highways Engineers
- Designing Effective messaging
- Road Safety Delivery in a Primary School Setting
- Impairment E-learning
- Introduction to Statistics
- The Ageing Driver (ADI Training Course)

- Introduction to the needs of Older Road Users

The Academy has also developed 4 new courses:

- Road Safety Evaluation (refreshed in 2023)
- Health and the Environment
- Media Training (refreshed for launch in 2024)
- Speed Enforcement and Signage (to be launched in 2024)

The Academy are also planning future development of courses to support the safe systems approach.

### Courses Completed

Total number of courses, and attendees November 2022 to October 2023

Course Type	Number of courses	Number of attendees
Introduction to Statistics	4	35
Understanding the Needs of Older Road Users	2	31
Road Safety Practitioner Foundation Pt1 & Pt2	3	45
2 Day Behavioural Change	3	46
Road Safety Delivery in a Primary School Setting	1	6
Introduction to Road Safety Delivery (Teaching and Learning)	2	14
Designing Effective Messaging	1	10
BCC for Engineers	3	18
Ageing Driver (ADI Training Course)	1	5
Road Safety Evaluation Course	1	15
Delivering Virtual Training (last course)	1	3
Totals	22	228

This compares to 17 course and 199 learners across the same period for the previous year (+14% increase in learners).

### Qualifications Framework

The Apprenticeship Scheme – ‘Delivery and Management of Safe, Sustainable and Healthy Travel’ - Level 3 Team Leader/Supervisor. Despite much promotion the scheme hasn’t proved as popular as hoped. Four learners are currently working towards completion of the scheme.

The apprenticeship provider Eden Training Solutions has indicated to RSGBi that their business direction is moving to focus on Early Years provision.

RSGBi are planning to continue to review the interest of learners to Level 3 and decide on future plans depending on levels of learner interest.

The RSGBi Academy Qualification - this route is available to those practitioners who do not wish to take the apprenticeship route.

This qualification will be accredited by the Academy as a bespoke qualification for the road safety education and training industry. The core Academy training courses will mirror the road safety course levels 3 and 5 structure within the apprenticeship model.

The Academy grades awarded will be:

Level 3: Certificate

Level 5: Diploma

It is envisaged that the two-level framework (set out above) will be assessed and monitored by default through the Academy.

All courses delivered by the Academy may also form CPD opportunities, or training in specific areas [e.g. Behavioural Change; Introduction to Teaching and Learning] without the need to complete the whole qualification. Attendance on all Academy Qualification and CPD courses will be funded by employers or individuals.

## Summary

RSGBi, continues to develop at a steady and measurable pace, building stronger foundations and reaching out to other partners both in the UK and abroad. The use of online training has become the default approach and has been welcomed by learners due to the travel and time savings.

At its heart, the organisation strives to provide cost effective education and training to a wide variety of practitioners. Despite a difficult and unprecedented period over the past few years both financially and practically, the enthusiasm is greater than ever, and this energy is attracting others that wish to share in that enthusiasm and gain the skills, and knowledge that we in the UK in abundance.

RSGBi's long-term vision is to provide tangible benefits for its member organisations and individuals, so they can flourish in a very difficult economic and political world. People are at the centre of the work we all do, people who use our roads, as drivers, riders, passengers and pedestrians, many of whom are vulnerable. Our aim is to help the road safety professional, wherever they may live and work, to make road users, and the roads they use, as safe as possible.

The organisation has once again moved in step with the current business climate, the needs of the membership, and the communities they serve. With the continued support of the membership which links into the Academy, our partners, our prospective business ventures, and our long-term vision will surely be realised. But there is always more work still to be done and we cannot become complacent. This is a time for wider thinking and for deeper partnerships.

**The Board wishes to thank everyone involved in the continuing development, management and support of the organisation, and in particular its members who, at times under difficult circumstances, continually provide an excellent service to our customers, the road using public.**

## Appendices

### Appendix A - Background

Road Safety GB (formerly the Local Authority Road Safety Officers' Association) came into existence in 2009. It became a company limited by guarantee and with charitable status, on 1<sup>st</sup> April 2014 as Road Safety GB Ltd.

The Charity's Board of Trustees is tasked with ensuring that the Charity operates in line with its charitable objectives and legal responsibilities as a limited company and delivers the agreed tasks and policies

The Trustees, and regional representatives all hold full time managerial posts in local government and offer their services to the charity on a voluntary basis.

Road Safety GB International, was formed in September 2017, as a trading arm to the Charity. The company began trading exclusively on 1<sup>st</sup> April 2018. Also, on 1<sup>st</sup> April 2018, the Road Safety GB Academy was transferred to the company forming part of its trading function.

A new Board of Directors was formed in compliance with company law, to manage the company and a 3-year Service Level Agreement is in place that sets out the relationship between the Charity and the Company, and how that relationship will be managed.

Road Safety GB is supported by organisational and individual members across the country. The membership supports our organisational objectives through the 12 Road Safety GB regional groups in England, Northern Ireland, Scotland and Wales. The regional groups consist of local authority road safety teams, Fire and Rescue Services personnel, Police and various other agencies working together towards a common goal. The regional networks are essential to the work we are all involved in, and the value of the work they do is immeasurable. The regional Chairs, representatives, and officers on the ground, work tirelessly and often in very difficult circumstances to ensure that the safety of our road users is always at the forefront.

The economic and political climate has changed markedly over recent years, and structures and resources have been under immense pressure. Despite these difficult times, the tenacious road safety professionals in this country continue to work as hard as ever. The Road Safety GB board is very aware of the benefits that the profession as a whole has gained over the years through the expertise and enthusiasm of regional group members. It recognises these huge efforts and we are continuing to look at the way we are structured, considering the needs of the regional groups, with a view to finding the most effective and sustainable model of ensuring we provide the full support needed at regional and local level.

Road Safety GB continues to work with key partners to establish and maintain funding processes that will support the development of the national road safety profession, bringing many benefits to practitioners and the public alike. It is due to the long-term support and the hard work of our members, the national 'Road Safety GB Team', that these benefits will be realised in the future.

Whilst it is vital to support our members, we must also understand how we can both influence and support a developing national agenda. It is important that we recognise and act upon the ever-changing landscape in terms of the economy, politics, casualty and travel trends, the surge in technological advances, the health of the population, in order to effectively influence and educate our road users, and the Academy is clearly playing a major role in changing the perspective of our road safety profession.

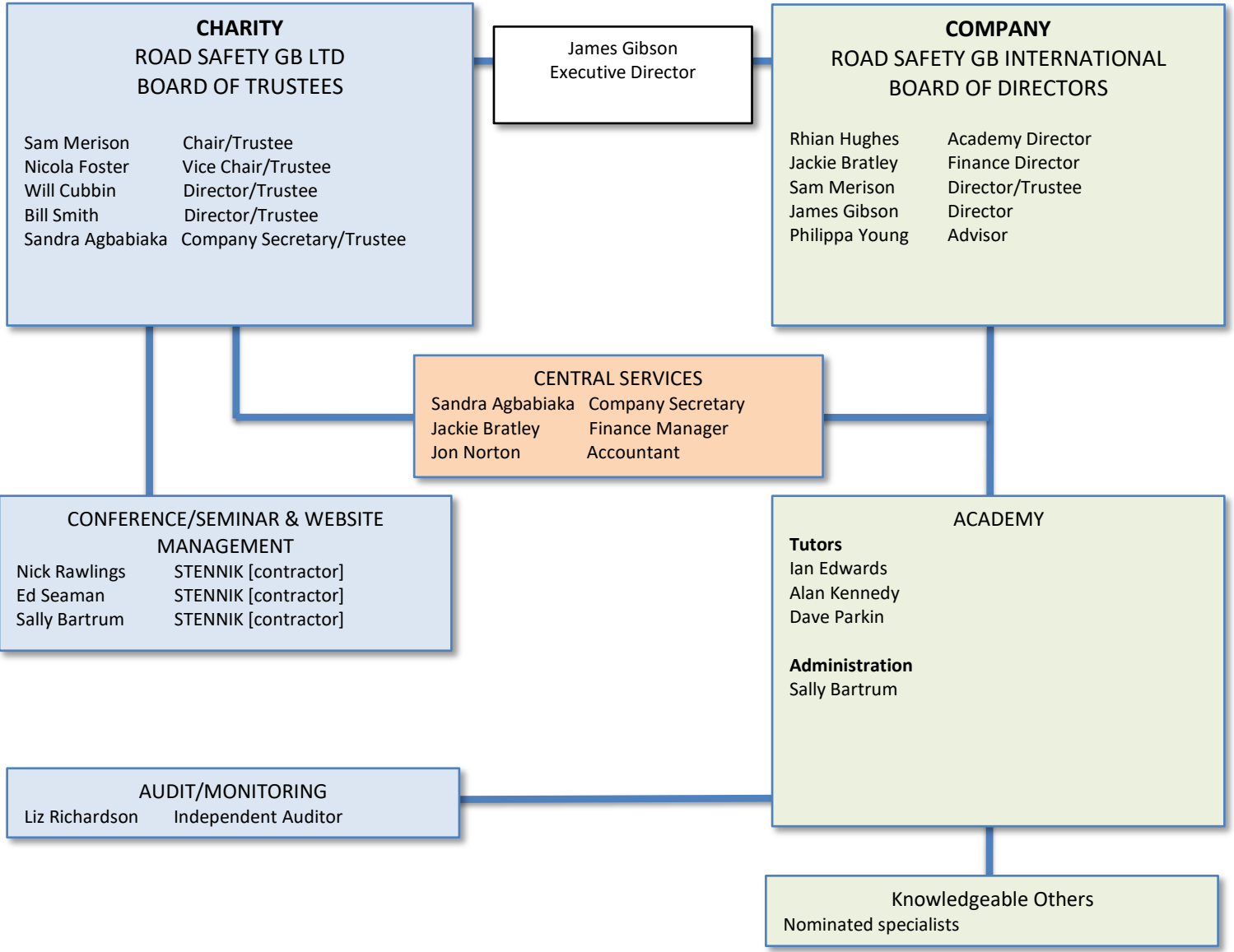
In 2018 we saw the publication of the Road Safety Management Capacity Review and await the publication of a new national Road Safety Framework document which is likely to link heavily with Safe Systems thinking and the adoption of national performance indicators. DfT are continuing to invest in research to inform

future practice and we are on the brink of a technology revolution in personal transport with as yet under researched implications for the safety of road users.

Road Safety GB's ambition is to influence our national direction of travel for future approaches to road safety, and to be able to actively support change by anticipating the needs of GB's road safety professionals and provide for those needs through the Academy and our member network.

The Board congratulates all those involved in our profession and looks forward to working with you in the future to overcome the many challenges that face us.

Appendix B – Organisational Structure 2023-24





## Appendix C - Membership

### Who can gain membership?

Local Authorities that deliver road safety casualty reduction services.

Fire and Rescue Services where the service is part of the local authority structure and delivers road safety services on behalf of the local authority, or the FRS has been gifted the remit for road safety service by the local authority.

Corporate organisations that can evidence their involvement in positive road safety outcomes for their company and employees. This may include Police Forces, Health Organisations, private sector companies, NGOs and charities.

Individuals who wish to further their knowledge and understanding of road safety issues and appropriate interventions.

Local Authority and Corporate members may 'fast-track' up to 10 members of staff as Individual Academy Members as part of their annual membership fee.

Local Authority and Corporate Members enjoy several benefits including:

- Supporting efforts to enhance road safety and reduce fatalities and injuries in the UK
- Access to professional road safety advisers and expertise across a wide range of disciplines, including policy development and guidance on road safety processes, vulnerable road users and driving on business
- Access to Road Safety GB technical advice and guidance documents on a range of road safety related management processes, such as the National School Crossing Patrol Guidelines.
- Preferential rates for Road Safety GB conferences and seminars, and professional training courses provided by the Academy
- Fast track Academy membership for up to ten employees of Local Authority and Corporate members
- Regular briefings and advanced notice about national road safety initiatives from stakeholders including the DfT
- Use of the Road Safety GB corporate membership logo to enhance corporate and social responsibility (CSR) credentials
- A complimentary listing in the 'Resources and services' directory on this website, giving an opportunity to promote products/services/expertise to road safety teams across the UK
- Early invitation to participate in the exhibition that runs alongside the National Road Safety Conference and a discount on the published fees for exhibitors

Individual Academy Members: The Academy offers membership to individuals who work in the field of road safety, as self-employed for example, and who cannot gain membership through a local authority or other corporate member. All Academy members will enjoy several benefits including:

- Supporting efforts to enhance road safety and reduce fatalities and injuries in the UK
- Access to professional road safety advisers and expertise across a wide range of disciplines, including policy development and guidance on road safety processes, vulnerable road users and driving on business
- Preferential rates for Road Safety GB conferences and seminars, and professional training courses provided by the Academy
- Regular briefings and advanced notice about national road safety initiatives from stakeholders including the DfT
- Use of the postnominal AMRSGB
- Access to their exclusive members portal