

Road Safety GB
Road Safety GB International
Annual Report 2024



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ROAD SAFETY GB – Annual Report 2024

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 2023 to end of October 2024.

The report discusses progress to date in terms of organisational development, financial matters, research activities, communications, the 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 organisations for the support given to Road Safety GB (RSGB) 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. In person training has also been delivered on request for some organisations and this has been particularly useful when doing this for a team or region.

Membership levels remain strong, we will continue to have a specific focus in 2025 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 were made at the 2023 AGM.

Sam Merison, Richmond and Wandsworth Councils, took 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, became Vice Chair, also for a two-year term.

In early 2024 June Howlett, Buckinghamshire Council, returned as Company Secretary. June held this role previously for RSGB.

There are no new appointments being made at AGM 2024.

Charity Board of Trustees 2024-2025

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 6 November 2024 will comprise:

- Sam Merison – Chair (Trustee), Richmond and Wandsworth Councils
- Nicola Foster – Vice Chair (Trustee), Safer Essex Roads Partnership
- Will Cubbin – Research Director (Trustee), Safer Essex Roads Partnership
- Bill Smith – Communications Director (Trustee) - Independent
- June Howlett – Company Secretary Director (Trustee) – Buckinghamshire Council

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 and governance 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 2024-25.

- **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.

Key tasks for the charity

- Manage the Local Authority and Corporate membership
- Encourage new members both corporate and individuals
- Develop appropriate support mechanisms for members
- Deliver the National Road Safety Conference and other related webinars and events as deemed appropriate
- Manage the Road Safety GB website and Road Safety Knowledge Centre website
- Enhance support to the DfT and the THINK! communications team
- Manage support for Data Analysts through the hosting of the Joining the Dots conference, CPD and an online forum (as funding allows)
- Identify opportunities for, and promote and encourage the adoption of, increased levels of evidence-based practice in road safety provision
- Support wherever possible, policy and practice to reduce casualties amongst vulnerable road users
- Create new, and strengthen existing partnerships
- Continue developing working relationships with key organisations within the UK and beyond
- 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
- Support businesses in reducing at work related road casualties and help to signpost to resources

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 6 November 2024 and will take place as a face-to-face meeting before the National Road Safety Conference.

Regional Representatives Meetings

Online regional representatives' meetings were held in April and October 2024. A number of Board members were in attendance. It is envisaged that two meetings will be held again next year with the first being 2 April 2025.

Finance

Overview

The Charity's financial year for 2023/24 was overall positive, membership numbers of local authorities are good and the new corporate plus membership has proven to be very popular with RSGB's commercial members. The cautious approach has continued and helped to manage budgets effectively.

The finance team Jackie Bratley and James Gibson have managed the finances, been creative and adapted accordingly to continue financial stability.

Income generated from DfT has changed and proposals are now submitted through innovative projects, this may also include collaboration with other organisations and partnerships.

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

- Academy course development and framework
- Development and planned delivery of Safe Systems course
- Development and management of a Data Analysts Conference and Network (Joining the Dots and STATS19).
- Planning and delivery of RSGB Motorcycle Conference

The RSGB finance team put together a lean budget for 2023/24, monitoring and reducing expenses and other spending as much as feasible to reflect the ongoing adaption we all continue to manage within our budget restraints.

Once again the careful management of the day to day finances has meant we eventually came through with the finances remaining very positive. However income generated will be carried forward into this financial year due to the project development timelines, therefore this will impact income flow for this financial year.

We have received additional DfT, Road Safety Trust and partnership grant funding to support RSGB and its members. Corporate membership continues to grow.

RSGB Ltd also received a charitable donation from RSGB International Ltd of £13,113.

The Academy continues to develop new courses to meet the needs of its members, client base and commercial business this is key to general continued income flow to the Academy and its members.

Overall the RSGB financial KPIs set for 23/24 have been achieved.

Going forward into the current financial year, how we generate our income is continually changing, with careful forecasting, planning and development budgets have been created to ensure ongoing financial stability of Road Safety GB.

The year-end accounts for 2023/24 will be available in the members' area of the Road Safety GB website as soon as they have been signed off. Please contact James Gibson for a link.

The key points in the accounts are as follows:

Profit and loss account

Total income for the year was £327,569. Some of this included £146,00 in DfT grants, £20,000 in additional grants (RST) £49,663 in membership fees and £31,263 in sponsorship and donations.

Cost of sales came to £31,923, which included, £6,600 Academy development and event hosting at £25,323. This gave a gross profit of £295,923.

Expenses for the year came to £200,073. The main areas being employee costs at £104,678 and web hosting and maintenance at £53,249, management costs at £12,000.

This gave a net operating income of £95,572.

After other income and expenses were taken into account net income was £97,978.

This is a very positive year end, part of the allocated income received is also for 24/25.

Balance Sheet

On the balance sheet at 31 March 2023 there were £0.00 in tangible assets (IT equipment) and £10,992 in debtors. In our bank accounts there was £23,672 in the current account and £458,279 in the savings account. This gave net current assets of £500,615.

Taking current liabilities, including future membership fees received, into account the **total net assets (capital and reserves) on 31 March 2023 stood at £400,115.**

Profit and Loss
April 2023 - March 2024

	TOTAL
Income	
DFT Grant Claim	146,000.00
National Conference Income	23,071.00
RST Grant	20,000.00
Sales	0.00
Corporate Member	5,938.00
Individual Membership	815.00
LHA Members	42,910.00
Total Sales	49,663.00
Services	53,561.67
Sponsorship and Donations	31,263.20
Uncategorised Income	4,010.75
Total Income	£327,569.62
Cost of Sales	
Academy Development	6,600.00
Event Hosting	25,323.50
Total Cost of Sales	£31,923.50
GROSS PROFIT	£295,646.12
Expenses	
Accounting	4,800.00
Attending Conferences and Events	360.00
Bank charges	810.62
Hotels	758.50
Insurance	1,783.46
Management Charge	12,000.00
Office expenses, repairs & maintenance	1,413.45
Payroll Expenses	104,678.19
Pensions	14,493.57
Subscriptions	1,317.87
Subsistence	194.83
Sundry expenses	595.86
Telephone	289.76
Travelling expenses	2,603.85
Uncategorised Expense	725.00
Webhosting and Maintenance	53,249.00
Total Expenses	£200,073.96
NET OPERATING INCOME	£95,572.16
Other Income	
Bank interest - received	4,762.48
Total Other Income	£4,762.48
	TOTAL
Other Expenses	
Charitable Operations	2,298.00
Depreciation	474.06
Total Other Expenses	£2,772.06
NET OTHER INCOME	£ -1,076.16
NET INCOME	£ -32,344.02

Balance Sheet
As of March 31, 2024

	TOTAL
Fixed Asset	
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
Total Tangible assets	£0.00
Total Fixed Asset	£0.00
Cash at bank and in hand	
Business Reserve xxxx3812	458,279.34
Cash on hand	0.00
Current Account xxxx3359	23,672.83
RSGB Loan - GBP	7,671.00
Total Cash at bank and in hand	£489,623.17
Debtors	
Debtors	10,992.00
Total Debtors	£10,992.00
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
Total Current Assets	£0.00
NET CURRENT ASSETS	£500,615.17
Creditors: amounts falling due within one year	
Trade Creditors	
Creditors	35,584.68
Total Trade Creditors	£35,584.68
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	0.00
Fees 24/25	44,810.00
Fees 25/26	1,175.00
Fees 26/27	475.00
Total Memberships - Next Year	46,460.00

	TOTAL
RSGB International Loan	0.00
Tax and National Insurance	2,791.14
VAT Control	-6,216.39
VAT Suspense	16,785.21
Wages and salaries control	5,094.88
Total Current Liabilities	£64,914.84
Total Creditors: amounts falling due within one year	£100,499.52
NET CURRENT ASSETS (LIABILITIES)	£400,115.65
TOTAL ASSETS LESS CURRENT LIABILITIES	£400,115.65
TOTAL NET ASSETS (LIABILITIES)	£400,115.65
<hr/>	
Capital and Reserves	
Retained Earnings	23,318.01
Retained profit balance forward account	278,819.00
Profit for the year	97,978.64
Total Capital and Reserves	£400,115.65

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 Road Safety 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 been involved in a wide range of work during the past 12 months including maintaining information for the website. Other work has included:

- Complete review and update of website
- Observed pilot Media course
- Represented RSGB at Scottish Events
- RSGB Awards
- Dealing with member access issues
- Corporate member quotes
- Sourcing Opinion Pieces
- Discussions in relation to enhanced corporate member benefits

Road Safety GB Website

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

2024 (to date) has been a stable year for the Road Safety GB website with the number of visits and visitors decreasing slightly year on year. 2023 however was a particularly successful year for the website, due to the introduction of a series of new initiatives, including members' webinars, readers polls and some stories which brought a particularly high level of interest. During 2024 (to date) there were:

- 134,402 visits (140,453 in 2023) (-4%)
- 97,965 visitors (104,194 in 2023) (-6%)

*Please note, due to a change in Google Analytics reporting system, the 2023 figures are best estimates.

The newsfeed currently has 2,536 subscribers who receive the weekly alert at 08.00 every Monday morning, capturing the headlines from the previous week.

Media Statements and Interviews

In 2024 to date, 20 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 2024, and can be viewed here:

<http://roadsafetygb.org.uk/news-category/rsgb-news/>

Additionally, in the same period there were six news items relating to the Academy:

<https://roadsafetygb.org.uk/news-category/academy-news/>

Communications Activity

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

- E-scooters continue to be a topical issue
- Fat bikes
- Cargo bikes
- 20mph zones
- Casualty data and annual statistics
- Transportation of animals
- Older drivers
- Hedgerows and road safety
- Media interviews/information provision

Social Media

Road Safety GB's presence on X (Twitter) has fallen to 22.3k followers in October 2024 - compared to 22.6k October 2023. This reflects user trends, since the takeover by Elon Musk and the subsequent re-branding of the platform. This compares with RoSPA (24.7k) Brake (23.8k), IAM RoadSmart (18.0k), RAC Foundation (5.7k), PACTS (5.0k) and Road Safety Scotland (4.8k).

First launched in July 2017, the Road Safety GB Facebook page now has 2,649 followers (2,250 in October 2023).

The more recently launched Road Safety GB LinkedIn page has 2,256 connections (1,249 in October 2023).

Road Safety Knowledge Centre (RSKC)

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

Traffic to the RSKC has increased in 2024, by an average of about 30%. This continues the upward trend seen since the launch of the new RSKC website in 2020.

During 2024 (to date) there were:

- 34,998 visits (27,411 in 2023) (+28%)
- 28,909 visitors (21,348 in 2023) (+35%)

*Please note, due to a change in Google Analytics reporting system, the 2023 figures are best estimates.

The weekly RSKC alert goes to 2,280 (2,270 in 2023) active subscribers and the RSKC help forum has 1,016 (1,002 in 2023) subscribers.

Conferences and Seminars

Annual National Road Safety Conference

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

Following on from the hugely successful Annual National Conferences since the end the pandemic restrictions at Harrogate and in the Cotswolds, we are this year, in Birmingham.

Once again attendance numbers have been exceeded and conference this year attracting around 350 delegates. Thanks are due to Transport for the West Midlands for their generous sponsorship.

We are also grateful to the Minister for Future of Roads Lilian Greenwood MP who will deliver the Keynote Address.

Ms Greenwood becomes the first minister ever with responsibility for road safety to address our conference in person.

For the 2025 conference we head to Wyboston Lakes, a purpose-built conference & training centre midway between Cambridge & Bedford. The dates are 4 to 5 November 2025 and RSGB Eastern Region have been approached to form an organisation 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

Road Safety Data Analyst 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 Analysts Champions Network meetings have continued to benefit from an expanded group of Champions, no longer chosen on the basis of regional representation. The focus of meetings has been around access to data, data quality in STATS19, and best practice in data analysis.

The Champions Network also help develop the content for the national Joining the Dots (JtD) conference held 6 March 2024, at Woburn House, London. As with previous years the conference was well attended both in person (61 delegates) and online (90 delegates) and there was plenty of interaction between audience and speakers.

The benefits of being in the room at the conference have become clear, so it has been proposed to hold the March 2025 event (TBC) as in-person only to encourage more in-person attendance. It is recognised that organisational budgets may prevent some people from travelling to attend, so the success or drawback of this approach will be reviewed after the event.

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/>

Funding for the Analysts Network and the March 2025 conference was confirmed by DfT on 19 September. This has resulted in changes with the delivery of the Data Analysis programme but Agilysis have been flexible in how they deliver and this will be managed to create a full and useful programme. Agilysis have delivered their first scheduled webinar for 2024/25 – this was the discussion of provisional STATS19 data released in June. Delays to the funding have required a delay to the webinar series, with the planned August, September and October webinars being delayed. A date for a December “Targets and SPIs” webinar is to be confirmed depending on speaker availability. There will be a need to reschedule the originally proposed webinar series detailed below:

Month/Year	Webinar/Workshop	Content Outline (tbc)
June (2024)	Webinar	Panel – STATS19 Provisional
August (2024)	Webinar	Casualty Severity
September (2024)	Webinar	Data for Stakeholders
October (2024)	Workshop	STATS19 National Data Trends
December (2024)	Workshop	Other Data sources
January (2025)	Webinar	Safety Performance Indicators
February (2025)	Workshop	Motorcycles and P2W
March (2025)	N/A	National Conference
April (2025)	Webinar	Panel Discussion

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.
- RSGB Academy safe system course working group. This was led by Ian Edwards and was set up to develop the conceptual approach for a Safe Systems course for the RSGB Academy.
- Proposal to support and promote the Road Collision Reporting Guidelines developed by Laura Laker when the final report is published. These guidelines are designed to shift the narrative in the media away from road death being an inevitable accident and a normal fact of modern life.

Priority for coming year is to continue work with Agilysis on Analysts Network and JtD conference. Engaging with DfT to manage funding challenges.

Consultation responses

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

- National Planning Policy Framework
- Proposed changes to regulations for EAPCs (Electrically Assisted Pedal Cycles)
- Reviewed Home Office consultation paper that proposed adding Failing to wait and Failing to stop at a school crossing patrol site to the offences that can be disposed of via a Conditional Offer or What’s Driving Us? (NDORS course), and a range of cycling offences for a £50 fine or Safe And Considerate Cycling (non-NDORS course)
- RAC Foundation Policy Proposal: Safe mobility for young people. This policy paper sets out the case for graduated driver licensing (GDL)

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 2024](#)

Background

Road Safety GB International began trading on 1 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 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
- 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 training 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 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 2024-2025

The 'company' board of directors as of 6 November 2024 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, Business Advisor

The board is also supported by the Charity Company Secretary – June Howlett.

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 the Arility (augmented reality) road safety app. RSGBi remains open minded to future opportunities.

RSGBi were invited to present again in 2024 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 other new courses are an area for business development as part of the ongoing commitment to the road safety profession. It is envisages that new safe systems courses will sit within the Academy portfolio of courses.

The Charity commissioned RSGBi to deliver Ageing Driver Training courses following a successful funding bid from the Road safety Trust. This training delivery has been completed with more than 300 ADIs receiving the training during 2024. The training course was a recommendation of the Older Driver Task Force for those working with older drivers in safety initiatives.

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.

Updating and refreshing current RSGBi courses has encouraged more learners, and a general review of the price structure for both course and tutor fees, has helped to generate additional income for the Academy. Going forward the price structure will be reviewed annually.

The accounts reflect a positive and encouraging forecast for next year. We still remain cautious and will continue to adapt accordingly, progressing forward in stages with future development of the Academy, overall we will also adjust costs accordingly to encourage growth. This will help to increase the company's annual turnover and improve its financial position going forward.

A charitable donation will be gifted back to RSGB Ltd (Charity) of £13,113 for the benefit of its members. Adjustments will be taken into account for the intercompany account (money owed to RSGB International from RSGB Charity) through payment errors to the wrong account.

Road Safety GB International's (RSGBi) financial year to 31 March 2024 ended once again very positively, and in profit, turnover for the financial year was £50,477 in comparison to the previous year at £37,415 a 35% increase, this is demonstrating that by continued financial overview and managing risk appropriately is helping increase turnover.

Once the final accounts have been signed off they will then be available in the members' area. The Profit and Loss and Balance Sheet are set out below.

Profit and Loss
April 2023 - March 2024

	TOTAL
Income	
Academy Courses	50,477.50
Services	0.00
Total Income	£50,477.50
Cost of Sales	
Academy Administration	7,900.00
Academy Development	1,980.00
Academy Tutor Fees	20,190.00
Total Cost of Sales	£30,070.00
GROSS PROFIT	£20,407.50
Expenses	
Accountancy	1,200.00
Administration	3,000.00
Advertising	580.00
Bank charges	96.00
Charitable Donations	13,113.20
Events	155.00
Hotels	316.10
Insurance	952.82
Interest Payable	96.23
Office expenses, repairs & maintenance	214.37
Travelling expenses	599.69
UK Corporation Tax	16.00
Total Expenses	£20,339.41
NET OPERATING INCOME	£68.09
Other Expenses	
Unrealised Gain or Loss	0.00
Total Other Expenses	£0.00
NET OTHER INCOME	£0.00
NET INCOME	£68.09

Balance Sheet
As of March 31, 2024

	TOTAL
Fixed Asset	
Total Fixed Asset	
Cash at bank and in hand	
BCA (5711)	0.00
Current Account	7,978.67
RSGB Loan	0.00
WorldPay Control	0.00
Total Cash at bank and in hand	£7,978.67
Debtors	
Debtors	9,604.80
Debtors - JOD	0.00
Total Debtors	£9,604.80
Current Assets	
Bad debt provision	0.00
Other debtors	0.00
Undeposited Funds	0.00
Total Current Assets	£0.00
NET CURRENT ASSETS	£17,583.47
Creditors: amounts falling due within one year	
Trade Creditors	
Creditors	600.00
Total Trade Creditors	£600.00
Current Liabilities	
Accruals	0.00
Corporation tax payable	16.00
Deferred Income	0.00
Director's current account	0.00
Other Creditors	0.00
VAT Control	1,420.80
VAT Suspense	2,553.62
Total Current Liabilities	£3,990.42
Total Creditors: amounts falling due within one year	£4,590.42
NET CURRENT ASSETS (LIABILITIES)	£12,993.05
TOTAL ASSETS LESS CURRENT LIABILITIES	£12,993.05
TOTAL NET ASSETS (LIABILITIES)	£12,993.05
Capital and Reserves	
Retained Earnings	12,964.59
Retained profit balance forward account	-39.63
Profit for the year	68.09
Total Capital and Reserves	£12,993.05

The Academy

The Academy continues to provide a range of courses to road safety professionals in the UK and remains keen to further explore the overseas market. Since its inception in 2014/15 the Academy has grown and developed at a manageable pace. The pandemic changed the course delivery approach to online and this has remained popular. In addition face-to-face courses are also offered to groups on request.

Existing courses

The following courses are available:

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

All course information is on the Academy website <https://rsgbacademy.org.uk/>

New courses

The Academy has also ran the following new courses:

- Health and the Environment (launched April 2024)
- Media Training (launched March 2024)

The Academy are also planning a course to assist with the implementation and understanding of the safe systems approach. The research stage has now concluded (including a literature review, focus groups and membership survey). The course content has been signed off by the board. The next stage is course content development for potentially a 1 day and 2-day course and we envisage these to be trialled and evaluated with a soft launch prior to the courses becoming formally established in 2025.

The Academy have also been working with Loughborough University on a fatigue e-learning course, it is envisaged that this will be rolled out in 2025.

A speed enforcement and signage course along with other new courses are also expected in 2025.

Courses Completed

The table below sets out the total number of courses, and attendees November 2023 to October 2024:

Course Type	Number of courses	Number of attendees
Introduction to Statistics	2	15
Understanding the Needs of Older Road Users	2	10
Road Safety Practitioner Foundation Pt1 & Pt2	2	24
2 Day Behavioural Change	4	37
Road Safety Delivery in a Primary School Setting	2	7
Introduction to Road Safety Delivery (Teaching and Learning)	3	26
Designing Effective Messaging	1	10
BCC for Highway Engineers	1	4
Media Training (initially full day, now two half day courses)	3	27
Road Safety Evaluation Course	2	17
Health and Environment	1	4
Totals	23	181

This compares to 22 courses and 228 learners across the same period for the previous year. In addition 16 Ageing Driver - ADI training courses have been ran with 318 attendees.

Apprenticeship

Following input from the membership Road Safety GB developed an apprenticeship scheme with Eden Training Solutions – ‘Delivery and Management of Safe, Sustainable and Healthy Travel - Level 3 Team Leader/Supervisor’. The scheme linked to the Government’s apprenticeship programme and was made available through employers. Despite significant promotion and marketing including newsfeed stories, webinars and dedicated workshop at National Conference, final enrolment numbers remained low.

Eden have indicated that they are changing direction in terms of their business approach with a focus on learners for the childcare sector. As such RSGB have made the decision to not take forward the search for a new training partner to continue with the apprenticeship scheme and will instead focus on course provision within the Academy suite of courses. The intention is to enhance the learning offering and form a Qualifications Framework (see below).

Qualifications Framework

Road safety GB are developing a qualifications framework for road safety professionals. The RSGB award structure will be at two levels:

1. **Certificate** in Delivery of Safe, Sustainable and Healthy Travel
2. **Diploma** in Delivery and Management of Safe, Sustainable and Healthy Travel

It will be possible to achieve the Certificate or Diploma through RSGB Academy course attendance at a prescribed level or through accreditation of prior learning (with appropriate learning outcomes).

A planning day helped to develop the approach for a qualifications framework. A ‘competencies specification’ has been developed and interviews have taken place with potential learners to discuss the ‘learning route’.

In order to maintain the qualification, award holders will be required to show at least one day of CPD a year. This could be a Road Safety GB course or another course or conference that aligns to their role.

Development of the Qualifications Framework is ongoing and it is envisaged that this will be rolled out in early 2025 with a full range of communication and member engagement approaches.

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 during the Covid pandemic both financially and practically, the enthusiasm remains greater than ever, and this energy is attracting others that wish to share in that enthusiasm and gain the skills, and knowledge that we have.

RSGBi's long-term vision is to provide tangible benefits for road safety professionals, so they can flourish. People are at the centre of the work we 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 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 April 2018. Also, on 1 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.

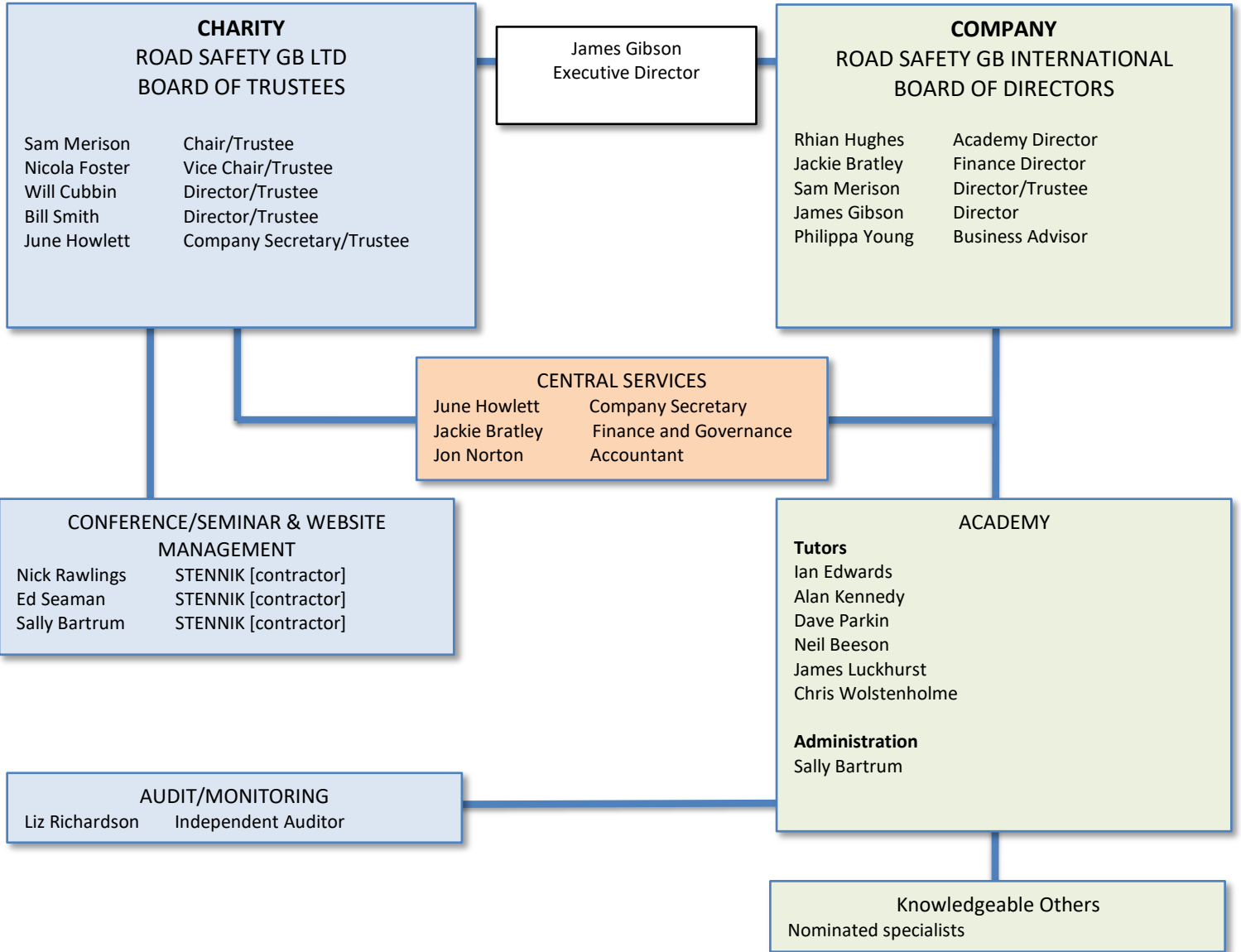
Whilst it is vital to support our members, we must also understand how we can both influence and support a developing national agenda. It is important that we recognise and act upon the ever-changing landscape in terms of the economy, politics, casualty and travel trends, the surge in technological advances, 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 2024-25



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. Additional Academy memberships can be added at the appropriate additional 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 the RSGB 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, self-employed ADIs 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

-End-