

# Road Safety GB Road Safety GB International

## Annual Report 2025

Road Safety **GB**

The logo for Road Safety GB features the text "Road Safety" in a dark blue sans-serif font, followed by "GB" in a bold, dark blue sans-serif font. Below the text is a stylized graphic consisting of two curved lines, one red and one blue, that sweep upwards and to the right.

Road Safety **GB**  
International

The logo for Road Safety GB International features the text "Road Safety" in a dark blue sans-serif font, followed by "GB" in a bold, dark blue sans-serif font. Below this, the word "International" is written in a smaller, red sans-serif font. To the right of the text is a stylized graphic consisting of two curved lines, one red and one blue, that sweep upwards and to the right.

Road Safety **GB**  
academy

The logo for Road Safety GB academy features the text "Road Safety" in a small, dark blue sans-serif font, followed by "GB" in a small, dark blue sans-serif font. Below this, the word "academy" is written in a larger, dark blue sans-serif font. To the right of the text is a stylized graphic consisting of two curved lines, one red and one blue, that sweep upwards and to the right.

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## ROAD SAFETY GB – Annual Report 2025

### [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 2024 to October 2025.

The report discusses progress 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 yet progressive, approach. The Academy Board has continued with online course delivery, whilst also offering in person training on request for some organisations and this has been particularly useful when undertaking this for a team or region.

Membership levels remain strong, we will continue to have a specific focus in 2026 to continue to retain membership and grow membership where possible especially across corporate plus 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](#)

There were no new appointments made at 2024 AGM.

Two appointments will made at the 2025 AGM.

The Board is very pleased to announce that Nicola Foster, Safer Essex Roads Partnership, will take up the role of RSGB Chair for a two-year term. Nicola has served for two years in the RSGB Vice Chair role under Sam Merison as RSGB Chair. RSGB is not losing Sam completely as he is going to remain in a voluntary role as a director for RSGB.

Fay Cannon, Warwickshire Road Safety Partnership, has been selected to the role of Vice Chair, also for a two-year term.



*L to R: Sam Merison (outgoing Chair), Nicola Foster (incoming Chair), Fay Cannon (Vice Chair).*

The Board thanks Sam for the huge input and direction he has provided and looks forward to working with Fay and Nicola in their new roles.

### Charity Board of Trustees 2025-2026

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 October 2025 will comprise:

- Nicola Foster –Chair (Director/Trustee), Safer Essex Roads Partnership
- Fay Cannon – Vice Chair (Trustee), Warwickshire Road Safety Partnership
- Will Cubbin – Research Director (Trustee), Safer Essex Roads Partnership
- Bill Smith – Communications Director (Trustee) - Independent
- June Howlett – Company Secretary Director (Trustee) – Buckinghamshire Council



*L to R: Will Cubbin (Research Director), Bill Smith (Communications Director), June Howlett (Company Secretary).*

## Business Planning and Support

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



*James Gibson (Executive Director).*

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 2025-26.

- **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 15 October 2025 and will take place as an online meeting attendance will be compared with other recent years where the meeting has been held as an in person meeting on the morning of the National Conference.

## Regional Representatives Meetings

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



## Finance and Governance

### Overview for the financial year of 2024 - 2025

The Charity's financial year for 2024/25 was overall positive, membership numbers of local authorities are good, and corporate plus membership continues a steady growth and 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, we do have a challenging agenda to increase momentum building independent and creative income for RSGB charity.



*Jackie Bratley (Finance and Governance).*

Income generated from DfT has changed and proposals are now submitted through innovative projects; this may also include collaboration with other organisations and partnerships such as PACTS for this financial year.

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

- Development and planned delivery of Safe Systems course
- Development and management of a Data Analysts Conference (Joining the Dots) and Data Analysts Network, plus work on STATS19.
- Planning and delivery of RSGB Motorcycle Conference

The RSGB finance team put together a lean budget for 2024/25, 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.

Careful management of the finances have meant we eventually came through with the finances remaining positive. However once again income generated will be carried forward into new financial year due to some project development timelines, therefore this will impact income flow for next financial year.

RSGB Ltd also received a charitable donation from RSGB International Ltd of £9,891.

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

This included the final stage of the RSGB Framework, Safe System courses, Media Training and online e-learning courses.

The RSGB financial KPIs set for 2024/25 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 2024/25 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 £365,359. Some of this included £112,590 in grants (DfT, RST, and PACTS) £245,899 charitable activities this included membership, sponsorship, NRSC and donations.

Expenses for the year came to £289,938. The main areas being employee costs at £118,086 and web hosting and maintenance at £68,627, management costs at £12,000.

This gave a net operating income of £75,421.

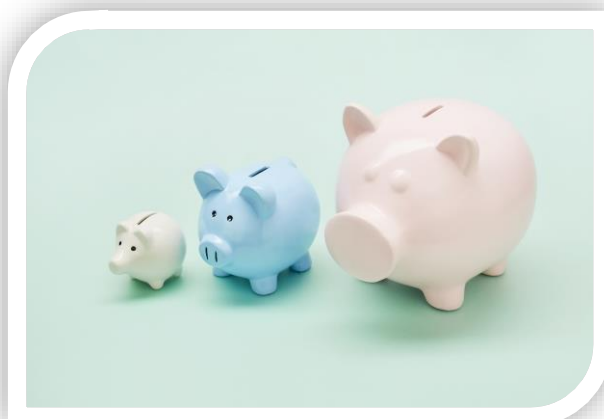
**After other income and expenses were taken into account net income was £75,421.**

**This is a very positive year end, part of the allocated income received is also for 2024/25.**

### Balance Sheet

On the balance sheet at 31 March 2025 there were £972 in tangible assets (IT equipment) and £20,706 in debtors. Cash at bank and in hand is £480,201.

Taking current liabilities, including future membership fees received, into account the **total net assets (capital and reserves) on 31 March 2025 stood at £483,836.**





## 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 and dealing with queries from television, written press and the public. Other work has included:

- Represented RSGB at Scottish Events.
- RSGB Awards.
- Dealing with member access issues.
- Corporate member quotes.
- Discussions in relation to enhanced corporate member benefits; and
- Regular communications update meetings with Stennik.

### Road Safety GB Website (<https://roadsafetygb.org.uk/>)

The year 2025 (to date) has been a strong year for the Road Safety GB website with the number of visits and visitors increasing significantly. RSGB continue to introduce a series of new initiatives to attract traffic to the site.

During 2025 (to date) there were:

- 161,481 visits (117,944 in 2024) (+37%)
- 128,194 visitors (87,670 in 2024) (+46%)
- The newsfeed currently has 2,570 subscribers who receive the weekly alert at 08.00 every Monday morning, capturing the headlines from the previous week.

### Media Statements and Interviews

- In 2025 to date, 26 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 2025, and can be viewed here:
- <http://roadsafetygb.org.uk/news-category/rsgb-news/>

Additionally, in the same period there were 4 news items relating to the Academy:

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

## Communications Activity

This year has once again seen a wide range of topical road safety issues being addressed by RSGB following on from engagement with various press and public bodies.

Some of the issues addressed through media contact were:

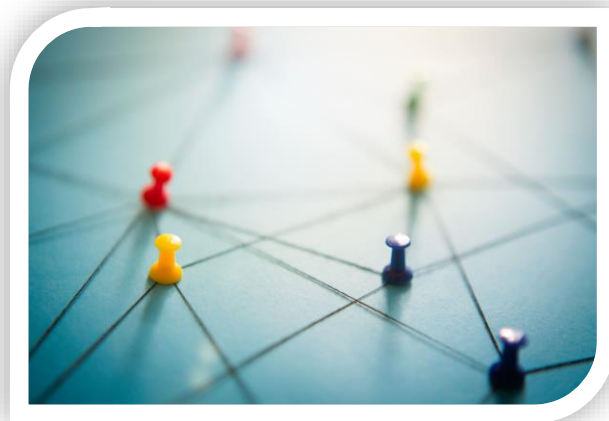
- E-scooters and electric bikes continue to be a contentious issue.
- Graduated Driver Licensing
- Impaired driving.
- Older drivers and eyesight.
- Media interviews/information provision; and
- The imminent Road Safety Strategy.

## Social Media

Road Safety GB's presence on X (Twitter) has fallen to 21.7k followers in September 2025 - compared to 22.1k October 2024. This reflects user trends since the takeover by Elon Musk and the subsequent re-branding of the platform. This compares with RoSPA (24k) Brake (23.1k), IAM RoadSmart (17.5 k), RAC Foundation (5.6k), PACTS (4.8k) and Road Safety Scotland (4.6k).

First launched in July 2017, the Road Safety GB Facebook page now has 3,023 followers (2,649 in October 2024).

The more recently launched Road Safety GB LinkedIn page has 2,730 connections (2,256 in October 2024).





Traffic to the RSKC has increased in 2025, by an average of about 40%. This continues the upward trend seen since the launch of the new RSKC website in 2020.

During 2025 (to date) there were:

- 43,903 visits (31,521 in 2024) (+39%)
- 37,762 visitors (26,193 in 2024) (+44%)

The weekly RSKC alert goes to 2,280 (2,280 in 2024) active subscribers and the RSKC help forum has 1,071 (1,016 in 2024) subscribers.

## Conferences and Seminars

### Annual National Road Safety Conference

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

Following on from successful Annual National Conferences of the last few years, this year RSGB head to Wyboston Lakes, a purpose-built conference & training centre midway between Cambridge & Bedford.

Once again attendance numbers have been exceeded and conference this year attracting around 400 attendees. Thanks are due to once again to our generous sponsors.



## Research and Evaluation

### Road Safety Data Analyst Champions' Network



Agilysis have continued to provide support for the co-ordination and delivery of the Analyst Network and associated work. The purpose of the network is to support the professional development of road safety data analysts nationally. It aims to achieve this by providing knowledge and skills to road safety analysts who are in a position to *champion* the use of road safety data analytics; *and for* Champions to contribute ideas and information to the network and share knowledge gained through their own professional networks.

The Analysts Champions Network meetings have continued to benefit from an expanded group of Champions to include members from National Highways, DfT, and third sector organisations. Variation in the level of participation between members has been discussed with Agilysis resulting in an email being sent to all members of the champions network on 15<sup>th</sup> July to encourage more contribution from members, to evaluate the usefulness of the network to its members and help review membership of the network. Responses have indicated the network is valued by its members and our next meeting has a very full agenda with increased contributions from members. Two members have said they are happy to leave the network as their role is not sufficiently focussed on road safety data.

Following last year's research report into STATS19 data quality, Agilysis will be delivering a second STATS19 research project looking at; the strengths and limitations of CFs (Contributory Factors) and RSFs (Road Safety Factors), the impact of the transition to RSFs and the opinion and practice of forces who have moved to RSFs.

The Champions Network helped develop the content for the national Joining the Dots (JtD) conference held on 4th March 2025 in Birmingham. This was the first in venue only event since 2019 and the decision to return to in-person only was made following comparison of the delegate experiences and interactions at last year's hybrid event. The venue was almost full, with **124 delegates** and was deemed a success.

Funding for the Analysts Network and the March 2026 conference has been confirmed by DfT and will be paid in two instalments following successful delivery of each part of the program.

As of 14<sup>th</sup> October 2025 Agilysis have delivered four of the eleven scheduled webinars for 2025/26, with the latest one being the discussion of the final 2024 STATS19 data released in September. The webinar series schedule is detailed below:

The role of data in advocacy	July
E-call	July
Statistical approaches to collision data part 1	September
STATS19 panel discussion	October
Statistical approaches to collision data part 2	October
Statistical approaches to collision data part 3	November
Road safety strategy reflections for analysts	Autumn (when released)
AI in road safety - what is happening? Including contributions from IVORY PhD students	December
20mph - review of the evidence base	January
TBC	February
TBC	March
Joining the Dots	March

## Project support roles

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

- PACTS safe system forum workshops.
- ESRA4 project to increase sample size for UK, offering members to upweight the sample size to allow regional breakdowns in the data. There was insufficient interest among member to progress this.
- IRTAD: Attended international road safety data meeting.
- Data Driven at RACf: Annual event at the RAC Foundation looking at broader applications of data in transport, including but not exclusively around safety.
- Safe Systems course: Observed second day of two-day pilot of Safe systems course delivered by Ian Edwards and provided feedback into Ian's evaluation.

Priority for coming year remains to continue working with Agilysis on Analysts Network and JtD conference.

## Consultation responses

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

- Consultation on regulating on street micromobility hire schemes
- Creation of an RSIB: Contributed to response to question from PACTS about creation of an “informal” RSIB approach in the absence of any government action to create one.
- Automated Passenger Services permitting scheme – attended webinar on topic but concluded that the topic did not concern any areas where RSGB would be able to give an informed contribution, so we will not be taking part in the 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 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 2025-2026

The 'company' board of directors as of 15 October 2025 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, AtkinsRéalis, Business Advisor

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



L-R, Rhian Hughes (Academy Director), Philippa Young (Business Advisor).

### Business Opportunities

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

Communications 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 2025 at the European Road Safety Summer School – where mobility experts gathered to learn 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.

A new Safe System course has been developed, piloted and evaluated. This course is now sits within the Academy portfolio of courses and dates will be added to meet demand.

## Safe System Course

(two days)

*'The course explores a range of subjects associated with implementing a Safe System, including: Safe Speeds, Safe Roads and Roadsides, Safe Vehicles, Safe Road Users and Post-Crash Response'*



A further new course has been developed with experts at Loughborough University. The 'Fatigue Management in Road Transport' course is a self-directed e-learning package. The course is perfect for gaining a greater understanding of driver fatigue.

## **Fatigue Management in Road Transport** (self-directed E-learning)

*'This course is perfect for gaining a greater understanding of driver fatigue. It will demonstrate why fatigue management is a priority for anyone involved in road transport.'*

The Charity commissioned RSGBi to deliver Ageing Driver Training courses following a successful funding bid from the Road Safety Trust. This training delivery was completed and a register of ADIs that have completed the training has been created and published on the RSGB website. This project has been concluded with a final report received by the Road Safety Trust.

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

### **Finance**

Continued development updating and refreshing current RSGB courses has encouraged more learners. New courses have been developed in line with the business strategy and market demands.

A general review of the price structure for both course and tutor fees, has also helped to generate additional income but also manage continued increased costs. Going forward the price structure will be reviewed annually.

The accounts reflect a positive and encouraging forecast for the next financial year. We 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 £9,891 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 2025 ended very positively, and in profit, turnover for the financial year was £67,117 in comparison to the previous year at £50,477 a 32% increase, this is demonstrating that by continued financial overview and managing risk appropriately and investing in ongoing academy development is helping to increase turnover.

Once the final accounts have been signed off they will then be available in the members' area.

### 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)
- Behavioural Change (two days)
- Behavioural Change for Highways Engineers (one day)
- Designing Effective messaging (one day)
- Road Safety Delivery in a Primary School Setting (one day)
- Road Safety Evaluation (two days)
- Introduction to Statistics (one day)
- Introduction to the needs of Older Road Users (one day)
- The Ageing Driver (ADI Training Course)
- Impairment E-learning (self-directed)
- Health and the Environment (one day)
- Media Training (two separate half-day courses)

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

### New courses

The Academy has also developed the following new courses:

- Fatigue Management in Road Transport E-Learning (self-directed)
- Safe System (pilot courses ran prior to launch Oct 2025)

The Academy envisage other new courses in 2026 including a refreshed version of Human Factors in Road Safety Engineering.

### Courses Completed

The table below sets out the total number of courses, and attendees November 2024 to October 2025:

Course Type	Number of courses	Number of attendees
1. Introduction to Statistics	2	11
2. Understanding the Needs of Older Road Users	2	17
3. Road Safety Practitioner Foundation Pt1 & Pt2	2	28
4. 2 Day Behavioral Change	4	35
5. Road Safety Delivery in a Primary School Setting	0	0
6. Introduction to Road Safety Delivery (Teaching and Learning)	1	4
7. Designing Effective Messaging	2	12
8. BCC for Highway Engineers	3	19
9. Media Training (initially full day, now two half day courses)	2	18
10. Road Safety Evaluation Course	1	6
11. Health and Environment	2	9
12. Ageing Driver (ADI Course)	6	37
13. Human Factors in Road Safety Engineering	1	7
<b>Totals</b>	<b>28</b>	<b>203</b>

This compares to 23 courses and 181 learners across the same period for the previous year.

## 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 'competencies specification' has been developed and the Qualification Framework will be showcased in a presentation at the National Road Safety Conference.

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.

A full range of communication and member engagement approaches will continue into 2026.

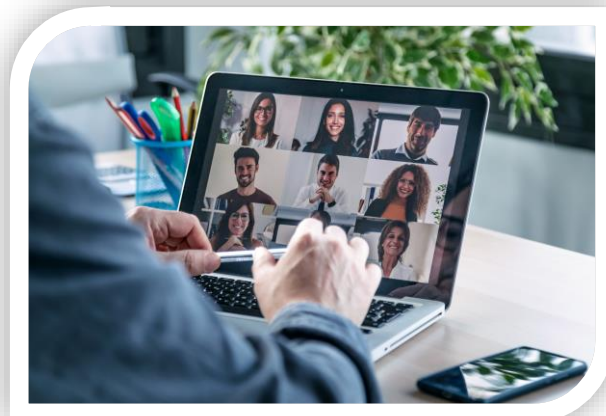
## Summary

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.

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 with the challenges that are ahead.

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, 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.

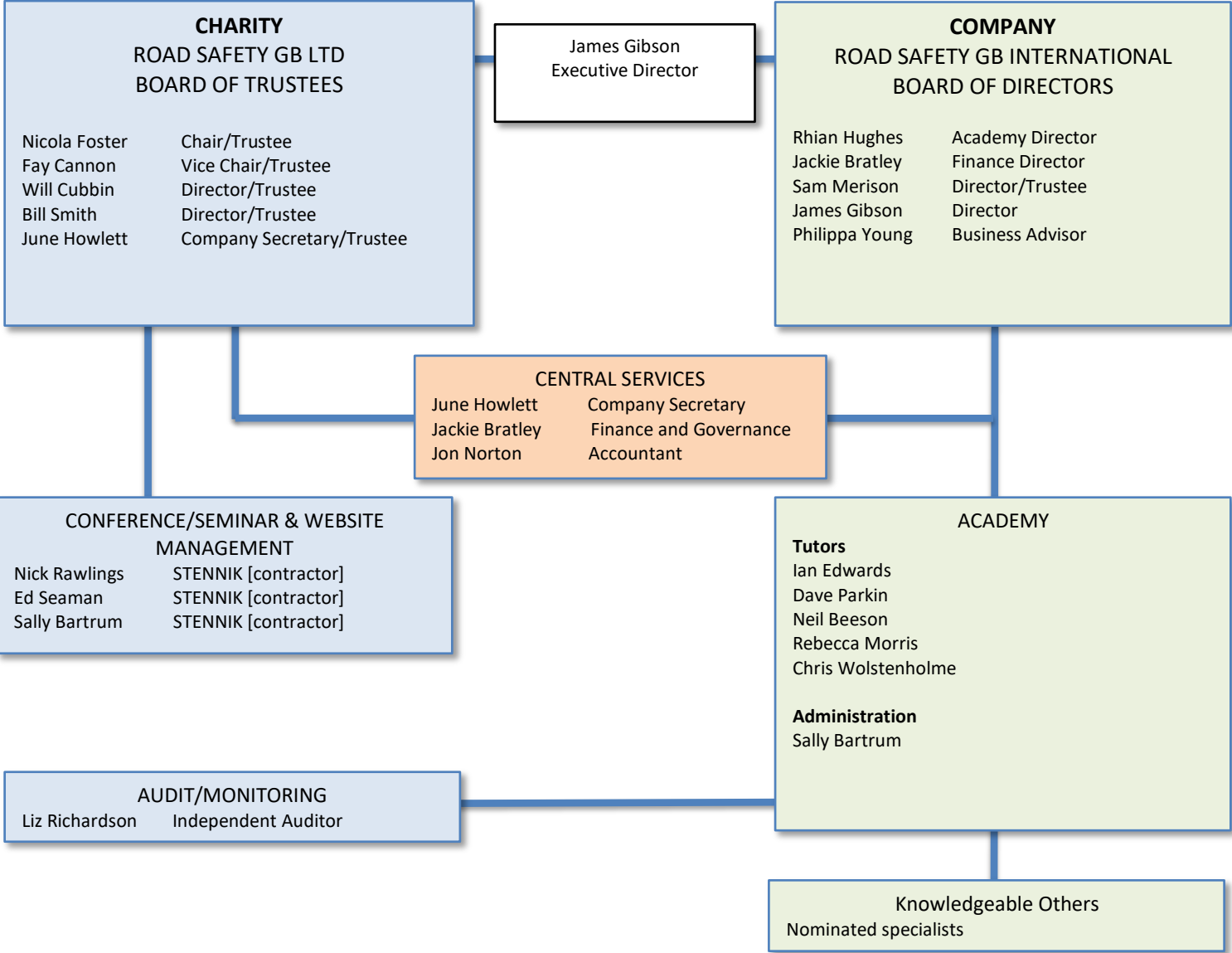
Whilst it is vital to support our members, we must also understand how we can both influence and support a developing national agenda. It is important that we recognise and act upon the ever-changing landscape in terms of the economy, politics, casualty and travel trends, the surge in technological advances, 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 System 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 2025-26



## 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 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-