

ROAD SAFETY GB ANNUAL GENERAL MEETING

Wednesday 15th October 2025

In attendance

Director	Post
Sam Merison (SM)	Outgoing Chair
Nicola Foster (NF)	Incoming Chair
Jackie Bratley (JB)	Finance Director RSGBi
James Gibson (JG)	Executive Director RSGB
Rhian Hughes (RH)	Academy Director RSGBi
Bill Smith (BS)	Comms Director RSGB
Will Cubbin (WC)	Director of Research
Fay Cannon (FC)	Vice Chair RSGB
Philippa Young (PY)	Director RSGBi
June Howlett (JH)	Company Secretary
Name	Organisation
Ed Seaman	Stennik
Liz Mapstone	North Somerset Council
Amy Conway	L B Waltham Forest
Alix Shaw	Blue Lamp Trust (Services) Ltd
Kendrick Hourd	Via East Midlands
Kate Fielden	Lincolnshire
Cathryn Williams	Shropshire Fire & Rescue Service
Emily Tester	Brighton & Hove City Council
Ruth Gore	Safer Roads Humber
Lyndsay Ellarby	Hampshire County Council
Carla Leowe	Westminster City Council
Allan Robins	Hull City Council
Melanie Burrows	St Helens Borough Council
Holly Chatten	Knowsley Council
Deborah Hunter	Cheshire west and Chester council
Cheryl Evans	West Berkshire Council
Alex Dearden	Buckinghamshire Highways
Sarah Collins	Cheshire West and Chester Council
Rhiannon Leeds	Greater Manchester
Steve Whitehouse	Liverpool City Council
Karen McAuley	Lancashire County Council

Welcome and Introductions

- Apologies.** Elizabeth Johnson, Keith Baldock.
SM opened the meeting and welcomed everyone to his final meeting as Chair, the AGM 2025
- Minutes of the AGM 2025.** The minutes were agreed and signed.
- Matters arising from the previous minutes.** One action BS consider how to improve engagement with questions asked on the Knowledge Centre – Complete
- New appointments.** Sam Merison has stepped down as Chair of RSGB. Nicola Foster has stepped into the role of Chair and Fay Cannon was welcomed as Vice Chair
- Director Reports**

a) **Outgoing Chair (SM)**— SM thanked everyone for their support over his 2 year tenure as Chair. Sam thanked all the Directors for their support over this time. Its great to see the organisation continue to grow and to get the Academy Framework in place. Huge thanks to Rhian for making that happen.

b) **Incoming Chair (NF)** – Nicola thanked Sam & the team for her warm welcome Its been a steep learning curve and a year of;

- Learning and listening - shadowing the Chair and meeting members
- Supporting - helping to respond to national consultations
- Representing – Road Safety Professionals’ and Partnerships’ needs in implementing potential strategic changes in road safety.
- Collaborating - attend PACTS safe system (roads) forum workshops. Contribution to discussion around priority areas for Safe System development, and areas where RSGB members would need the most support in developing their Safe System strategies
- Working - with passionate colleagues with a breadth of experience to reduce the number of deaths and serious injuries on our roads.

c) **Executive Director (JG)**

Business update

Excellent support and input from RSGB Directors

5 Year Strategic Plan 2022-27:

- Structure and Governance
- Membership Benefits
- Academy Function
- Partnerships
- Income Generation
- Communication

Annual Operational Plan & KPI sheet reported at board meetings

- **Financial self-sufficiency** continues
- **Membership numbers sustained** - across all categories of membership
- **RST funded project** for Ageing Driver Training complete
ADI Register created - showcased at NRSC
- **NRSC growth** in 2025 across sponsors, speakers, delegates & exhibitors
- **Regional Reps meetings** - attendance is strong and well supported
- **European Summer School** - RSGB presentation again in 2025
- **National Highways/DfBB** - partnership continues
- **Loughborough University** - collaboration on fatigue e-learning
- **PACTS joint project** - ‘Safe System Network’ continued
- **Stakeholder working** continuing - such as Agilysis, FirstCar & THINK!

d) **Director of Finance & Governance (Charity)**

Director of Finance (International) (JB)

Year end 2024/25 ended positively.

Membership continues to grow.

Cautious approach to managing the budget for the stability of the organisation during a challenging time.

Continue to monitor financial risk register.

We continue to get small DfT grant funding.

RSGBI positive to year end and £9,581 was donated back to RSGB Charity.

The 2024/2025 Accounts will be available in the members' area once they have been signed off from draft via the RSGB accountant.

Final stages of Safe System course.

Changes at DfT may affect funding for next year.

e) Academy Director Report (RH)

- A suite of 15 courses are offered
 - All course information is on the Academy website <https://rsgbacademy.org.uk/>
 - New courses over the past year:
- Safe System course piloted and launched (1 & 2-day courses)
- Media Training, 2 half-day courses offered:
 - (print & broadcast media and social & digital marketing)
- Fatigue Management in Road Transport e-learning - launched
 - (content designed by experts at Loughborough University)
- Impairment e-learning – refreshed
- Course Data Nov 2024 – Oct 2025:
 - 28 courses and 203 learners
- Qualifications Framework, presentation will showcase this at NRSC. Two levels:
 - RSGB Certificate in Delivery of Safe, Sustainable and Healthy Travel
 - RSGB Diploma in Delivery and Management of Safe, Sustainable and Healthy Travel
 - A full range of communication and member engagement approaches will encourage take up of the Qualification Framework

f) Communications Director (BS)

Website & Communications

Continuing reviews and updates where applicable

- 161,481 visits (117,944 in 2024) (+37%)
- 128,194 visitors (87,670 in 2024) (+46%)
- RSGB continue to introduce a series of new initiatives to attract traffic to the site
- The newsfeed has 2,570 subscribers
- 26 RSGB news items published
- 4 items relating to the Academy & regular course email cascades
- Media contact on a range of subjects such as, electric bikes, eye tests, drink drive limit, etc.
- X – 21,700 followers (a slight drop against 2024 which was expected with change of ownership)
- Facebook page 3,023 followers (2,649 in Oct 24)
- LinkedIn page connections 2,730 (2,256 in October 2024)
- Road Safety Knowledge Centre (RSKC) has 43,903 visits so far in 2025 (31,521 in 2024) (+39%)
- RSKC has 2,280 active subscribers for weekly alerts, same as 2024
- BS thanked Stennik for their outstanding service over a busy year.
- Work continues with THINK!
- Much of the content for the newsfeed comes from members, so please do keep contributing your stories.

g) Director of Research – WC

- Joining the Dots Conference – return to in-person only was a success
- Analysts’ Champions Network – seeking more active involvement of all members following increased attendee numbers
- Commissioned research project into impact of STATS19 changes on Contributory Factors (now Road Safety Factors)
- ESRA4 upweighting proposal not progressed due to lack of interest
- Safe Systems pilot course feedback
- Events and consultations:
- IRTAD
- PACTS safe system workshops
- Regulation of on-street micromobility hire schemes
- Proposed creation of an “informal” RSIB approach

NF thanked everyone for attending and closed the meeting at 10.30am.