

Online - Teams

Attendance

JG	James Gibson	Executive Director	jamesgibson@roadsafetygb.org.uk
NF	Nicola Foster	Chair/Trustee	Nicola.Foster@essexhighways.org
JB	Jackie Bratley	Finance Director RSGBi	roadsafetygbaccs@gmail.com
WC	Will Cubbin	Director of Research/Trustee	William.Cubbin@essexhighways.org
JH	June Howlett	Company Secretary/Trustee	June.Howlett@buckinghamshire.gov.uk
SM	Sam Merison	Director/Trustee	Sam.Merison@richmondandwandsworth.gov.uk
BS	Bill Smith	Comms Director/Trustee	billsmith@roadsafetygb.org.uk
PY	Philippa Young	Business Development Director	philippa.young@atkinsrealis.com
FC	Fay Cannon	Vice Chair	faycannon@warwickshire.gov.uk
	Part meeting attendance:		
NR	Nick Rawlings	Conference	nickrawlings@roadsafetygb.org.uk
ES	Ed Seaman	Web & Comms	edwardseaman@roadsafetygb.org.uk
MM	Max Malagoni	DfT	max.malagoni@dft.gov.uk

1. **Introduction/welcome – Nicola Foster**
2. **Apologies** Rhian Hughes
3. **DfT/THINK! Update – Max Malagoni**

Max Malagoni, Marketing Lead at the Department for Transport (DfT) working on the THINK! road safety campaign, provided an update on current and upcoming initiatives.

Current Campaigns

Drink and Drug Driving:

- Focused on the festive period, aligning with police enforcement for greater impact.
- Drug driving campaign launched on **24 November**, first major push in over 10 years.
- Target audience: **young men (17–29)**, addressing misconceptions about drug impairment.
- Messaging: Driving after drugs is dangerous even if you “feel fine.”
- **Outdoor advertising:** Bus stops, billboards, washroom panels, convenience stores, late-night takeaways.
- **Innovative placements:** Ads on **ATM machines** (linked to cash-based drug purchases).
- **Digital:** Spotify audio ads, TikTok (now allowed for government paid ads), YouTube, gaming platforms.
- **Social media:** Heavy use of TikTok and other platforms to reach younger audiences.
- **Partnerships:** Local authorities and police forces actively supporting with posters and local media buys.
- **High-profile exposure:** Ads shown at **Everton FC** and upcoming **Arsenal** matches.
- Campaign runs until end of December, evaluation survey in early January.
- Assets licensed for use throughout the year.
- Plans for a **major summer push** around the World Cup, plus cyclical bursts during high-risk periods.

Drink Driving Initiatives

- No paid campaign this year; instead leveraging the “**0%**” **platform** with alcohol brands (e.g., Heineken, Peroni, Captain Morgan).
- Promotes zero-alcohol options through branding and influencer partnerships.
- Upcoming influencer content pre-Christmas focusing on consequences like losing your licence.

2026 priorities:

- Design a new **speeding campaign** (no paid activity on speeding this year).
- Continue drug-driving messaging in summer.
- Explore partnerships during major cultural events for maximum reach.

Conference - Nick Rawlings

NRSC 2025 • Held at Wyboston Lakes Resort, near Cambridge, 4-5 November 2025

- Was a record year in terms of attendees, speakers, exhibitors & revenue
- Total attendees 420.
- Feedback from post event survey generally positive

NRSC 2026

- Will be held a bit later next year 24-25 November 2026
- Venue - The Queens Hotel, Leeds
- The process of forming a committee comprising reps. from NW & Yorks & Humber Regions is in progress.
- Committee to meet mid-January, event to launch Feb

EVENTS

MATURE DRIVERS' CONFERENCE

- 28 April 2026
- Austin Court, Birmingham
- Currently working on agenda, speakers & topics
- Maximum venue capacity: 150 attendees
- Current attendees as of 4/12/25:
- Paying delegates 25
- Other attendees (committee, speakers, exhibitor & guests): 18
- Total attendees 43

[Communication Director's Report - Bill Smith/ES](#)

RSGB WEBSITE & NEWSFEED

- Traffic in Q3 2025/26 to date (accurate as of 3 December) up significantly compared to same period in 2024/25
- Visits up 84% (58,063 v 31,584); visitors up 118% (51,610 v 23,699)
- There is no particular reason for the rise other than popular stories: Road Safety Week; Road Safety Strategy 'leak', webinar with Project EDWARD, headlight glare; Nicola appointment piece; Mature Driver Conference launch; NRSC
- More webinars in the pipeline; meeting with THINK! next week
- Opinion pieces in the pipeline, including Ean Lewin (drug driving)
- Newsfeed alert subscribers: 2,551 (2,570 in Sep 2025)

ROAD SAFETY KNOWLEDGE CENTRE

- Traffic significantly up in Q3 2025/26 (accurate as of 3 December) compared to same period in 2024/25
- Visits in Q3 2025/26 (13,634) up 71% on 2024/25 7,976)
- Visitors in Q3 2025/26 (12,473) up 84% on 2024/25 (6,784)
- Weekly alert subscribers 2,274 (2,280 Jun 25); Help forum alert subscribers 1,061 (1,071 Sep 25)

SOCIAL MEDIA

- Twitter (X) followers
- RoSPA Road Safety (23.9k) Brake (23k), Road Safety GB (21.6k), IAM RoadSmart (17.4k), RAC Foundation (5.4k), PACTS (4.9k) and Road Safety Scotland (4.6k).
- **Facebook**
- Followers: 3,189 (3,023 in Sep 2025)
- LinkedIn

- Connections: 2,939 (2,730 in Sep 2025)

MEDIA ENQUIRIES

- JG conducted a series of 15 radio interviews on the subject of excessive caffeine consumption and the potential impact on driving. Run via an agency on behalf of Carmoola. Variety of BBC and commercial radio stations covered.
<https://roadsafetygb.org.uk/news/britains-love-of-coffee-may-come-with-a-hidden-road-safety-cost/>
- Quote provided to bottled water producer Wenlock Spring, supporting their Christmas Drink Drive campaign.
- Enquiries regarding SCP drive throughs and seatbelt use both directed to regional contacts.

4. Minutes of previous meeting and matters arising.

Minutes agreed and signed off.

Action from previous minutes – Laura Graham to provide an infographic covering the key evaluation points from THINK! campaigns. Carried forward (JH)

5. Chair's Report - Nicola Foster **National Road Safety Conference**

- It was an honour to chair the opening session of the 15th annual RSGB road safety conference in front of the biggest crowd ever. I was very grateful for the immediate support from our new vice chair who managed the online questions during the opening session. I would like to thank Nick and his team, James and Jackie, all the RSGB directors and the incredible support we received from the conference committee leading up to the event but over the two days especially - you were everywhere!

Transport Safety APPG

- In October Fay and I presented to the Transport Safety APPG on the topic of local partnerships; invited initially as representatives of Road Safety Partnerships considered to have a good reputation but we ensured we also represented RSGB. We recommended introducing national Safe System training, which Road Safety GB could support.

Supporting Safe System Forum

- Fay and I met with Margaret Winchcombe from PACTs to discuss potential topics for the Safe System Forum network in preparation for 2026. We identified potential gaps in knowledge and skills across the industry and potential requirements for members following the release of the Government's Road Safety Strategy.

Supporting Churchill Time

- On 22nd October I conveyed RSGB's support for Churchill time; a call for change being supported by Alex Mayer MP which would improve safety by **giving an extra hour of daylight for people driving home from work and walking home from school during the winter months.**
- **Project Edward Reception**
- On 8th December, along with James and June, I attended the project Edward reception in the House of Commons to celebrate progress over the 10 years of the project.

- **Academy Business Planning**
- On 10th December I was able to join the academy team for a well prepared and well led discussion looking at business planning for the Academy.

6. Vice Chairs Report – Fay Canon **National Road Safety Conference**

- I chaired two sessions at the Road Safety Conference. This was my first public role as vice chair, and I appreciated the opportunity to join Nicola on stage during the opening session, which introduced me to attendees. I would like to thank everyone for a lovely welcome into the team at the conference.
- As noted in Nicola's report I **presented to the Transport Safety APPG and supported the Safe System Forum.**

7. Executive Director's Report – James Gibson **DfT Challenge Fund Grant:**

- A. Supporting PACTS grant: 'Delivering Safe System locally – creating a practitioner network'. Project funding now finished. Proposal to extend RSGB elements submitted to DfT.
- B. No further grant funding currently from DfT or other sources.

KPI sheet Q2

- KPI sheet being prepared for circulation to Board and Q3 will follow end of Jan

Key meeting attendance/points of note:

- NRSC25 presentations delivered covering:
 - Safe System Network
 - ADI Register
- 'Assessment of Walked Routes to School' guidelines, revised version (mostly minor changes to improve consistency) to be published very soon.
- National Highways 'Road Safety Panel' meeting.
- Fatigue e-learning project work with Loughborough University. Some bookings, please help to promote further interest.
<https://rsgbacademy.org.uk/training-courses/fatigue-management-in-road-transport/>
- Several meetings with individual organisations to promote RSGB and benefits of Corporate Membership.
- Mature Driver Conference Committee meetings.
- PACTS Work Related Road Risk Operators forum.
- Attended Brake Fleet Awards as a guest of DfBB.
- Submission from Dr Jim Golby from Applied Driving. JG putting the proposal to RSGBi in the first instance for consideration.

Regular meetings:

- Weekly 1:1 meeting JG/JB.
- Monthly meeting with SM/JG/JB/NF
- Bi-monthly meeting with DfT colleagues and SM/NF
- Monthly Academy meeting with RH/PY/JG and JB (if covering finance), plus IE (as required).
- Web & Comms meetings approx. 6-weekly – JG/BS/NR/ES.

8. Directors of Finance Charity & International - Jackie Bratley

Governance Updates:

- Annual accounts for 2024–25 have been submitted to Companies House and the Charity Commission and will be uploaded to the members' area.
- Completed onboarding session with Fay to cover legal requirements and best practices.

Financial Position:

- All previous grants have been concluded; final £5,000 from PACTS received.
- DfT coroner finance contract reactivated for 2024–25, with work starting in the new year.
- Quarter 2 budget review completed: everything on track. New quarterly reviews (Q3 and Q4) planned due to changes in income streams.
- Current accounts show a **net loss of - £8,550** for Q2, which is normal for this stage and expected to improve in Q3 and Q4.
 - **Income:** £43,220 (membership fees, services like job adverts and school crossing patrol purchases, sponsorships, donations).
 - **Cost of sales:** £7,500 (subcontracted development work).
 - **Gross profit:** £35,720.
 - **Expenditure:** £45,347 (mainly web hosting and payroll).
 - Additional income: £1,177 interest; £100 donation expense.
- Lower income this year compared to last year due to grants ending, as previously forecast.
- Payments for the “Joining the Dots” project and Agilysys are split into two halves; first payment done, second expected in Q4 after final webinar delivery.

Balance Sheet
RSGB LIMITED
As of September 30, 2025

DISTRIBUTION ACCOUNT	TOTAL
Fixed Asset	
Tangible assets	
Computer equipment accumulated depreciation brought forward	-3,147.00
Computer equipment additions at cost	2,243.95
Computer equipment cost brought forward	2,823.00
Computer equipment depreciation charge for year	-948.12
Total for Tangible assets	£971.83
Total for Fixed Asset	£971.83
Cash at bank and in hand	
Business Reserve xxxx3812	432,661.30
Cash on hand	0.00
Current Account xxxx3359	11,351.69
RSGB Loan - GBP	-6,261.52
Total for Cash at bank and in hand	£437,751.47
Debtors	
Debtors	23,012.00
Total for Debtors	£23,012.00
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 for Current Assets	£0.00
NET CURRENT ASSETS	£460,763.47
Creditors: amounts falling due within one year	
Trade Creditors	
Creditors	5,530.72
Total for Trade Creditors	£5,530.72
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	0.00
Fees 25/26	0.00
Fees 26/27	475.00
Total for Memberships - Next Year	£475.00
Other Creditors	0.00

DISTRIBUTION ACCOUNT	TOTAL
Other Payroll Deductions	0.00
Payroll Clearing	0.00
Pension Control	763.16
RSGB International Loan	-420.00
Tax and National Insurance	2,354.82
VAT Control	-2,275.48
VAT Suspense	5,880.24
Wages and salaries control	0.01
Total for Current Liabilities	£6,777.75
Total for Creditors: amounts falling due within one year	£12,308.47
NET CURRENT ASSETS (LIABILITIES)	£448,455.00
TOTAL ASSETS LESS CURRENT LIABILITIES	£449,426.83
TOTAL NET ASSETS (LIABILITIES)	£449,426.83
Capital and Reserves	
Retained profit balance forward account	278,819.00
Retained Earnings	205,017.52
Net Income	-34,409.69
Total for Capital and Reserves	£449,426.83

9. Academy Director's Report – Philippa Young

- **The professional accreditation framework** had a soft launch at national conference and received positive feedback.
- **Next Steps:** A review panel of road safety experts needs to be assembled for the diploma element.
- **Safe System:** Training courses now available, either 1-day or 2-day.
- **Business Planning:** A detailed business plan for the Academy is being developed, focusing on growth opportunities and identifying barriers.
- **Marketing Plan:** A marketing strategy will follow the business plan to support expansion.
- **Board Engagement:** The Academy will present an outline to the board for support in achieving growth aspirations.
- **Overall Status:** Progress is positive, and future plans look strong.

December 2025, Report by Rhian Hughes

Academy Course Delivery

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
Totals	28	203

Webinar

As the Academy Director I have worked with Ed Seaman to develop a relationship for regular Webinars with Think! and we are just building a calendar of events for the following year.

- Think! Drink Webinar July 2025
- Think! Drug Webinar Sept 2025

New Academy Courses

1. Human Factors in Road Safety Engineering

Ian Edwards refreshed the existing course and piloted this in Essex, feedback demonstrates the importance of these courses: *'It's probably one of the most thought-provoking CPD events that I have attended. I think as the course was delivered almost from the opposite end of the spectrum to that which I would ordinarily be thinking, it enabled me to understand more the interventions that are likely to work and those which, in theory 'should' work (based on my previous way of thinking), but often fail because of the behavioural techniques and aspects have not been considered / aligned.'*

2. Fatigue e-learning

James has been instrumental in development of the Fatigue course with Loughborough University. This is now live <https://rsgbacademy.org.uk/training-courses/fatigue-management-in-road-transport/>

3. Teaching Programme Course (name to be confirmed)

Kate Castle will be working alongside Ian Edwards to produce a new Teaching Programme to replace the Teaching in primary School Setting which reflects the broader scope of the work of Road Safety Professionals.

10. Research Director's Report – Will Cubbin

Analysts champions network: The contract for this year's delivery has been agreed with Agilysis and DfT funding is confirmed – to be paid in two stages after Agilysis have delivered each part of the agreed activity.

- **Webinar series & JTD conference:** Eight of eleven webinars now delivered for this financial year. I was on the panel for webinar on 14th October covering findings of initial analysis of 2024 STATS19 data, webinar was well attended (126 attendees) and feedback was very positive. Conference tickets are selling reasonably OK, with 58 sold so far against a total of 150 available, around 50% are usually sold by Christmas.
- **Champions meetings:** Latest meeting held 4th December. Well attended, with 4 new members joining and 1 leaving (retired). Engagement was good, but still mainly from the regular contributors, however our previous canvassing of the group indicated members still find it useful even when they do not speak in the meeting themselves. Most cameras were kept on which was encouraging. Agenda was light due to

unavailability of some planned speakers, but content kept the conversation flowing for the full agenda time, indicating it was of sufficient interest to those present.

- **Research project:** STATS19 data quality research project looking at the strengths and limitations of CFs and RSFs, the impact of the transition to RSFs and the opinion and practice of forces who have moved to RSFs. Initial analysis has been conducted on the reporting of road safety factors by safe system pillar and individual RSFs. This has revealed some differences in how forces are reporting RSFs compared with CFs. These insights are being used to set up interviews with forces.

11. Meetings and consultations:

- **Cycling and walking investment strategy consultation:** Proposed strategy focusses on increasing sustainable travel but recognises key to achieving this is making it safer. Responded on behalf of RSGB, with strong agreement with the objectives. Main areas of feedback were the importance of suitable infrastructure to make cycling and walking safer (and more attractive) and that the KPIs should relate to deliverable action, rather than outcomes resulting from action.
- **Sentencing Council: invitation to comment on proposed amendments to sentencing guidelines:** The scope of the guidelines was very narrow, with no changes to penalties or offence definitions. Not all items were relevant to risky road behaviour but where they were, these were all supported as they tended towards allowing magistrates to apply penalties at the tougher end of the guidelines as well as more constructive disposals where appropriate (e.g. use of community order for driving on a licence revoked for medical reasons).
- **PACTS Westminster Lecture:** Lecture given by Chris Boardman OBE, commissioner for Active Travel England. A very well put together talk that very neatly summarised most of the important evidence concerning walking and cycling safety, with the importance of infrastructure and speed limits coming through strongly. Main conclusion was about the importance of appealing to what motivates people when calling for change; people aren't motivated by safety (due to optimism bias), but they are by things like saving money on car insurance, as identified by e-sure after the 20mph implementation in Wales. Another example was asking people, "Do you want your teenager to have safe independent travel available to them?" rather than "Do you want dedicated bike lanes?"

AOB.

- JG – Road Safety Strategy Launch. Discussion on RSGB response to the rumoured launch for the government's new Road Safety Strategy. It was agreed that RSGB would consider a short, positive acknowledgment of the strategy's publication.
- Maintain RSGB's independent voice while collaborating with partners where appropriate. NF stressed that RSGB should propose solutions and highlight what it can do to support implementation, not just identify problems.
- It was agreed to publish a news story on RSGB's website with Nicola's quote and later issuing a formal letter to the Minister if needed.

Actions

- 1) JG & BS to draft wording for initial response to launch of Road Safety Strategy.
- 2) WC & JG to review/attend Joining the Dots conference to review programme for relevant presentations for 2026 conference.

- 3) Laura Graham to provide infographics on evaluation of campaigns for member use – NF & JG to follow up at next meeting with DfT.

Next meeting: - Charity Meeting planned for 18th March 2026. 11:00-13:00.

18	March	11:00-13:00
24	June	11:00-13:00
30	September	11:00-13:00
09	December	11:00-13:00