

Attendance

JG	James Gibson	Executive Director	jamesgibson@roadsafetygb.org.uk
JB	Jackie Bratley	Finance Director RSGBi	roadsafetygbacccs@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
FC	Fay Cannon	Vice Chair	faycannon@warwickshire.gov.uk
	Part meeting attendance:		
ES	Ed Seaman	Web & Comms	edwardseaman@roadsafetygb.org.uk
LG	Laura Graham	DfT	laura.graham@dft.gov.uk

1. Introduction/welcome – Fay Cannon

2. Apologies Nicola Foster, Philippa Young, Rhian Hughes, Nick Rawlings

3. DfT/THINK! Update – Laura Graham **Drug-Driving Campaign – Review & Evaluation**

- Ran in autumn before Christmas.
- Achieved 72% recognition, exceeding the THINK benchmark.
- Strong creative cut-through with real-world reactions.
- Behaviour change indicators:
 - Belief about criminal record: 56 → 63
 - Unlikely to drive after drugs: 42 → 49
 - Overall behaviour change: 35 → 40
- Local authority partners included Brighton (Keith Baldock) and free Premier League airtime in Liverpool.
- Next steps: PR activity, science content, Joe Media role-modelling, possible rerun in late summer.

Speed Campaign – Early Development

- Planned launch: October.
- Insight themes: situational pressure, normative pressure, overconfidence.
- Core proposition: “Speeding. Know the choice you’re making.” And the consequences.
- Target audience: young men up to age 34; focus on rural, 30 mph urban, and some SRN routes.
- Suggestion to consider linking to speed awareness courses for extended influence.

Drink-Drive / World Cup Activity

- Higher alcohol-related risk during evening matches.
- Partnership with 23 Red agency.
- Messaging includes 0% swaps and signage at fan zones.
- Local Authority Upweighting
- Authorities should inform THINK team before upweighting.
Usually handled case-by-case; LAs typically conduct their own media buy after discussion.

4. Conference - Ed Seaman

MATURE ROAD USER CONFERENCE

- 28 April 2026
- Austin Court, Birmingham
- Agenda, speakers & topics now confirmed
- Maximum venue capacity: 150 attendees
- Current attendees as of 9/03/26:
 - • Paying delegates 63
 - • Other attendees (committee, speakers, exhibitor & guests): 33
 - • Total attendees 96
- Currently 3 sponsors (RST, Waymo & GEM) & 3 paying exhibitors (IAM, BLT Driver Training & Hugh James)
- Lillian Greenwood has confirmed she will open the conference

NRSC 2026

- 24-25 November 2026
- The Queens Hotel, Leeds
- Event launched 25/02/26
- Bookings at 7/3/25 (last two years in brackets)
- Delegates 75 (80) (66)
- Revenue £28,935 (£30,955) (£22,875)
- Exhibitors 8 (9) (14)
- Revenue £10,941 (£15,202) (£24,165)
- Call for papers issued

NRSC 2027

- Makes sense for the conference to come south in 2027
- Currently reviewing a proposal from Hilton Brighton Metropole
- More to follow before the next Board meeting (in June)

5. Communication Director's Report - Bill Smith/ES

RSGB WEBSITE & NEWSFEED

- Traffic in Q4 2025/26 to date (accurate as of 9 March) up significantly compared to same period in 2024/25.
- Visits up 60% (55,862 v 35,010); visitors up 60% (44,938 v 28,034)
- No particular reason for rise other than popular stories/initiative including publication of Road Safety Strategy (3k plus views); RoadPeace closure; webinars; promotion of Assessment of Walked Routes to School
- Two webinars: DfBB and Assessment of Walked Routes to School. More webinars in the pipeline; THINK! and DfT
- Opinion pieces in the pipeline, including Ean Lewin (drug driving), Craig Carey-Clinch (motorcycling)
- Newsfeed alert subscribers: 2,553 (2,551 in Dec 2025)

ROAD SAFETY KNOWLEDGE CENTRE

- Traffic up in Q4 2025/26 (accurate as of 9 March) compared to same period in 2024/25.
- Visits in Q4 2025/26 (13,475) up 9% on 2024/25 (12,355)
- Visitors in Q4 2025/26 (11,580) up 9% on 2024/25 (10,627)
- Weekly alert subscribers 2,277 (2,274 Dec 25); Help forum alert subscribers 1,063 (1,061 Dec 25)

SOCIAL MEDIA

- Twitter (X) followers
- RoSPA Road Safety (23.8k) Brake (22.8k), Road Safety GB (21.5k), IAM RoadSmart (17.3k), RAC Foundation (5.4k), PACTS (4.9k) and Road Safety Scotland (4.6k).

Facebook

- Followers: 3,353 (3,189 in Dec 2025)

LinkedIn

- Connections: 3,114 (2,939 in Dec 2025)

COMMUNICATIONS ACTIVITY

- ITV National Regional News – feature regarding caffeine and driving, JG did pre-recorded interview 6 Jan.
- Quote provided to Voi - new safety features added to improve e-scooter rider safety in London. RSGB covered the story. (Voi are a Corporate Plus Member).
- Regular Web and Comms meeting with Stennik

- Bill announced he will be retiring from the Communication Director role after the 2026 conference in Leeds, November 2026. James thanked Bill for all his work over the years. RSGB will start the process to recruit a new Director for Communications.

6. Minutes of previous meeting and matters arising. 10/12/25

Minutes agreed and all actions completed or carried over.

7. Chair's Report - Nicola Foster

Project Edward Road Safety Strategy Launch webinar January 9th

- RSGB panel member to support the launch of the new Road Safety Strategy. Conveyed RSGB's thanks to those who have worked to achieve the publication of this document and the support to work with partners to inform, support and deliver.

Road Safety Strategy Consultation response

- Agreed with RSGB Board that we would like to offer positive support to DfT and members and take time to give a more considered response to the launch once we had time to review the overall potential impact of the strategy, rather than signing up to a quick and generic response which would not reflect the importance we wished to attach to this document.
- I have worked with James and available Board members to shape the RSGB response to the Government's consultations. Thank you to Fay for sharing her/Warwickshire's draft responses for use as a base and to Will for sharing his work on 2 detailed responses. We debated holding webinars for members to inform and support their responses, but Project Edward/Agilysis and PACTS/RST are also in the space. We need to understand how best to support our members whilst not duplicating efforts.

Road Safety Summit PACTS & RST

- On Tuesday 24th February, I joined James, Fay and Will at Friends House, Euston, to represent RSGB at this summit seeking consensus on an industry response to the Government's Road Safety Strategy consultation.
- I think we covered the 5 topic areas between us and benefited from hearing the reasoning behind the views of other organisations and experts. We will use this information to finalise RSGB's responses to the consultations and to understand whether we will support the collective response prepared by PACTS and RST.

Lock out Drink driving

- Attended Lock out Drink Driving Parliamentary round table at Portcullis House on Wednesday 25th February. Attendees included: Sam Carling, MP for Northwest Cambridgeshire, RAC, Lorraine Beavers MP, Blackpool North and Fleetwood, NPCC, Alcohol Change UK, PACTS, the Road Safety Trust, Road Safety GB, The Road Victims Trust, DfT (Phil Earl), BRAKE, RoSPA.
- All parties including RSGB indicated full support for Alco locks to be used as part of a drink drive rehabilitation process for repeat offenders in addition to the current driving ban. All parties agreed to respond positively to the Government's road safety strategy consultation on proposed changes to penalties for motoring offences.
- Information was provided which also asks that support is given in the 'Mandating vehicle safety technologies in GB type approval' consultation to support the mandatory fitting of AIIF (Alcohol interlock installation facilitation). The other 18 out of 19 safety technologies are included for mandatory fitting and the concern is that if AIIF is not included at this time this will cause delays and problems if the use of AIIFs is mandated in future. The UK should not fall behind the EU in this area. I therefore recommend that RSGB disagrees with the proposal not to mandate AIIF at this time

Road Safety Conference , Killarney, Ireland, March 11th-12th

- I will be representing RSGB and speaking at the Road Safety Conference in Killarney on 'The Value of Road Safety Partnerships'. Thank you to Essex County Council for supporting this by allowing and funding me to attend to promote road safety and the important work of RSGB. I will be plugging our academy, conferences, the Knowledge centre and the benefits of membership! I will be attending the whole conference and hope to bring back learning from Europe.

8. Vice Chairs Report – Fay Cannon

Government response on behalf of RSGB

- With support from Nicola, Will and James we have draft responses to the 5 government consultations on behalf of RSGB. These draft responses have been shared with the board, and are planned to be shared with members in April.

Road Safety Strategy Response Summit

- With Will, Nicola and James I attended the PACTs organised Road Safety Strategy response summit in February as already detailed in Nicola's report.

APPG for Women in Transport Event on AVs

- In March, I attended a Waymo sponsored event speaking about AVs and women safety. The panel discussion also led to a discussion around road safety and the need for AV's to integrate into the Safe System transport system.

9. Executive Director's Report – James Gibson

DfT Challenge Fund Grant:

- All projects complete. Currently no new funding made available to RSGB.

KPI sheet Q3/Q4

- Q3 KPI sheet circulated. Q4 KPI sheet will be circulation to Board in April.

Key meeting attendance/points of note:

- Project Edward Reception - Dec 2025
- RSGBi Business Development Meeting - Dec 2025
- PACTS Road Safety Strategy response meetings - ongoing
- NRSC26 Inaugural committee meeting, The Queens Hotel, Leeds - Jan 2026
- National Highways 'Road Safety Panel' meeting 20 Jan 2026. Panel now closed in readiness for new reporting as noted in Road Safety Strategy.
- Transport Safety Research Centre Event, Loughborough University - Jan 2026
- Waymo London launch event – Jan 2026
- Mature Driver Conference Committee meetings.
- Mature Drivers' Conference, venue site visit – Feb 2026
- PACTS / RST – Road Safety Strategy Response Summit – Feb 2026
- 'Assessment of Walked Routes to School' guidelines, revised version published and webinar held to: explain changes, set out case study from Dorset and showcase training from TMS.
- Several meetings with individual organisations to promote RSGB and benefits of Corporate Membership.

10. Directors of Finance Charity & International - Jackie Bratley

Financial Overview

- Total income for the period was £260,011.04, with a gross profit of £188,905.05. Total expenditure amounted to £194,942.10, resulting in a net operating deficit of £6,037.05. After taking account of other income of £4,337.06 and other expenses of £2,508.00, the organisation recorded a net deficit for the year of £4,207.99.
- Cash balances at the period end remained strong at £462,589.33, and total reserves stood at £479,628.53.
- Note we still need to include NRSC25 into the figures above therefore the net deficit will change in a positive direction
- The charitable donation from RSGB International will be approximately £20,000, however this will be retained this year for Academy development and support to ensure future stability for the Academy. Note however some of the funds in the charity RSGB loan account are funds that are owed to International.

Membership

- Total membership income for the period amounted to £122,609.10. Corporate membership income totalled £18,475.00 and continues to demonstrate resilience, with several partnership members returning.
- Income from individual memberships remained low at £785.00. Income from LHA members amounted to £59,559.00.
- Uptake for the 2026/27 membership year has been slower than the prior year; however, this is now going in the right direction towards the end of the Q4 period. The continued increase in multiple memberships has had a knock-on impact on overall membership income for 2026/27.

Governance

- Membership Terms and Conditions have been developed and published within the members' area.
- Company liability insurance has been renewed at a total cost of £1,859.93, (this does not include the total for RSGBi) representing only a marginal increase on the previous year.
- Governance compliance requirements for the RSGB virtual office were successfully completed for a further year.
- Governance compliance for all end of year business is almost complete.

11. Academy Director's Report – Rhian Hughes

Learner numbers 2025/26 Q4 10 courses and 87 learners – target was 8 courses and 72 learners.

Total for whole of 2025/26, 26 courses and 214 learners – target was 25 courses and 200 learners. This gave an average of 8 learners per course.

12. Research Director's Report – Will Cubbin

- **Analysts champions network:** The contract for 2025/26 delivery programme has been fully agreed with Agilysis and aligns with DfT funding– to be paid in two stages after Agilysis have delivered each part of the agreed activity.
- **Webinar series & JtD conference:** Ten of eleven webinars now delivered for this financial year. Remaining webinar on 31st March covers insurance industry insights and data. Noted that these webinars do not feature on the main RSGB website events calendar. I chaired the JtD webinar on 22nd January covering reaction to the Government's Road Safety Strategy. The webinar had around 130 attendees and was well received.
- **Joining the Dots conference** held 3rd March in Birmingham, in person only for the second year running with 125 attendees. The conference was another success and increases in profile with the Rt. Hon. Lilian Greenwood MP attending in person to deliver a keynote speech. Content focussed around the Road Safety Strategy before moving to implications for strategy and then on to practical examples of work by practitioners that can be employed by attendees.
- **Champions meetings:** Latest meeting held 5th March. Well attended (20+ attendees), with 1 leaving (retired). Engagement was good, but still mainly from the regular contributors. Managed to elicit a "show and tell" contribution from one attendee on the spot, unfortunately this was the retiree! Covered road safety strategy, JtD debrief (very positive) and using connected vehicle data.
- **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 findings complete and presented at the JtD conference. Some notable changes withing factor groupings, for example big drop in "aggressive driving", big increase in "exceeding speed limit" but the net effect is a considerable drop in the "speed related" grouping.

Meetings and consultations:

- **MSFG (P2W safety):** Meeting 15th January, discussing reactions to Government road safety strategy. General feeling that it didn't go far enough and from rider groups felt it didn't address non-rider behaviour that puts riders at risks. Group seemed to agree on the importance of; standards in rider training, particularly the CBT; other road user behaviours that put P2Ws (and others) at risk; a system isn't a safe system unless it is safe for everyone; employer responsibility and closing the gig-economy 'employer' loophole will be very important; and easy pathways into responsible riding are needed to prevent migration towards unlicensed e-mopeds etc. I was unable to attend the full meeting as the sound was dropping in and out and this was only affecting me and I couldn't find a way to resolve it.
- **Road Safety Strategy Consultations x5:** Collaborated with James, Fay and Nicola on an RSGB response. This will be used to respond as the RSGB board, but also as a suggested response that our members may draw upon if they are looking for a perspective to consider on certain issues.
- **PACTS Road Safety Strategy Summit:** Attended along with James, Nicola and Fay, to inform the PACTS response to the strategy and learn from other professionals about some of the issues.

13. AOB

- Academy page needs updating re Current Chair and Apprenticeship Scheme

14. Actions

1. Progress webinar dates and identify contributors for upweighting campaigns – ES & LG
2. Start process for recruiting new Comms Director – JG, JB, JH
3. Request campaign evaluation slides from LG, DfT – JH
4. Updates to website. Apprenticeship information removed & current Chair updated – JG/ES
5. Change meeting to 10.30am start if Board agree - JH

Next meeting: - Charity Meeting planned for: (time tbc)

- 24 June 10.30-13:00
- 30 September 10.30-13:00
- 09 December 10.30-13:00