

Regional Reps Meeting Date: 15/04/2026

In attendance:

Person	Post / Region	Authority
Nicola Foster (NF)	Chair	Essex
James Gibson (JG)	Executive Director RSGB	
June Howlett (JH)	National Secretary	Buckinghamshire
Jackie Bratley (JB)	Finance Director RSGB	
Louise Martin (LM)	Mercia	Staffordshire
Ruth Gore (RG)	Yorkshire & Humberside	Safer Roads Humber
Keith Baldock (KB)	South East	Brighton & Hove
Debbie Nicol (DN)	Scotland	Road Safety Scotland
Rhiannon Leeds (RL)	North West	Greater Manchester
Nick Cowling (NC)	South West	Somerset
Patrick Long (PL)	London	Merton
Part meeting attendance		
Suzanne Aldridge (SA)	Eastern	Hertfordshire

Apologies*

Kaarina Ruter, Kate Castle, Peter Slater, Angela Redmond, Clare Williams, Suzanne Aldridge (part meeting attendance).

1. Welcome from Nicola Foster. The meeting was then chaired by James Gibson.

Nicola welcomed everyone to the meeting and the group all introduced themselves.

2. Minutes of last Regional Reps meeting

The minutes were agreed and received as accurate. No actions to carry forward.

3. RSGB Business Update –James Gibson

- James shared the sad news that Raj Shukla from Leicester Council had passed away. Raj was the regional rep for the East Midlands. A replacement is being sought.
- James asked groups to check the contacts page on the website on 'your Area' Your Area And ensure they were up to date and to let us know any changes.
- Jackie confirmed that an RSGB overview had been circulated earlier that day, including a new dashboard-style summary, which provided useful insight. Some attendees reported not having received the email, with discussion noting that local authority email systems can occasionally block or prevent messages from Gmail accounts.
- Jackie advised that no bounce-back notifications had been received but acknowledged ongoing challenges with legacy email arrangements. Work is underway to improve email delivery, and it was noted that messages sent via RSGB Connect use a different server and are more reliably received. James Gibson agreed to resend the email with attachments to test delivery.
- James also highlighted that a PDF slide deck has been produced and shared for use at local and regional meetings. The deck includes a slide on membership, which can serve as a prompt to encourage renewals. It was noted that contact details can change and, in some cases, renewal emails may not reach the appropriate person, despite members wishing to renew.
- Regional representatives were encouraged to continue checking local contact details and to support membership engagement where possible.
- Keith Baldock asked about joint memberships for co-pilot and he will pick that up with Louise Martin.

RSGB National Update.

- The PDF slide deck created April 2026 gives a useful RSGB update overview and should be read in conjunction with these meeting minutes.
- **Membership renewals** have gone out please get in touch if you need assistance with renewal.

Contact: In the first instance Jackie Bratley roadsafetygbaccs@gmail.com or James Gibson jamesgibson@roadsafetygb.org.uk

Any help regional reps can provide with local membership is very much appreciated.



Please help with advising of any contact changes across local regions.

See listing here: <https://roadsafetygb.org.uk/your-area/>

Also Regional Reps listings: <https://roadsafetygb.org.uk/about-rsrgb/regional-representatives/>

RSGB will be seeking a new Director of Communications following the news that Bill Smith intends to step down from the role in November at NRSC26.

RSGB are also keen to recruit an additional School Crossing Patrol national advisor. This role will support the current advisors who manage the review and updating of the SCP Guidelines and provide information and advice in this subject area.

National Road Safety Conference Launched (24-25 Nov 2026) Leeds
<https://nationalroadsafetyconference.org.uk/> Bookings going well to date.

Mature Drivers' Conference (28 Apr 2026) Birmingham <https://www.eventbrite.co.uk/e/mature-drivers-conference-safe-system-thinking-for-mature-road-users-tickets-1818963200899>

Supporting First Car with the Young Driver Focus event on 13th May

Road Safety Strategy / DfT Update

See slide deck for update information.

RSGB have carefully considered the questions in the consultations that are running alongside the Road Safety Strategy.

Draft responses have been published in the RSGB Members' Area of the website. These may help to inform local responses. RSGB would welcome any feedback before RSGB submit a final response prior to the deadline (11 May).

<https://roadsafetygb.org.uk/members-area/road-safety-strategy-consultation-responses/>

4. RSGB Academy Update – James Gibson

Busy with safe system course and e-learning fatigue

Impairment course has been refreshed.

Walked routes to school training in partnership with TMS Consultancy – webinar recording on this subject in Members' Area.

Regional Updates

Eastern - Suzanne Aldridge

- The East Region group remains active, although attendance is becoming a little inconsistent. We currently have around 21 members signed up, with 10 attending the last meeting on 29 January, and this fluctuation is largely due to staff changes, including redundancies, people moving roles, and turnover within National Highways.
- The group meets online via Teams and operates in a fairly informal but productive way. Meetings are chaired by Cambridgeshire and usually run for around two hours, with good discussion on agenda items proposed by members. Recent meetings have included practitioner-focused presentations, such as Luton showcasing their collision software and demonstrating how they extract and use data to inform decision-making, and Norfolk presenting on their approach to older drivers, which was particularly well received.
- One of the main regional issues at the moment is a noticeable increase in motorcycle collisions during 2025. In response, Bedfordshire, Cambridgeshire and Hertfordshire Police have produced a detailed 70-plus page report looking at collision patterns, rider behaviour and regional differences, with recommendations for individual partnerships. The findings show that issues vary significantly across the region – for example, Hertfordshire is seeing increases in slight injuries involving lower-powered bikes, while Cambridgeshire is seeing more fatalities on higher-powered bikes on rural roads.
- This work is being taken forward regionally, with Norfolk leading on coordination. There are two planned motorcycle campaign weeks in June, and discussions are underway about running a region-wide survey of motorcyclists and motorcycle groups. The aim is to better understand rider behaviour, PPE use, riding times, and where and how best to engage riders, so future campaigns are more targeted and effective.
- It's also become clear, particularly in Hertfordshire, that programmes such as Biker Down and BikeSafe are under-funded. Biker Down courses have reduced significantly, from around ten or eleven per year down to four, and BikeSafe provision is inconsistent due to reliance on volunteers and limited funding. These issues are now being raised at strategic partnership level, as they're seen as vital education interventions, especially for younger riders.
- Alongside this, regional members are completing the five Department for Transport consultations linked to the National Road Safety Strategy. They're lengthy, but the group is tackling them one at a time, with the first already completed.
- There's also change underway in how education programmes are delivered. Hertfordshire has taken on elements of delivery previously managed by Bedfordshire and Cambridgeshire,

with the expectation that this will lead to more joined-up and, hopefully, improved outcomes.

- From a Hertfordshire perspective, there's a strong focus on learning from elsewhere. Officers have been reviewing other areas' approaches and have set up meetings with regions such as Greater Manchester and Warwickshire to better understand how they're progressing Vision Zero. The group is also reviewing its own terms of reference to clearly define the group's purpose going forward.
- Overall, despite some challenges around attendance and capacity, meetings remain positive and constructive, with good sharing of practice between the practitioner group and the wider EDET structure.

London - Patrick Long

A London regional meeting was held on 14 January 2026. Attendees took part in breakout discussions to explore borough priorities and shared challenges.

- Attendees, Richmond & Wandsworth, London Secretary, London Auditor, City of Westminster, LB Hackney, LB Brent, Hertfordshire County Council, LB Southwark, LB Newham, LB Merton, LB Bromley, LB Hounslow, Metropolitan Police Service, LB Islington.

Breakout Group Discussions

- Group 1 – Bromley, Southwark, Islington, Newham
- Cycling activity was identified as falling outside the remit of the officers attending.
- Bromley is focusing on delivery within secondary schools, including young driver awareness through Driven by Consequences, with strong partner buy-in.
- TEA covers primary school provision.
- Newham is prioritising primary school engagement alongside Community Road Watch activity.
- The Riot Act programme in Newham supports transitional activity by liaising directly with schools, managing bookings and providing outcome reports following delivery.

Group 2 – Key challenges

- Communications was highlighted as a significant challenge, particularly constraints linked to political will and cycling.
- Boroughs reported difficulties promoting cycling, despite safety concerns related to hire bikes and collisions involving e-bikes.

- Data quality issues were noted, with collision statistics not always aligning with local experience.
- Cycle theft, security, red-light running and rider safety were consistently raised as barriers.
- While some officers are actively encouraging cycling, the number of structural and political barriers continues to limit progress.

Group 3 – Positive practice

- Brent is delivering cycle shelters and prioritising their placement, alongside Dr Bike sessions for council employees.
- Southwark is delivering women-only cycling festivals and bike-marking sessions.
- Hackney continues to deliver Bikeability for adults and schools, with an opt-in model for all schools.
- Hackney has also introduced the 10 for 10 scheme, outlining ten skills every ten-year-old should have, including cycling.
- Equability cycling provision was discussed, with targeted work supporting specific groups (e.g. refuges and people with additional needs), alongside wider questions about inclusive access in the context of the newly launched Road Safety Strategy.
- **Next Meeting** - The next London meeting will include a session with James Marsh (B3 Creative), focusing on older drivers. Discussion will explore the challenges older drivers face and the role of family and friends in supporting conversations about continued driving.

Mercia - Louise Martin

- Group committee remains Louise Martin (Staffs Safer Roads) and Kate Castle (Warwickshire County Council) as Co-chairs and Sophie Lounds (Sandwell Council) as Secretary
- Membership of the group remains strong with 17 organisations involved
- Hold 3 meetings a year. In recent times, these have all been on Teams but hoping to move to a mix with 1 in-person per year. Planned for Birmingham in July
- Good attendance for meetings in Dec 25 and March 26 (March- 18 attendees from 10 organisations)
- Use of Mentimeter and member polls have improved engagement during meetings and help shape meetings to best support and engage members
- Guest speakers and a 'showcase' element have proved popular and useful. The showcase enables members to present a slide to share a local initiative – topics have been an initiative which has worked well and SEND. Sharing local good practice has resulted in visits/sharing of resources and approaches

- Meetings also included discussion on National Road Safety Strategy, and useful training courses

North West - Rhiannon Leeds

- The North West meet three times a year, with two meetings held in person. We consistently find the in-person meetings more productive, but we run them as hybrid to recognise that not everyone is able to travel.
- In terms of governance, we still have a gap around the treasurer role, but we do have a chair, vice-chair, secretary and a shared minute-taking arrangement, which is working well. Our next meeting is coming up in a couple of weeks. Meetings generally involve updates around the table, including recent changes such as UPLIFT, and we do keep an eye on trends. Although we shouldn't strictly compare KSI figures, we do try to understand what's happening across the region. One emerging issue is an increase in non-recordable incidents, particularly medical episodes, off-highway incidents and suicides. As a result, the workload for serious collision investigation units has effectively doubled, even though recordable collisions haven't increased at the same rate.
- At present, only one partnership in the North West delivers Fatal Review Panels, and we've opened that up for shared learning. Merseyside has observed the process and is looking to introduce their own panels, which is a positive development.
- One real success story has been the use of regional funding generated through the Teddy Takes a Tumble and Teddy Takes a Walk books. We had around fifteen thousand pounds sitting unused, so we decided to invest it in a region-wide seatbelt campaign. Greater Manchester delivered their own campaign, and the RSGB funded delivery across the rest of the North West. That spend generated around 4.3 million impressions and half a million video views, counted only where around 90 per cent of the video was watched. That's a significant return for a relatively small communications budget, particularly given the financial constraints local authorities are under.
- The campaign worked well because it met everyone's criteria and was very targeted. We identified a consistent offender profile across the region — mainly males aged 30 to 45 not wearing seatbelts. Testing the adverts showed that messaging around both fines and the risk of injury or death performed well, even though there was an assumption that people wouldn't engage with the latter. The ability to target specific demographics and locations through social media was particularly effective, and the artwork and results are available to share.
- In terms of wider collaboration, we had input from partners beyond local authorities. The Motor Insurance Bureau attended and highlighted that they have funding available to cover police overtime for roadside operations, so forces are encouraged to link in if they're not

already doing so. Lancashire Fire and Rescue shared work with the Ministry of Defence, reflecting the ongoing issue that road traffic collisions remain the leading cause of death among armed forces personnel, with a focus on risk when individuals are at home.

- There was also useful shared learning on community speed enforcement, including Merseyside's work with Community Speedwatch, and Liverpool's communications aimed at parents on the continued illegality of e-scooters outside official trials. As elsewhere, representation is mixed, but we make sure information flows both ways through partnerships and local working groups. Overall, it's a busy but productive picture in the North West.

Scotland –Debbie Nichol

PUBLICITY

Early approval to spend part of budget applied, albeit pre-election period imposes restrictions. Planned campaigns for 26/27 (subject to change) are:

- | | |
|--------------------------------------|----------------|
| ➤ Motorbikes | May-March |
| ➤ Drive on the Left | May-Sept, Mar |
| ➤ Young Drivers (Drink/Drug-Driving) | June-July |
| ➤ Fitness to Drive | July-Sept, Feb |
| ➤ Vision Zero | July-Sept, Mar |
| ➤ Young Drivers (Speed) | Oct-Nov |
| ➤ Drink/Drug-Driving | Dec-Jan |

The Seatbelts and Distraction/VRU campaigns have been delayed, but it is anticipated funding will be made available later in the year.

LEARNING

Mechanimals – a new secondary school resource launched in March 2026. The resource offers a new innovative way to teach road safety, incorporating the use of powerful CGI imagery, progressive lesson plans, and engaging interactive group activities to support children and young people to prepare themselves for a lifetime of safe road use. Access on RSS website [Mechanimals Third and Fourth Archive - Road Safety Scotland](#) (S1-S3) and [Mechanimals Senior Archive - Road Safety Scotland](#) (S4-S6)

Travel Together Safely - launched a new road safety learning resource for children and young people with complex additional support needs. RSS worked alongside an Education Expert, gathering evidence from practitioners, carers and parents on what was important to help support and deliver road safety to children and young people with complex needs. The new step-by-step guide will be

for adults supporting young people with complex additional support needs and will take the adult through important elements of road safety, which they can then use to help the young person understand how to stay safe while walking and travelling in the community. Visual aids are also included to support the learning. Access on RSS website [Travel Together Safely - Road Safety Scotland](#)

South East - Keith Baldock

- The previous South East regional meeting was held virtually and was attended by 26 participants. The next meeting is scheduled for **27 May 2026**.
- A subgroup is currently working on arrangements for a **mini conference** to be held at **National Highways, Basingstoke, in July 2026**.
- The group received a detailed overview of the work of the **Commercial Vehicle Unit**, including activity led by **Sussex Police**, with contributions from **PC Barrie Freeman (National Highways)**. This included Operation Tramline and collaboration with local authorities, alongside emerging work linked to the gig economy, including **Gig Rider Smarter** initiatives.
- In relation to **drink and drug driving communications**, DfT feedback suggests that campaign assets are well received and widely used. Improved communications and earlier pre-awareness of assets would be beneficial. DfT has resized assets for use on digital bus stops and **Global digital advertising plinths**. Local authority contractual arrangements (e.g. Brighton & Hove City Council) typically provide a small proportion of free digital advertising allocation (approximately 2–7%).
- The **Be Better Biker** course continues to run across **Thames Valley Police** area until July. **Biker Down** provision varies across the region.
- There are early indications of **redundancies and service reductions** in some local authorities, including potential impacts on **Casualty Prevention Teams** (e.g. Brighton & Hove). A clearer regional picture is expected following discussion at the May meeting.
- Several members expressed interest in **refreshing leadership and injecting new participation** into the South East group, with a **change of Chair due in July**. The group is exploring voting and succession arrangements and is interested in hearing how other regions manage this process.

South West – Nick Cowling

- The South West regional road safety group remains fairly active. We usually meet monthly online for around nine to ten months of the year, with good and consistent engagement. We typically have around 18 members, with about 12 organisations attending each meeting, including police, fire, ambulance services and regional partnerships.

- We previously met in person, but due to the size of the South West and the long travel times involved — particularly from Cornwall — we've continued with online meetings, which seem to work best for the group.
- One of our key pieces of work this year is reviewing the purpose and sustainability of the group. We're planning to circulate a short survey using Teams Forms to understand what members want to get out of the group, to review our terms of reference against what we're trying to achieve, and to help engage a broader mix of people. This also links to succession planning, as several long-standing members may be stepping back over the next five years and we want to make sure the group continues effectively.
- We have a number of active sub-groups that report into the main meetings. These include an analytics group and a very active collision investigators group, which looks in detail at collision trends, vehicle restraint systems, surfacing issues and tactile paving at crossings. We also have a road safety auditors group, which is meeting again next month.
- Recent discussions have covered the National Road Safety Strategy and what it means for delivery in the South West, as well as several priority areas. Older drivers are a key theme, particularly access to mobility centres, which is quite limited across the region, alongside the challenges of long driving distances in rural areas. We're hoping the forthcoming Mature Drivers Conference will support that work.
- Motorcyclist safety is another priority. There's ongoing work, led by Cornwall and Bath and North East Somerset, to develop sites for prime markings, and to seek DfT approval. This includes recognising that motorcycle collisions don't tend to cluster, so behaviour change and engagement with motorcyclists themselves is a key part of the approach.
- There's also been a lot of regional experience shared around new technology, particularly AI enforcement cameras such as AccuSensor and RedSpeed, including systems mounted on lighting columns, which are becoming easier to deploy once set up.
- A major development is the work towards establishing a formal Road Safety Partnership in Avon and Somerset, which hasn't existed since 2012. The terms of reference are now in a workable position and the aim is to get all authorities signed up. While it's challenging because the police lead is operational and pulled in many directions, moving towards a formal partnership is seen as a really positive step, especially for coordination and future funding.
- Overall, the group works well as a forum for sharing best practice, coordination and benchmarking across a region with quite varied levels of capacity and expertise. In the longer term, we'd like to move towards more coordinated regional campaigns, and we're hopeful that the Avon and Somerset partnership will help enable that.

Yorkshire & Humberside - Ruth Gore

- **Vision Zero Bradford Programme**

- Bradford's Vision Zero programme (VZB) received formal endorsement through the Council's governance structure (Departmental, Corporate, and Joint Leadership Teams) and from all four Strategic Directors and the Portfolio Holder. The programme targets elimination of preventable road deaths and serious injuries by 2040, structured across five Safe System pillars with 17 Safety Performance Indicators.
- The Bradford Road Safety Partnership Plan 2026 to 2040 is in draft, along with a State of the Nation committee report setting out the current casualty position: 324 KSI in 2024, with strong deprivation correlation for child pedestrians and young drivers identified as the highest-risk group.
- A comprehensive STATS19 deep-dive suite is being developed: eleven DfT-style factsheets covering young drivers, child pedestrians, older pedestrians, cyclists, motorcyclists, e-mobility, taxis/PHVs, work-related road risk and others. These are being used to drive evidence-based prioritisation across the programme.
- **DfT Road Safety Strategy Alignment**
- Bradford has mapped VZB's existing programme architecture against the Government's Road Safety Strategy. The Strategy's 65% KSI reduction target by 2035 (70% for children under 16) aligns well with VZB's trajectory, and we are reviewing our 17 SPIs against the national framework to ensure consistency while retaining Bradford-specific KPIs where local evidence warrants them.
- **Data and Intelligence**
- Bradford is developing a Casualty Harm Index (BCHI) and a Road Safety Risk Index (RSRI) integrating STATS19, telematics harsh braking data, IMD 2025 deprivation data, and DfT Speed Compliance Tool data. This work parallels the Collision Harm Index approach being used in the North East region (noted by Peter Slater at the October meeting) and we would welcome the opportunity to compare methodologies.
- The NPED Data Sharing Agreement is very close to signing, and Bradford is progressing procurement of the Agilysis ACUITY analytical platform (currently no West Yorkshire authority has the full suite). A VZB Data and Intelligence Resource Hub is being built out to support the programme.
- **Enforcement and Safety Cameras**
- Bradford's TMA Part 6 civil enforcement camera project (supporting Operation Steerside) is progressing, with go-live targeted for spring 2026.
- Safety camera programme governance reform work with the West Yorkshire Safety Camera Partnership is underway, producing a lessons learned analysis and a proposal for a Safety Camera Programme Board.
- Bradford is deploying noise camera enforcement technology (SoundVue) as part of a wider approach to environmental harm from vehicles, with the first deployment at Fell Lane, Keighley.
- **Staffing and Partnerships**
- Phillip Clapham will be joining soon as VZB Partnership and Engagement Officer, bringing significant experience as a former WYP Road Traffic Officer and Senior Road Death Investigator. This strengthens VZB's capacity across Pillar 5 (Post-Collision Response) and enforcement partnership working.

- Bradford is actively engaged in several national and regional forums: the PACTS Road User Behaviour working party, WYCA Vision Zero Steering Group, West Yorkshire Rural Speed Limit Strategy working group, and peer exchange sessions with Leeds and Kirklees Vision Zero leads.
- **Vision Zero North Network**
- Building on the Vision Zero North network noted by Ruth Gore at the October meeting, Bradford continues to share delivery plans with the other West Yorkshire authorities and wider Y&H partners. NRSC26 being held at the Queens Hotel in Leeds (24 to 25 November) presents an excellent opportunity for the region and we would encourage strong Y&H representation.
- **Speakers of Note**
- The VZB programme would be happy to present to regional groups on our approach to casualty evidence analysis, the BCHI/RSRI methodology, or the integration of Safe System governance within a metropolitan authority. Contact: Miguel.DSouza@bradford.gov.uk
- **North Yorkshire** - waiting for a update from them in terms of who will be the coordinator as Helen Oldroyd has moved jobs.
- **Humber** - The partnership is busy doing a range of projects and rolling out our Vision Zero strategy.
- **South Yorkshire** – no update.

Wales – Kaarina Ruter

- Road Safety Partnership Plan published!

[Written Statement: Road Safety Partnership Plan for Wales \(25 March 2026\) | GOV.WALES](#)

[Road safety partnership plan | GOV.WALES](#)

- **Legislation to allow side road zebras passed:**

[The Traffic Signs \(Amendment\) \(Wales\) Regulations and General Directions 2026](#)

[SL\(6\)762 - The Traffic Signs \(Amendment\) \(Wales\) Regulations and General Directions 2026](#)

The associated guidance for highway authorities:

[Side road zebra crossings: guidance for highway authorities | GOV.WALES](#)

- Road collision insights portal: driving safer streets through data dashboard is available on the WLGA [website](#).
- The Welsh Government awarded continued funding for FY 26/27 for the roadside engagement operation Op Atal: [GoSafe | Operation Atal](#). In addition to speed limits (20mph, 30mph and 40mph), seat belt wearing and child car seat fitting the teams have been joined

by Optometry Wales to do eyesight checks. This year the teams also want to engage with young drivers and motorcyclists.

Actions

1. Ruth Gore to contact JG re slide information for MOD presentation for a coordinated approach
2. JH share presenter spreadsheet -send any presenters/presentations you want added – All
3. JH to request links to seatbelt campaign from RSGB NW – complete & information below
[Social media campaign encourages drivers to belt up](#)
[Belt up or pay up. It's that... - Cheshire West and Chester Council | Facebook](#)
[Eight Engines Case Study: Transport for Greater Manchester Seatbelt Safety Awareness Campaign](#)
4. JH to attach slides from DfT THINK! for Drug Drive campaign - complete

Next meeting –7th October 11:00am – 12:30pm

Please add a placeholder to your diary!