

Online - Teams

Attendance

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
LG	Laura Graham	DfT	laura.graham@dft.gov.uk

1. Introduction/welcome – Fay Canon

2. Apologies

Nicola Foster, James Gibson, Rhian Hughes

3. DfT/THINK! Update – Laura Graham

- LG reflected on the recent webinar as a great success and thanked RSGB for organising it.

Speed Campaign

- In final development stages and expected to launch in **October**.
- Targets: Urban low-level speeding (30–35 mph).
- Rural inappropriate speed (e.g. entering bends too fast).
- Young male drivers, particularly those influenced by peer pressure or overconfidence.

Drugs Campaign

- Goes live **1 July 2026**.
- Reuses previously successful creative.
- Includes local enforcement statistics in selected cities.
- Expanded media plan including cinema advertising and outdoor advertising in Liverpool and Manchester.

Drink Drive Campaign

- World Cup-themed toolkit launched.
- Resources available for local partners to use.
- Uses a peer-to-peer messaging approach with humour and decision-making themes.

4. Conference - Nick Rawlings/Ed Seaman

NRSC 2026

- 24-25 November 2026 - The Queens Hotel, Leeds
- Event launched 25/02/26

Bookings at 31/5/26 (last year in brackets)

- Attendees 155 (165)
- Revenue £52,845 (£55,520)
- Exhibitors 18 (19)
- Revenue £26,377 (£30,684)
- Sponsors: Jenoptik, Westcotec, GEM Motoring Assist, Waymo, Smart Start & National Highways (TBC)
- Agenda now complete and in the process of being added to the website

NRSC 2027

- It is being considered that it would be good to bring the conference to the south of England for 2027. Currently in dialogue with Hilton Brighton Metropole.
- Next step is to arrange a site visit to check out facilities etc.

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

RSGB WEBSITE & NEWSFEED

- Traffic in Q1 2026/27 to date (accurate as of 18 June) **down** compared to same period in 2025/26.
- Visits down 27% (54,988 v 75,471); visitors down 28% (47,117 v 65,019)
- This can be explained entirely by a popular story during the same period in 2025, which achieved 40k views: <https://roadsafetygb.org.uk/news/iam-roadsmart-slams-shocking-behaviour-aimed-at-motorcyclists/>
- Considering that, website traffic remains strong – on par with previous quarter and continuing upward trajectory
- Two webinars: THINK! and Smart Start – with further planned (inc with Ian Edwards)

- Newsfeed alert subscribers: 2,543 (2,553 in Mar 2026)

ROAD SAFETY KNOWLEDGE CENTRE

- Traffic **up** in Q1 2026/27 (accurate as of 18 June) compared to same period in 2025/26.
- Visits in Q1 2026/27 (14,773) **up** 12% on 2025/26 (13,154)
- Visitors in Q1 2026/27 (12,991) **up** 12% on 2025/26 (11,599)
- Weekly alert subscribers 2,280 (2,277 Mar 26); Help forum alert subscribers 1,067 (1,063 Mar 26)

SOCIAL MEDIA

- **Twitter (X) followers**
- RoSPA Road Safety (23.7k) Brake (22.7k), **Road Safety GB (21.5k)**, IAM RoadSmart (17.2k), RAC Foundation (5.4k), PACTS (4.9k) and Road Safety Scotland (4.6k).

Facebook

- Followers: 3,360 (3,353 in Mar 2026)

LinkedIn

- Connections: 3,298 (3,114 in Mar 2026)

COMMUNICATIONS ACTIVITY

- Regular Web and Comms meeting with Stennik
- Apr 2026 - Journalist for Autocar published a piece on survey by Uswitch that claims to have found that only half of drivers believe penalty points are effective – JG provided a quote.
- Apr 2026 - Journalist at The Times, made contact regarding a story on rising cases of drivers in the UK running red lights. JG provided a response to the questions where appropriate. Story published in The Times.
- May 2026 - Radio Interview with BBC Scotland regarding GDL. JG gave live interview on breakfast show.
- May 2026 – Quote provided for journalist working for 'Commercial Motor' regarding the latest casualty figures.

6. Minutes of previous meeting and matters arising.

Minutes agreed and all actions completed

7. Chair's Report – Nicola Foster

Apologies from the Chair for this meeting and thanks to Fay for stepping in.

British Horse Society Dead Slow 10-year milestone

- Attended the 10-year anniversary of the British Horse Society's Dead Slow campaign April 10th at Saddlers Hall, London in the presence of Princess Anne. It was uplifting to hear what has been achieved over the 10 years and to have a clear call to action for stakeholders to continue supporting the safety of horse riders and their horses. Hearing of the harrowing loss of a ridden horse on our roads was not easy listening. RSGB continues to support the campaign and share information with members.

No.10 Downing Street petition and Portcullis House MP drop-in meeting June 3rd

- The Stop Excessive Speeders petition, led by Smart Start with Tendo Consulting, with the support of organisations including Road Safety GB and the RAC was presented to No.10 on June 3rd. This was followed by a drop-in session for ministers to explain the technology and why we would support a national pilot to use this Intervening Intelligent Speed Assistance (IISA) to clamp down on the problem of repeat and excessive speeders. A total of 29 MPs attended, including minister for local transport, Lilian Greenwood. Great to promote RSGB and offer government a 'tool in the tool box' for addressing a high risk behaviour.

Support the National Road Safety Conference Committee

- Chair and Vice Chair now attend National Road Safety Conference Committee meetings, supporting the local volunteer members and selection/organisation of presentations. This is a show piece for RSGB and we should use it to promote membership. With the National Road Safety Strategy now launched, national updates will be important and expected by, attendees. The Committee agreed that the first morning session should therefore not compete with a fringe session to allow everyone to be able to hear from DfT, NPCC, RSGB and hopefully direct from the minister. We also considered clashes of topics to try and ensure that attendees with particular interests would be able to attend all relevant sessions. The group also agreed that local involvement at a high level could support road safety locally. Accordingly, the PCC has been invited to welcome/introduce the conference.

National Road Safety Board

- RSGB has been invited to sit on the National Road Safety Board. The first meeting was held in Great Minster House on 15th June. The terms of reference were agreed and details given of additional boards and groups that would be convened to support implementation of the National Strategy. I was able to promote possible roles for RSGB, especially around hosting and disseminating information, particularly the two proposed educational documents. RSGB can encourage use of these documents and can provide any training required by members through the Academy. There will be significant benefits for road safety professionals and in road safety outcomes in having a consistent and evaluated approach to educational interventions.
- I was also able to promote need for quicker HOTA (Home Office Type Approval) decisions for safety camera and technology providers to create competition in pricing and maintenance of systems, the importance of the proposed speed review, the consideration of data research linking enforcement data (including Ghost plates) to KSIs and promote the suggestion that possibly the SPIs might benefit from further refinement.
- We were also informed that Suzy Charman from RSF has been awarded an OBE. On behalf of RSGB I would like to congratulate Suzy on this recognition.

Regional RSGB meetings

- It was a pleasure to chair the regional reps meeting on 15th April with 12 attendees representing 9 regions. Our condolences to family and friends of Raj Shukla from Leicester City Council who has passed away. Raj was the regional rep for the East Midlands.
- It is uplifting to hear about all the good work happening across the regions and so beneficial that active groups are sharing best practice, thank you everyone.

- James has sent out a PDF slide deck which can be shared at local and regional meetings to update members on RSGB activities.

Meeting with potential sponsors -secured sponsorship

- Following contact at a PACTS/RST meeting, James and I met with Smart Start on-line to promote and secure mutually beneficial sponsorship for 2026 Road Safety Conference.

8. Vice Chairs Report – Fay Cannon

Government response on behalf of RSGB

- Thank you for the board's feedback on the government consultations. There was no additional points from members, following the drafts being shared in the members' area. All government consultations have now been submitted.

Road Safety GB Mature Drivers' Conference

- Attended the Road Safety GB Mature Drivers' Conference in Birmingham in April and provided closing remarks on behalf of RSGB. It was a fabulous event, with great speakers all focusing on the specific road users. Feedback on the day was very positive.

Support the National Road Safety Conference Committee

- Nicola and I have now started attending the National Road Safety Conference Committee meetings, supporting the selection and layout of presentations. It has been beneficial to give an RSGB overview to the conference, such as Nicola's suggestion not to have a fringe session at the beginning of the first day, so all attendees hear from the Department for Transport.

Tyre Safe conference

- Attended the Tyre Safe Conference in June on behalf of RSGB. Several excellent road safety speakers focused on safe vehicle elements.

9. Executive Director's Report – prepared by James Gibson – Jackie Bratley

DfT Challenge Fund Grant:

- Projects complete. No new funding made available to RSGB, situation remains unchanged. Essential that RSGB remains committed to the 'self-sufficiency' model.

KPI sheet Q3/Q4

- Q4 KPI sheet to be circulated to Board as soon as finance information available. 2026/27 Q1 KPI sheet will be circulated to Board in July/Aug.

Key meeting attendance/points of note:

NRSC26 Committee Meetings – Mar and Jun 2026

- All moving forward very well with the support of Stennik and the committee.

Road Safety Trust Decade of Action Event - Mar 2026

- [The Road Safety Trust celebrates a decade of impact](#)

Road Safety Strategy response meetings (PACTS) – Mar, Apr and May 2026

- Fed into the industry 'consensus statement' that has been produced.

- [Road safety sector publishes consensus statement following Road Safety Strategy Summit](#)

Academy Development Meetings - Apr 2026

- Excellent progress being made on courses and accreditation development.

RSGB Regional Reps Meeting - Apr 2026

- Great attendance and support from the regions.

Celebration of 10 years of Dead Slow Campaign – British Horse Society - Apr 2026

- [BHS launches 10th anniversary Dead Slow campaign](#)

Insurance Industry roundtable event Apr 2026

- Exploring how the insurance industry can bring forward change to improve casualty reduction.

Mature Drivers' Conference – Apr 2026

- [Industry experts gather to accelerate progress on mature driver safety](#)

Smart Start – NRSC26 sponsorship meeting – Apr 2026

- Sponsorship confirmed, and a fascinating two areas of technology being successfully used in other countries - alcohol interlocks intervening ISA (Intelligent Speed Assistance) technology.
- [Smart Start to sponsor 2026 National Road Safety Conference](#)

National Road Safety Committee (RoSPA lead) – May 2026

- Meeting with other road safety stakeholders.

Young Driver Focus – May 2026

- [Young Driver Focus 2026 delivers 'thought-provoking presentations, practical insight and honest debate'](#)

Data Analysts Work Programme 2026/27, funding arranged from DfT – May 2026

- This includes support to run Joining the Dots (data analysts conference). RSGB will again commission Agilysis to be our delivery partner for this project.
- [RSGB Analysts Network – RSGB](#)

SCP National Advisors meeting – SCP Guidelines review – May 2026 (plus ongoing)

- Meeting to look at guidelines with National Advisors. This work will continue in the coming months.
- Several meetings with individual organisations to promote RSGB and benefits of Corporate Membership. Note: Corporate Plus Members featured each week on the RSGB newsfeed each Monday.

10. Directors of Finance Charity & International - Jackie Bratley

Financial Overview

- Total income for the period was £108,915.40 with a gross profit of £96,915.40 Total expenditure amounted to £96,915.40 resulting in a net operating income of £65,270.84. After taking account of other income of £634.78 and other expenses of £700, the organisation recorded a net income for Q1 of £65,205.62
- Cash balances at the period end remained strong at £462,482 total reserves and £18,304 balance in the business current account.
- NRSC25 final income received £55,355
- The charitable donation from RSGB International will be approximately £20,000 still to be confirmed once we have closed the international accounts for 25/26

Membership

- Total membership income for the period amounted to £95,340 Corporate membership income totalled £18,875 and continues to demonstrate resilience, with several partnership members returning.
- Income from individual memberships remained low at £770. Income from LHA members amounted to £57,000.
- Uptake for the 2026/27 membership year has now taken pace with several LHA members coming back to renew for 26/27 The multiple memberships has not been as popular this year, however we have still had a small amount of LHA take up this option.

Governance

- The application and job specification forms have been developed for the Director of Communications post.
- RSGB email accounts have now been set up for Communications, Administration and finance. These have been set up so they can be transferable to who is in post. The same approach could also be set up for Chair/Vice chair
- A new pricing module is being developed and almost completed for Partnership and High-Volume groups to attend academy courses. This is going to be set out in a tier format (standard, Tier 1 and tier 2).
- Governance compliance for all end of year business is almost complete.

11. Academy Director's Report – Update from PY & SM

- Positive momentum forwards since our last update in terms of how the Academy is structured. We now have Ian Edwards working on key course and programme development to enable us to provide a robust offer for our members, who are central to the Academy.
- In addition to this, we have started to roll out the Academy Safe System courses, online and delivered direct in-person to Road Safety Partnerships. [Safe System Course – The Road Safety GB Academy](#)
- The Road Safety GB Academy has developed a learning framework for road safety practitioners to support road safety professionals who want to grow their expertise and make a real impact on safe, sustainable, and healthy travel.

The Academy provides structured learning, expert-led courses, and ongoing CPD opportunities, ensuring learners stay at the forefront of road safety practice. The learning framework offers two RSGB awards:

1. RSGB Certificate in Delivery of Safe, Sustainable and Healthy Travel
2. RSGB Diploma in Delivery and Management of Safe, Sustainable and Healthy Travel

The awards formally recognise the awareness, knowledge and experience of road safety professionals.

 Complete all 4 courses			
1		Road Safety Practitioner Foundation Course	(4 days)
2		Safe System Course	(1 day)
3		Health and the Environment	(1 day)
4		Impairment E-Learning	(2 hours)
 Plus complete 2 additional courses from the below list:			
•		Behavioural Change Course	(2 days)
•		Designing Effective Messaging	(1 day)
•		Introduction to the needs of Older Road Users	(1 day)
•		Media Training Course (both half day courses)	(1 day)
•		The Ageing Driver (ADI/PDI only)	(1 day)

Accreditation Framework – The Road Safety GB Academy

- The comms plan is in draft format for the above courses and we are looking to launch this at the conference. We want to gather other professionals in the industry to endorse this.
- A Training Impact Survey is out to our members to ask them about the training courses they have attended and the value they have had in attending them. Feedback from our members is an important aspect of the Academy as we move towards proving them with the resources and support they need to deliver on the National Road Safety Strategy. Survey closes on the 17 July and feedback will be presented back to board members.

Course Refresh and Relaunch:

[Road Safety Practitioner Foundation Course – The Road Safety GB Academy](#) , Press Release completed.

[Road Safety Delivery in an Educational Setting – The Road Safety GB Academy](#) New Trainer has been brought online, Kate Castle. Press release pending.

Webinar

Webinars for the academy are continuing to be developed to promote courses and support members.

12. Research Director's Report – Will Cubbin

- **Analysts champions network:** The contract for this year's delivery has been agreed with Agilysis and DfT funding confirmed – to be paid in two stages after Agilysis have delivered each part of the agreed activity.
- **Webinar series & JTD conference:** 2 of eleven webinars now delivered for this financial year and full program of webinar topics agreed. Latest was 9th June on TfL's new action plan. Webinars are now showing on RSGB calendar.
- **Champions meetings:** Latest meeting held 2th June with 25 attendees. Good discussions on vehicle technology inequality project and e-scooter data, but many attendees still in attendance in a listen and learn capacity.
- **Research project:** This year's research project will look at variation in recording of injury severity in CRASH, using a survey methodology presenting realistic scenarios to practitioners who will be asked to indicate how they would class the injury in CRASH.

Meetings and consultations:

- **MSFG (P2W safety):** P2W licencing round table chaired by Lilian Greenwood MP. Attended by a wide range of stakeholders. Put across the view that the CBT syllabus needs updating to allow for and encourage more defensive riding so that riders are encouraged to adopt the practices that a safe and experienced rider would adopt. The group expressed support for the Ride free approach and I highlighted how Ride Free is limited by the current syllabus. The group also discussed a more general provisional licence for all vehicle types covering advice for all road user types, I supported this approach as my own research demonstrates seeing road use from others' perspectives supports more positive attitudes and safer intentions.
- **DfT Data Discovery project:** Sat on a panel to guide a DfT contractor in data consultancy working on the data linking requirements for the RSIB proposed in the government's Road Safety Strategy. Made recommendations on how data should support strategic outcomes, priorities on interoperability and data sharing, and risks, dependencies and enablers of sharing.
- **Advisory panel for DfT road safety education guidance:** I was invited to sit on this panel to develop previous unpublished guidance into official guidance promised under the Road Safety strategy. The session was very productive and gave clear direction to the work that will produce the final guidance. Of particular relevance to RSGB is the following:
 - Recommendation noted by Vicky Harvey that appropriate training should be sought by those involved in using the guidance. RSGB Academy is an obvious option to provide this training. While the guidance could not name a specific provider, the recommendation to seek training could nevertheless create demand for RSGB Academy courses.

- The guidance recommends registering ETP development projects in some central repository. The proposal is that the guidance includes a template workbook to record the development process. The RSGB Knowledge Centre may be an appropriate repository for these workbooks if structured to allow easy searching.
- The guidance recommends a multi-stage process, with steps where projects may be abandoned along the way. Showcasing projects-in-progress at different stages at the annual conference might help people understand the application of this guidance. Projects would need to be clearly labelled as being at stage 1/2/3 etc. and follow-up in subsequent years could multiply the

13. AOB – Discussion held on 2026 on RSGB Awards

Actions.

Next meeting: - Charity Meetings;

- 30 September 10.30-12.30
- 09 December 10.30-12.30