

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
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
<u>Part meeting attendance:</u>			
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
SM	Sam Merison	Director/Trustee	Sam.Merison@richmondandwandsworth.gov.uk

1. Introduction/welcome – Nicola Foster

2. Apologies - Rhian Hughes

3. DfT/THINK! Update – Laura Graham

Speed Campaign Update

- Laura provided an update on *Speed*, described as the organisation's hero campaign.
- The campaign is scheduled to launch on 21 October.
- The creative work was close to final sign-off.
- The short video focuses on the consequences of driving too fast towards a bend.
- The core message is: **"Speed, check it or regret it."** Testing in the spring indicated that this message resonated strongly with young men.
- The strategic aim is to encourage young men to see speeding as a choice, resist perceived internal or external pressure, and challenge overconfidence in their driving ability.

Drink/Drug Drive Campaign

- Max Malagoni leading on Drink/Drugs campaign and planning activity in the run up to Christmas working with 0% partnerships and influencers. They will be producing toolkits and assets for local authorities to use.

Partnership and Conference Opportunities

- DfT will attend the conference and present
- Discussions on an opportunity on the evening before the conference at the pre-registration event and pre-dinner drinks for 0% partnership.
- Nicola congratulated Laura on her promotion and recognised the quality and impact of the Speed campaigns.
- She emphasised that local partnerships value the robustness of the national campaign approach and resources.
- Road Safety GB intends to promote support for, and increased use of the campaign.
- Nicola highlighted the benefit of aligning activity with the National Road Safety Strategy and using consistent national resources rather than creating separate local materials.

4. Conference – Ed Seaman

NRSC 2026

- 24-25 November 2026
- The Queens Hotel, Leeds
- Bookings & revenue at 31/8/26 (last year in brackets)
- Attendees (excluding speakers) 261 (276) (-5.4%)
- Revenue (excluding sponsorship) £144,402 (£152,539) (-5.3%)
- Exhibitors 25 (28)
- Sponsors: Jenoptik, Westcotec, GEM Motoring Assist, Waymo, Smart Start & National Highways (TBC)
- Agenda now complete and [added to the website](#)

NRSC 2027

- Brighton • 16-17 November • Confirmed
- Contracts signed with Hilton Brighton Metropole, and deposit paid
- Possibly jointly hosted by RSGB SE & London Regions (TBC)

NRSC 2028

- Proposal received from Wyboston Lakes
- Board to provide Stennik with a view on a potential return to Wyboston

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

RSGB WEBSITE & NEWSFEED

- Traffic in Q2 2026/27 to date (accurate as of 25 Sept) up significantly compared to same period in 2025.
- Visits up 37% (64,295 v 46,860); visitors up 51% (53,694 v 35,456)
- Four webinars taken place/organised: THINK! Upweighting, Walked Routes to School, Academy new courses/Framework & THINK! New speed campaign – all well attended
- Three opinion pieces published, including BLT Driver Training (driver training), Nigel Albright (rural points), Mike Abbott (motorcycle education)
- Newsfeed alert subscribers: 2,540 (2,543 in June 2026)

ROAD SAFETY KNOWLEDGE CENTRE

- Traffic up in Q2 2026/27 (accurate as of 25 September) down slightly compared to same period in 2025.
- Q2 2025 was a particularly strong period for the website – following the launch of the Safe System Practitioner Network in April 2025
- Visits in Q2 2026/27 (14,996) down 4% on 2025 (15,636)
- Visitors in Q2 2026/27 (12,420) down 5% on 2025 (14,090)
- Weekly alert subscribers 2,278 (2,280 Jun 26); Help forum alert subscribers 1,066 (1,067 Jun 26)

SOCIAL MEDIA

Twitter (X) followers

RoSPA Road Safety (23.6k) Brake (22.5k), Road Safety GB (21.4k), IAM RoadSmart (17.1k), RAC Foundation (5.3k), PACTS (4.8k) and Road Safety Scotland (4.6k).

Facebook

- Followers: 3,405 (3,360 in June 2026)

LinkedIn

- Connections: 3,548 (3,298 in June 2026)

COMMUNICATIONS ACTIVITY

- Regular Web and Comms meeting with Stennik
- July 2026 – BBC Digital. Drink driving quote provided on the back of England v Mexico game, covered making travel plans in advance, 0% alcohol and morning after.
- July 2026 – IAM RoadSmart interview about sat navs and safe routing.
- July 2026 – RSGB quote regarding new Ministerial line up at DfT.
- July 2026 – RSGB quote regarding casualty figures release.
- Aug 2026 – Live interview on LBC, vehicle technologies.
- Aug 2026 – Alcolocks interview with Radio News Hub. Short pre-record available to 400 stations (commercial and community).
- Sept 2026 – Interview on 'Are SUVs posing a safety risk in London' journalist writing for London Centric.
- Sept 2026 – BBC Breakfast – James went live on the sofa on a feature covering alcolocks.

NF thanked Ed for all his work on the website and the webinars which get really positive feedback.

JB & the Board thanked Bill for all his work over the years as Communications Director and for all he has done for the organisation.

6. Memory Board

A discussion was held on creating a memory Board for award night at the conference to honour those that had passed away that year.

7. AGM

Date confirmed as 13th October 2026 @ 09:30 – 10:30 via Teams webinar. Slides and presentations to be produced.

8. Minutes of previous meeting and matters arising.

The minutes were agreed as correct and signed off with no actions to be carried forward.

9. Chair's Report - Nicola Foster

- Support the National Road Safety Conference Committee and planning for joint presentation with James to promote RSGB.
- Represented RSGB at the RSS conference 23/24th Sept. Able to promote RSGB issues with DfT and build relationships. Met Justin Madders MP, Minister for roads to encourage attendance at NRSC.
- Arranging a call with Adam Jogee MP regarding his interest in RSGB and any support we can offer in relation to speed in his community.
- Supported academy development including Accreditation Framework launch and webinar.

10. Vice Chairs Report – Fay Cannon

Understanding the Statement of Safety Principles Roundtable

- I participated in the Understanding the Statement of Safety Principles Roundtable, hosted by PACTS. The event brought together representatives from government, industry, academia, insurers, local authorities, and road safety organisations to discuss the Safety Principles consultation.
- During the discussion, I highlighted the importance of the need to clearly define what constitutes a "safe" automated vehicle. I asked how regulators will ensure that only vehicles with the most effective safety technologies, sensing systems, and software are authorised, and how this safety will be maintained throughout the vehicle's operational life. I also emphasised the importance of a consistent national approach to public engagement and education, so that understanding and confidence in automated vehicle technology grow across Great Britain, not just in pilot locations.

Consultation submission of the Safety Principles

- After the roundtable, I led the development of a consultation response to the safety principles for Road Safety GB, supported by James, Will, and Nicola. The response aimed to strengthen the proposed safety framework for automated vehicles.
- Key recommendations included requiring automated vehicles to exceed the safety standards of a careful and competent human driver, clarifying how safety outcomes for all road users will be measured, and calling for stronger guidance on vehicle responses when infrastructure is unclear or degraded. The response also emphasised passenger safety, access to collision and operational data for investigations and learning, and the need to maintain public confidence through ongoing oversight and monitoring.

Protect Young Drivers

- I continue to represent Road Safety GB on the Protect Young Drivers Steering Group, attending monthly meetings and contributing to national policy, communications, and evidence-based interventions to reduce young driver casualties. The group coordinates activities across key young driver safety priorities, including Graduated Driver Licensing, education, insurance, and communications.
- In addition to my role on the Steering Group, Road Safety GB is actively involved in the Communications and Engagement Subgroup, which coordinates national communications and public engagement on young driver safety. James and I share attendance at this subgroup, ensuring Road Safety GB supports collaborative campaigns and promotes consistent, evidence-led messaging across the sector.

Getting the Job Done Safely Conference

- I attended the PACTS and ARRM Conference 2026: Getting the Job Done Safely, held in September 2026. The conference brought together road safety professionals, fleet operators, policymakers, and industry representatives to explore how organisations can support the Government's Work-Related Road Safety Charter and reduce work-related driving risks. Attendance offered opportunities to learn about the latest policy developments, share perspectives on behalf of local authority road safety professionals, and strengthen relationships with key stakeholders such as Driving for Better Business.

11. Executive Director's Report – James Gibson

- James attended a Department for Transport micro-mobility roundtable which was discussing pavement robots and the issues they can create for vulnerable road users.
- James attended Alcolocks event organised by Smart Start & RAC. Met some MPs at Portcullis House to push for the use of alcolocks.
- Alcohol interlocks have been under consideration for many years. Earlier research, undertaken more than 20 years ago by Andrew Clayton, supported their potential value.
- Alcohol interlocks were discussed particularly as a rehabilitation measure for repeat offenders, with devices fitted to their vehicles.
- James highlighted Smart Start's strength in providing the rehabilitation element as part of a wider package of measures.
- The academy remains busy with accreditation work and is making good progress.
- Nicola thanked James for his work and contribution.

12. Director of Finance Charity & International - Jackie Bratley

Financial Overview

- Total income for the period was £166,555.40, with a gross profit of £154,555.40. Total expenditure amounted to £76,034.31, resulting in a net operating surplus of £78,521.09. After taking account of other income of £1,615.55, the organisation recorded a net surplus for the period of £80,136.64. Note: Q2 is not closed or reconciled so these figures will change, and the net surplus will reduce.
- NRSC26 – Income remains strong and positive and therefore this gave us confidence to look at the budget for Brighton 2027 and approve accordingly.

Membership

- Total membership income for the period amounted to £99,715.40. Corporate membership income totalled £21,825.00 and continues to demonstrate resilience, with several partnership members returning. Income from individual memberships remained low at £770.00. Income from LHA members amounted to £58,425.00.

Governance

- Governance compliance for all year end business is almost complete. The annual report needs to be completed so it can be submitted to the Charity Commission alongside the year end accounts. A Q2 budget review will be completed and reported once Q2 period has been closed for VAT and audit.

13. Academy Director's Report – Philippa Young on behalf of Rhian Hughes

Key Developments

- Between February and September 2026, the Academy has continued to make significant progress in delivering the Charitable aims.
- Alongside maintaining the established training program, the Academy has focused on strengthening the quality and breadth of the offer, developing professional development pathways and ensuring closer alignment with the Government's Safe System approach to road safety.

- A further priority has been strengthening the Academy's financial sustainability through the development of two new Awards. Developing a more self-sufficient model will enable the Academy to support the road safety profession.
- This development activity has taken place alongside 'business-as-usual' course delivery. Between February and September, the Academy delivered 19 courses to 168 participants, supporting practitioners from across the sector to develop the knowledge and skills required to contribute to safer road use.
- Safe System, online and face to face is a growing area and has generated an increase in attendees. A change in the next few months is the shift to a semester training approach in line with the RSGB Accreditation Framework

Course Delivery February 2026- September 2026

Course	Number of courses	Attendees
Introduction to Statistics	3	16
Understanding the Needs of Older Road Users	1	8
Road Safety Practitioner Foundation Parts 1 & 2	2	15
Behaviour Change	1	9
Road Safety Delivery in an Educational Setting	1	12
Designing Effective Messaging	1	6
Behaviour Change for Highway Engineers	0	0
Media Training	1	4
Road Safety Evaluation	1	8
Health and Environment	1	4
Ageing Driver – ADI Course	3	35
Safe system (1 day Norfolk)	1	17
Safe System (2 day Liverpool)	1	19
Safe System (Online 1 Day)	1	4
Safe System (Online 2 Day)	1	11
Total	19	168

Increasing Academy Development Capacity

- In May 2026, Ian Edwards was brought in to support the Road Safety Academy Director and Academy Development Board in delivering the Strategy.
- The role was established on a 12-month contract, with a defined programme of work and Key Performance Indicators (KPI). Progress against the KPIs is reported monthly

to the Academy Development Board with a risk register to identify key risks. All the KPIs are progressing as forecast.

- This additional capacity has enabled development work to be accelerated across several key priorities of developing the RSGB Accreditation Framework.

RSGB Awards

A major development has been the creation of the RSGB Accreditation Framework, to establish a structured professional development pathway for road safety practitioners. This is a gap in the current market.

The proposed framework is centred around two RSGB Awards:

- Certificate in Delivery of Safe, Sustainable and Healthy Travel
- Diploma in Delivery and Management of Safe, Sustainable and Healthy Travel

The framework provides a progression route, allowing practitioners to build their knowledge and competence progressively rather than attending courses solely as stand-alone training events.

To support the role out, progress has been made in developing the infrastructure required to support the Awards, including:

- development of a competence framework, setting out learning outcomes
- assessment criteria
- learner enrolment and handbook documentation;
- learner gap analysis;
- portfolio documentation;
- assessor documentation; and
- documented review, appeals, complaints and quality-assurance approach.

We have a webinar booked with 40 attendees to date; additional enquiries have been sent direct to me detailing their interest in the course.

It should be noted that if we can demonstrate significant and ongoing numbers on these courses that accreditation will be a key importance in the coming years.

Safe System Course – From Pilot to Mainstream Delivery

The Academy's Safe System course was initially piloted during 2025. Following evaluation, it is now moving into mainstream delivery. The course is strategically important because it supports practitioners to understand and apply an approach that is increasingly central to national and local road safety policy.

The intention is for Safe System training to become our flagship product. It is also an important mechanism through which RSGB can support the road safety profession in translating Safe System principles into practice.

We need to find a promotion route for this face-to-face Road Safety Partnership approach for the best route for embedding change locally.

Course Development, Quality and Evaluation

A review of existing training courses has now been largely completed, with external provider courses to be attended.

Greater consistency is also being introduced across learning outcomes, assessment, learner materials and quality assurance. This piece of work was important in aligning to latest guidance, including Safe System approach and new national targets. It also ensures all courses fit into the Awards criteria.

Next Steps

Priorities for the next reporting period include:

- finalising the Certificate and Diploma structure and requirements;
- completing the supporting assessment and quality-assurance arrangements;
- finalising the review of Academy courses & embedding Safe System training
- progressing opportunities for external recognition of the Awards; and
- identifying opportunities to extend the Academy's reach and generate sustainable income.

Overall, the period since February has combined continued delivery with strategic development.

14. Research Director's Report – Will Cubbin

Analysts champions network: Program on course to be delivered

- Webinar series: 4 of 11 webinars now delivered with 5th webinar scheduled for 7th October. Remaining 6 webinars all planned and scheduled.

- JtD conference: Venue booked for 2nd March in Birmingham. Call for papers has been published.
- Champions meetings: Latest meeting held 15th September. Well attended with a full agenda and more interaction than previously.
- 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. Data collection phase via a survey now underway and being promoted.

Meetings and consultations:

- UVSI Steering Group (vehicle safety information): RSGB representative on RACf project looking at identifying the most useful and cost-effective data for understanding the impacts of vehicle safety technologies. Project has progressed to experimentally deploying the data in MAST.
- European Road Safety Summer School: Delivered a summer school lecture on using data to understand the road user. Introduction section described RSGB to an international audience with main body of lecture showing how casualty and other data can build a picture of road user risk and vulnerability to inform interventions that support a Safe System.
- Congratulations to Will who has been awarded a PhD from the Anglia Ruskin University school of Psychology and Sport Science.

15. Recruitment.

- Recruitment is ongoing for the post of Communications Director due to Bill Smith stepping down from the role. The advert has gone out, and the Board are following up on interest in the role.

16. RSGB Awards

- Nominations for the Achievement and Community Award were discussed and decided.

Actions

1. Memory Board – JG to discuss with web & comms.
2. Set up webinar for AGM – JH & FC

Next meeting: - Charity Meeting planned for 9th December 2026 10:30-12:30.