Regional Reps Meeting Date:

In attendance:

Person	Post / Region	Authority
Nicola Foster (NF)	Chair	Essex
James Gibson (JG)	Executive Director RSGB	
June Howlett (JH)	National Secretary	RSGB
Miguel D'Souza (MD)	Yorkshire & Humberside	Bradford
Louise Martin (LM)	Mercia	Staffordshire
Nigel Flowers (NF)	South West	Devon
Ruth Gore (RG)	Yorkshire & Humberside	Safer Roads Humber
Philip Clapham (PC)	Yorkshire & Humberside	Bradford
Patrick Long (PL)	London	Merton
Lewis Campbell (LC)	South East	Isle of White
Sarah Collins (SC)	North West	Cheshire West and Chester
Colin Evans (CE)	South East	National Highways
Peter Slater (PS)	North East	Gateshead

Apologies*

Nick Cowling, Suzanne Aldridge, Kate Castle.

1. **Welcome from Nicola Foster (Chair)**

2. **Minutes of last regional reps meeting**

The minutes were agreed and received as accurate. Action for JG and RG to carry forward.

3. **RSGB Business Update – James Gibson**

Local Authority Membership

- Any 'fast-track' Academy membership updates or changes or any website contact listing changes please get in touch.
-

Corporate Membership

- Available to a range of organisations including fire & rescue, police services and private sector.

AGM - Tuesday 13 Oct 9:30 – 10:30, online.

- Road Safety GB has welcomed the appointment of **Justin Madders MP** as the DfT's new roads minister, a remit that includes responsibility for road safety, automated vehicles, micromobility and motoring agencies. Mr Madders succeeds Lilian Greenwood MP and has indicated that he will give a keynote speech at NRSC26.
- **Cathy Miller**, Head of Road Safety, DfT will also present at NRSC, giving an update on work to implement the new Road Safety Strategy.

Road Safety Strategy

Consultations:

- **Mandating vehicle safety technologies in GB type approval**

Government has confirmed it will press ahead with plans to require a wide range of advanced vehicle safety technologies to be fitted to vehicles entering the GB market.
Government confirms plan to mandate new vehicle safety technologies

Awaiting news from DfT on other consultations:

- Motoring offences
- Introducing a minimum learning period for learner drivers
- Introducing mandatory eyesight testing for older drivers
- Improving moped and motorcycle training, testing and licensing

THINK! Update

Speed Campaign

- The campaign is scheduled to launch on 21 October.
- 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.
- Stakeholders are encouraged to use the materials and 'upweight' the campaign locally.

Drink/Drug Drive Campaign

- Focus for Christmas on 0% partnerships and influencers.
- Producing toolkits and assets for local authorities to use.

RSGB Webinar THINK! campaign updates

- Latest webinar will be available in the Members' Area of the website

THINK! Confirmed on Agenda at NRSC26

NRSC26, The Queens Hotel – Leeds

- 24-25 Nov 2026
- 375 people already registered to attend NRSC26
- NRSC 2026 – heading for 400+ attendees once again

- 20 bedrooms still available, so anyone looking to book a residential place at NRSC 2026 is encouraged to book as soon as possible. Day delegate places also available.
- https://nationalroadsafetyconference.org.uk/

NRSC27

- 16-17 Nov 2027
- The conference will head south to DoubleTree by Hilton Brighton Metropole
- A super venue with brilliant facilities.

Parliament Publicity and Portcullis House MP drop-in meeting

- James Gibson supported a day in Westminster to showcase 'alcolocks' for repeat drink driving offenders.
- This was also discussed on BBC Breakfast in a feature package.
- More to follow at NRSC with a presentation from SmartStart who have extensive experience of this technology across America and other countries worldwide.

Protect Young Drivers

- RSGB continue to support this group attending monthly meetings and contributing to national policy.
- A Safer Start for Young Drivers | Protect Young Drivers

Understanding the Statement of Safety Principles Roundtable

- Fay Cannon attended a round table event which brought together cross-sector experts to examine the Government's proposed safety framework for autonomous vehicles (AVs). Fay also led on the RSGB consultation response.

Pavement robots round table event

- James Gibson attended a DfT micro-mobility roundtable which was discussing pavement robots and the issues they can create for vulnerable road users.
- RSGB have also covered this in news items such as:
- Delivery robots raise concerns over accessibility, new poll finds

Joining the Dots – Data Analysts Conference

- Date and venue confirmed. 2 March 2027, Birmingham.

Dr Will Cubbin

- RSGB Research Director, Will Cubbin has been awarded a PhD from the Anglia Ruskin University school of Psychology and Sport Science.

4. RSGB Academy Update – James Gibson

- All courses are listed on the website

New courses

- Road safety Delivery in an Educational Setting
- Road Safety Practitioner Foundation Course

Accreditation Framework

- The Road Safety GB Academy has developed a learning framework for road safety practitioners who want to grow their expertise and make a real impact on safe, sustainable, and healthy travel.

The Awards have been formally launched 1 Oct 2026.

- There are 2 awards, a Certificate and a Diploma
- RSGB ran a webinar and a recording will be available in the Members' Area of the website.

5. Regional Updates

Eastern – report supplied by Suzanne Aldridge

- Hertfordshire has produced a new digital Young Driver and Passenger Safety programme called 'Split Second' with 38 schools and colleges on board for viewing so far. We'll be revamping our additional fire service presentation to match, all schools and colleges are booked in for this free additional education delivered by fire crews.

- We're holding our first Mature Drivers education event on the 8th October with the OPCC paying for free driver refresher sessions. 20 booked in filling 20 places and another 29 on the waiting list. We plan to do another 3 events in the new year.

- Our new RS and SMS strategy still haven't been released but working towards it and designing our new RSP website is around 80% there. Talks are also going on with the police for tackling motorcycle casualties across Beds, Cambs and Herts.

London – Patrick Long

- **Police funding:** Reduced Transport for London funding for policing has resulted in the loss of Road Watch and Junior Road Watch activity. An update on any replacement or reinstatement is required.
- **E-bike hire providers:** Members want closer engagement with providers to incorporate more road-safety guidance into their work and support safer riding.
- **Travel for Life:** TfL has launched "Navigators", a set of online walking, cycling and road-safety resources for young people. The transcript records the target age as "16 to 8", so the age range should be confirmed. The materials can be used by teachers, road-safety officers and others.
- **Casualty trends:** Initial reports indicate fewer fatalities than in previous years, but an increase in serious injuries. TfL plans a detailed analysis by road-user group to identify the reasons.
- **Driverless vehicles:** A proposed session with Waymo on driverless cars has not yet been booked.
- **Young-driver campaign:** Work with James Evans on a TikTok campaign for young drivers is continuing.

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. Last meeting in July was hybrid -11 attendees in person & 5 online
- In July's meeting – feedback from the Mature Driver's conference, use of e-books in primary schools & group activity considering local priorities, challenges, measuring success, engagement with hard-to-reach groups & use of data to inform interventions
- Investigating possible guest speakers from YOURS (Youth for Road Safety) and Road to Change for future meetings
- Members have collaborated to secure First Car digital magazine suite at a discounted rate
- Next meeting is 7th Dec

North East – Peter Slater

- Road Safety GB North East continues to bring together local authorities, police, fire and rescue services, National Highways and health partners, with strong attendance and engagement across the region at quarterly meetings.
- A major focus this year has been the delivery of coordinated regional communications campaigns, with activity covering motorcycle safety, drink and drug driving, school crossing patrol safety and active travel.
- The Easter Biker campaign promoted the "Look Twice to Save a Life" message through a combination of media coverage and social media activity, achieving a total reach of almost 150,000 people.
- Our World Cup drink and drug driving campaign achieved a media reach of more than 559,000 people, supported by a strong social media campaign which generated almost 47,000 reaches and more than 28,000 engagements.
- Across all campaigns between January and July, RSGB North East social media activity generated over 214,000 impressions, while targeted paid campaigns reached more than 96,000 people, generating over 77,000 engagements and over 87,000 video views.
- We are developing a new hazard perception campaign using real-world road footage to help road users identify developing hazards across a range of road types and weather conditions, in a format similar to the hazard perception element of the driving test.
- Police partners continue to tackle illegal off-road motorcycle, e-bike and e-scooter use through dedicated operations and the trial of new electric motorcycles, helping improve access to locations traditionally difficult to police, and new DNA-sprays to detect and successfully prosecute offenders.

- The region has submitted a collective response to the Department for Transport's developing Road Safety Strategy and continues to explore opportunities to link road casualty and NHS injury data to improve our understanding of casualty outcomes and target interventions more effectively.

North West - Sarah Collins

- Sarah reported the sad news that Mark Tune who worked at Warrington borough council had passed away in July. Mark was an engineer and Road Safety & Highway Adoptions Manager but also a member of the Cheshire Road Safety Group and RSGB.
- The Northwest group help their AGM in September followed by the business meeting.
- The Business manager, Jean Hunt has eventually retired from the group, and Sarah Collins has taken over the role of treasurer with the NW group no longer selling the Teddy books sadly. This was proving not cost effective and far too much work for a volunteer. Graphics are available to RSGB members, however, copy right remains with the NW group and must not be altered. No volunteers came forward to lead the group, and Sarah and Karen Delaney were voted in again as Chair and Vice Chair. Over the last year the group have received interesting presentation from Driving for better business and child seat safety and Lancashire police on their operation for E bikes.
- The Road Safety GB Northwest seat belt campaign was one of the region's flagship partnership initiatives this year. Building on behaviour change research undertaken in Greater Manchester, the campaign was rolled out across the wider Northwest with Road Safety GB Northwest branding and support from member authorities and partners. The campaign focused on increasing seat belt compliance, particularly amongst groups identified as being at greater risk of travelling unrestrained.
- The campaign achieved excellent reach and engagement across the region. More than 4.3 million impressions were generated, including over 3.1 million paid social media impressions and almost 487,000 video views. In addition, the campaign drove over 11,400 visits to online road safety information, helping to reinforce the message that wearing a seat belt remains one of the simplest and most effective ways to reduce death and serious injury on our roads.
- Partners across the Northwest supported the campaign through enforcement activity, community engagement events, social media promotion, and the use of roadside messaging signs. This collaborative approach demonstrated the strength of regional partnership working and ensured a consistent road safety message was delivered across multiple police force and local authority areas.
- The Northwest are supporting National Highway and Tyresafe currently with the regional campaign at motorway service stations supported by all partners. The October TyreSafe month activities at motorway service areas across the Northwest region have a dual focus:
    - Commercial vehicles. Compliance and Enforcement. Led by the Police forces and DVSA.
    - Private vehicles. Engagement and advice with practical tyre checks. Partners include TyreSafe, Local Authorities, Fire Service, Halfords who are National Highways TRIP partners.
- Launch day was Thursday at Charnock Richards northbound services and the campaign runs until the middle of next week.

- Business meeting is supported by members from across the region; however, we have lost the support of a few colleagues such as the Isle of man, some colleagues in Greater Manchester and DVSA. Lancashire Identified an increase year on year young Asian males involved in traffic collisions despite engagement at mosques with crash car display. Lancashire Constabulary met with Lancashire LA, Lancashire Fire and Rescue Service and Preston Muslim Burial Society and organised a large road safety event which was attended
- by 400 people in person and has been viewed by 6300 people on You Tube. LFRS and Lancashire Constabulary opened the event with a Fatal 5 input then a Lancashire case study. This was then followed by several speakers from the Burial Society, Imams, and other highly respected members of the community. Lancashire Road Safety Team also supported the event with some Driving Under the Influence Goggles and other activities. The feedback on the event has been superb, and the plan is to mirror this event in Blackburn and Nelson.
- Lancashire LA held a mature driver's online seminar on 16th September with two well respected national speakers Ruth Purdie and Rob Heard. An officer from the collision unit also presented a case study delivering first-hand accounts of the serious risks to do with eyesight.
- Members supported the regional "Stop Means Stop" campaign. On the 17th of September supporting our school crossing patrols with police and parking enforcement.
- All partners supported the World cup Drink/drug campaign however, Safer Roads Greater Manchester held 'don't drink / drug' drive social media campaign over the world cup which had 7.5 million hits across Facebook and Instagram. The message with the most engagement was around the lesser-known consequences, such as not being able to travel to America. Also had bus backs produced and worked in partnership with Uber Eats with message about driving home after eating food and drinking.

South East – Colin Evans

- **Tyre Safety Month:** A tyre-safety day is planned in Hove, alongside several events across the region. Partner organisations continue to engage well.
- **Hampshire and Isle of Wight:** The newly renamed partnership is now being led by Lewis Campbell. Although it remains relatively unstructured, partners are beginning to deliver joint activity.
- **Sussex:** Sussex Police withdrew formally from the partnership last year. However, effective operational relationships have been maintained, including with the Commercial Vehicle Unit and specialist roads policing teams.
- **Thames Valley:** Joint work is continuing, with a Thames Valley partnership meeting scheduled for later that day.
- **Kent:** Kent has published its Vision Zero strategy and was reported to be making good progress.

Road Suicide Prevention

- Colin Evans reported a substantial increase in road-related suicides. Although overall road-death figures appear to be falling, suicides were said to account for more than 20% of fatalities nationally. This was identified as a significant concern, particularly because the partnership is not funded specifically to address it.

Personnel Update

- Colin Evans advised that Annie had resigned from DfBB for personal reasons. Her departure was described as a significant loss to both the team and Driving for Better Business.

Project Pictogram

- Lewis Campbell highlighted Project Pictogram, a campaign focused on the Fatal 4/Fatal 5 road-safety priorities. The campaign has been revitalised on the Isle of Wight and shared across the South East. Local authorities are being invited to participate so that Fatal 4/Fatal 5 communications can adopt a consistent regional approach.

South West – Nigel Flowers

- At the previous week's meeting, Sarah Lewis introduced herself as National Highways' representative following the death of Bev Hannah. National Highways was well represented at Bev's funeral, and her death was described as a great shock.
- Sarah highlighted the need for better coordination across campaigns. TyreSafe activity has progressed well, with several operations taking place across the South West.

Fatal-collision reviews

- More authorities are establishing Safe System fatal-review panels, although their approaches vary. A small working group will compare methods and identify opportunities for greater consistency. In Devon, the coroner's courts have agreed to provide inquest bundles, and publicly available information may also be considered where appropriate.
- Devon also has access to a not-for-profit team of former police collision investigators who are available around the clock and can attend while a scene is still live. They work alongside forensic collision investigators or liaison officers, discuss emerging theories, and take photographs. This early involvement can help identify issues, such as faded road markings, before the coroner's review.

AI enforcement cameras

- Three permanent AI cameras are now operating across the South West to detect seat-belt and mobile-phone offences. Two are in predominantly urban locations, where most traffic is expected to be local. Their effect on road-user behaviour, including seat-belt use, will be monitored.
- Fire & Rescue within the South West are concentrating on the Fatal 5.
- Seeing more access to damage only collisions from the police

Connected-vehicle data

- Many authorities are exploring connected-vehicle data independently. It was proposed that RSGB consider a coordinated approach to identify which authorities are involved and which providers they use. The findings could support a case to the Department for Transport for a more centralised approach, together with shared best practice and guidance for future adoption.
- NF agreed that the Strategic Governance Board should consider what can be done with connected-vehicle data. She noted that implementation may be difficult because providers do not always supply a complete brief.

Yorkshire & Humberside - Ruth Gore
RSGB Yorkshire and Humber update – meeting 30 September 2026

- The Yorkshire and Humber region met on the 30 Sept and had representation from each area: West Yorkshire, North Yorkshire, South Yorkshire and Humber.

Below is a summary from each area.

National Highways

- TRIP – autumn campaign now released with a focus on 'I' inspected mainly around tyres.

This also complements the Tyre Safe campaign month in October.
Events – National Highways are supporting a number of road safety events across the region
Road to Zero Harm – National Highways has recently published its national Zero Harm plan https://nationalhighways.co.uk/about-us/what-we-do/road-to-zero-harm/

West Yorkshire wide

- Theatre in education – The Riot Act are currently arranging a tour which will include 80 sessions funded by the West Yorkshire Partnership plus a further 20 sessions funded by individual councils.
- Car seat clinics – are happening across the region
- Young drivers' workshop – the West Yorkshire Partnership have commissioned TTC to deliver a two-hour workshop to post 16 education establishments.
- Power 2 wheels – the area is looking at this issue
- Mature drivers – West Yorkshire have been part of a Road Safety Trust project which is working to standardised mature driver assessments.
- Graduated driving licence – the West Yorkshire Mayor is seeking support from local MP's in lobbying for graduated driving licences to be implemented by Government.
- Rural Speed guidance – West Yorkshire are currently developing guidance for the area to have a consistent approach in setting rural speed limits.

Bradford

- Public Space Protection Orders (PSPO) – are being developed following a DfT trial of noise cameras.
- School crossing patrol cameras – are being rolled out across several locations.

Leeds

- Business support – Leeds is working with businesses and have created a communications toolkit. https://leedssaferroadsvisionzero.commonplace.is/en-GB/proposals/v3/vision-zero-communications-toolkit?step=step1
- Arlo road safety mascot – Leeds have created a number of road safety films featuring their road safety mascot.
- https://www.youtube.com/playlist?list=PLggQFjpTLgpK_2lO_3jEhlpsnKxHy1eal
- Vision Zero action plan – Leeds have launched it's second Vision Zero plan which focusses on using behaviour change techniques.

North Yorkshire area

- North Yorkshire Partnership – the changes at the partnership were briefly discussed and new contacts will be invited to the next meeting.

City Of York

- Pedestrian training and Bikeablity – as a small road safety team the City of York staff manage the delivery of the pedestrian and cycle training.

South Yorkshire area

- Campaign planning – South Yorkshire are currently developing longer term campaign plans based on priority groups which run for several months and will focus on the fatal four. They are also researching child casualties and 30mph zones.
- Safety cameras – South Yorkshire are currently planning its replacement programme for older safety cameras.
- Education offers – a discussion was held about how each area co-ordinate their road safety education offers to schools and colleges to ensure that schools are not repeatedly contacted by different agencies.
- E-bikes – Sheffield Council is taking part in the national trial of the hiring of e-bikes.

Humber area

- Education offers – the Humber area explained that Safer Roads Humber partnership fund three posts with the Fire Service to deliver road safety education across the region. The team works closely with the local road safety teams to ensure that activities are co-ordinated.

North Lincolnshire

- Darker nights – North Lincs are preparing for their 'Bright, Seen, Safe' campaign that runs from October to Christmas. Road safety activities are delivered at several public events including the Christmas tree light switch on.
- Car seat checks – North Lincs undertake extra car seat checks in addition to the sessions funded by Safer Roads Humber.
- Early Years – North Lincs link into the Early Years co-ordination meetings to promote 'Mini, the road safety puppet' which is used in early years settings.
- Bikeability – North Lincs attend the schools PE co-ordination meetings to promote the Bikeability scheme they deliver across the council area.

Focus of future meetings

- The group discussed what was the most productive use of our time in the Yorkshire and Humber meeting and it was felt that it would be useful to focus on a discussion / sharing of road safety interventions around casualty priority groups.
- Therefore, the next meeting, (to be arranged for mid-November) will focus on young people

Miguel D'Souza

- Bradford received £200,000 for Operation Stairside and plans to extend the antisocial behaviour programme across five constituencies.
- A second trial will add two noise cameras, while community speed watch will expand across five districts after earlier DfT trials.
- A structured fatal collision review is in place, supported by better engagement with the coroner to help cases progress smoothly.
- Speed management now uses INRIX floating-car and road-trace harsh-braking data to identify potential casualty and collision sites.

- Non-invasive Revia radar captures pedestrian and vehicle movement, speed and direction without the privacy concerns of AI cameras.
- A youth road-harm programme with HMPPS Bradford and Calderdale will provide mainly pre-court interventions for low-level young offenders, combining reparation, education, restorative work and diversion.
- Vision Zero Bradford governance will be refreshed through overview and scrutiny on 3 December.
- As CRSTS ends and TCR begins, West Yorkshire will shift towards proactive road safety, with revised reporting, evaluation and casualty-site monitoring.
- Police restructuring may affect partnership work; districts are expected to discuss the still-unclear implications with senior officers.
- Bradford continues to support graduated driving licences, with the deputy mayor advocating progress.
- Future updates should take a structured West Yorkshire-wide view rather than focus mainly on Bradford.
- DfT/RSGB severity-coding changes hinder comparisons with pre-2021 collision data, while frozen 2025 National Travel Survey exposure rates limit analysis of network movement.
- The English Devolution and Community Empowerment Act 2026 may affect pavement-parking enforcement, dockless-bike licensing and national taxi standards, potentially reducing out-of-area licensing and strengthening local oversight. RSGB should monitor these issues.

Phillip Clapham

- Bradford's fast taxi-licensing process made it a popular pre-pandemic licensing authority and may need review.
- A body-worn video scheme for school crossing patrols is nearing completion following driver abuse and close-passing incidents. South Yorkshire has launched a similar scheme.
- Clapham, Vision Zero Bradford's partnerships and engagement officer, previously worked in senior road-death investigation, family liaison and advanced driving.

AOB.

Discussion on Fatal Review Panels and training via Dr Suzy Charman

Actions

1) RG & JG to discuss MOD presentation
2) JH to share slides for Regional Update
3) Discussion re connected vehicle data – RSGB to discuss a coordinated approach
4) Fatal Review Panel discussions – JG & NF to discuss with DfT relating to Road Safety Investigation Branch
5) Fatal Review panel Training – NF to follow up with Dr Suzy Charman

Next meeting –27th April 2026 @ 14:00 – 15:30