
Road Safety GB

Regional Governance Guidance

27th June 2019

Background

Local authority Road Safety teams and our Regional groups are the backbone of Road Safety GB and its continued success, however in recent years the situation has changed for many road safety teams and Road Safety GB itself. Communications between Regional Groups and the national body have become more difficult due to a number of factors including, staff losses and an inability to travel to representative meetings.

Since 2010, the numbers attending Policy and Management have dropped significantly to a point where there is little representation and, in some cases, only 2 or 3 of the 12 Regions have attended. To improve this situation the board of directors took a decision last year, to change the way that the national and Regional Groups communicate. This is set out later in this document.

Why do we need Regional Governance Guidance?

The Regional Groups are set up in various ways and have their own local traditions and methods. During discussions with regions, the directors noted the similarities and the disparities, and groups often asked how others work. As part of the discussions, a number of regions asked the Board to provide guidance in setting up and/or running their regional Group. This document sets out that guidance and the advice and support available to our members.

There is also advice on leadership, partnership working, future communications and representation, membership, and expectations of both the national body and the Regional Groups.

1. Leadership and Partnership

- 1.1 The 1988 Road Traffic Act, Section 39 puts a "statutory duty" on local authorities to undertake studies into road traffic collisions, and to take steps both to reduce and prevent them.
- 1.2 Section 39.2 states that each local authority must prepare and carry out a programme of measures designed to promote road safety and may make contributions towards the cost of measures for promoting road safety taken by other authorities or bodies.
- 1.3 Section 39.3 states that each local authority must carry out studies into accidents arising out of the use of vehicles on roads or parts of roads, other than trunk roads, within their area, and they **must, in the light of those studies, take such measures as appear to the authority to be appropriate to prevent such accidents, including the dissemination of information and advice relating to the use of roads, the giving of practical training to road users or any class or description of road users**, the construction, improvement, maintenance or repair of roads for which they are the highway authority and other measures taken in the exercise of their powers for controlling, protecting or assisting the movement of traffic on roads.
- 1.4 Therefore, the role of the Local Authority Road Safety Officer at regional level should be to work with their regional group, to lead, encourage, and liaise, with other road safety officers, and other like-minded organisations in an effort to manage and coordinate effective delivery in line with the objectives set out in the 1988 Road Traffic Act..
- 1.5 The Audit Commission Report 2007 refers to Local Highway Authorities playing a leading role in forming and managing effective partnerships. In line with this, Road Safety GB (and LARSOA long before it) have always promoted Local Authorities as the mainstay of road safety delivery at regional level, leading, managing, guiding and coordinating activity.
- 1.6 The Fire and Rescue Services (FRS) have a Statutory Duty to require fire and rescue authorities across the UK to rescue people from road traffic accidents and protect people from serious harm from road accidents. Clearly, they have a role to play and bring manpower and much enthusiasm that can be honed and channelled to support the work that we, in Local Authorities, do every day. Working with carefully selected partners brings many benefits to the Regional Groups, who manage and coordinate activities to make the best use of resources.
- 1.7 Whilst local, regional and national level road safety groups have been formed in the past they often duplicate effort and frequently diminish over time. Road Safety GB, its regional groups and their members continue to flourish, lead and deliver road safety interventions.

1.8 It is our aim to ensure that the Local Highway Authority led Road Safety GB Regional Groups remain at the forefront of regional delivery and act as a focal point for all activity.

2. Regional Group Structure

2.1 Each regional group should appoint the following Officers:

- a) Chair
- b) Vice Chair
- c) Secretary
- d) Regional Representative
- e) Treasurer (where applicable)
- f) Communications Officer (where applicable)

2.2 Terms of Office (tenure) should be agreed and set at a regional level.

2.3 Meeting Agenda should be flexible to meet the needs of the meeting and the group activities, however standard items should include Road Safety Board (National) update.

Officer roles

2.4 Chair - Acts as the voice of the regional group; to effectively manage the group meetings; to give direction to group activities; and to act as a conduit for communications between the region and the national body (this role may be delegated to the Regional Representative)

2.5 Vice Chair – Supports the Chair and the whole of the group in all activities and ~~to~~ stands in when the Chair is absent, carrying out all their functions.

2.6 Secretary – Takes notes of meetings and prepares timely minutes and agenda. Liaise with the national secretary regarding meeting dates, agenda and minutes.

2.7 Regional Representative – Acts as a conduit for communications between the region and the national body, and makes representations to the national body.

2.8 Treasurer – Manages the Regions' finance in an effective and efficient manner, using any funding available appropriately and in line with local government protocols. To report financial information on a quarterly basis and when final accounts are available, to the regional group. To provide an end of year report to the national Board (if applicable).

2.9 The regional group may also wish to appoint a Communications Officer to handle media enquiries and speak on behalf of the regional members.

3. Business Communications

- 3.1 To ensure that all Regions receive adequate, appropriate, and timely information, the national body will communicate with regional Chairs and Representatives via Road Safety GB Connect (email). The Regions should respond promptly to national enquiries or general communications through their Chair or regional representative.
- 3.2 To maintain face to face meetings between the national body and the Regions the directors will come to you, attending regional meetings at appropriate times to give updates and to receive feedback to the Board. Some Regions will have the luxury of a director that works within the regional boundary and there should be attendance at most meetings. However, where a region does not have a director within its boundaries, a director will travel to that region where practical and each region will receive at least one visit each year.
- 3.3 The regional Secretaries should provide dates of their meetings in advance to the national secretary to assist in facilitating director's attendance.

4. Representing Road Safety GB – Code of Conduct

- 4.1 In order to represent Road Safety GB effectively, and thereby benefit from use of the Road Safety GB logo and brand, Regional Groups must be constituted appropriately (i.e. taken from Road Safety GB membership) and demonstrate their acceptance of the expectations made on them by the Road Safety GB Board on behalf of the Road Safety GB membership.
- 4.2 The essence of the Road Safety GB expectation is that regions will support the Road Safety GB position statements on all matters, thereby supporting a collective position on key casualty reduction messages and actions. Any opinion or message that differs from this must be clearly marked as personal or as representative of their own local authority.
- 4.3 Regional Groups should consider all their actions in terms of their appropriateness in representing Road Safety GB and the road safety profession. Where there is any doubt over this, the Region should immediately consult with the Road Safety GB Board (via the Chair or individual Board Member) for advice.
- 4.4 Care must be taken to maintain the reputation of the Road Safety GB brand and membership. Matters that could bring the organisation into disrepute include the use of personal opinion under the guise of a Road Safety GB position; promoting views that are opposite to, or conflict with, published Road Safety GB position statements; and promoting views as those of Road Safety GBs when no position statement exists.

- 4.5 Whilst we all make use of the Road Safety GB brand, the national body has no executive control over how Regional Groups function, or what they do with their time and resources. However, as custodians of the national brand and the national intellectual property the Road Safety GB Board does play a critical role in ensuring the brand is properly represented and the Board reserves the right to consider removal of a Regional Group(s) delegated authority to use the Road Safety GB brand and all that entails.
- 4.6 For Road Safety GB to be a credible source of road safety advice, guidance and opinion, members must provide a consistent, reliable and unified position whenever the organisation is quoted or represented. The strength members have is the collective position of road safety professionals across the UK, which is based on years of research and experience. This professional credibility comes from evidence-based practice and is the essence of the statutory duty local authorities have under the Road Traffic Act.
- 4.7 It is important that Board members, regional groups and anyone representing Road Safety GB provides a unified and consistent message that is in line with the published position statements of Road Safety GB

5. Membership

- 5.1 There are two forms of membership of Road Safety GB
- 5.2 **Organisational** – Local Authority: Fire and Rescue: Police: Road Safety Partnership: Private Sector Organisations: Charities
- The current fee for an organisational member is £350 (+VAT) per annum. Membership starts on 1 April of each year and ends on 31st March of the next.
 - Organisational members may fast track up to 10 individuals into the Academy.
 - Individual Fast Track Members must be directly employed by the member organisation.
 - Organisations and their fast track members may access the Members area of the Road Safety GB Website, and as Academy members may create their own portal within the Academy website.
 - It is not permissible for an organisation to act as an ‘umbrella’ organisation to fast track individuals from other organisations.
- 5.3 **Individual** (Academy members) – This form of membership is open to any individual working in the field of road safety either as an independent or as part of a non-organisational member.
- The current fee for an individual member is £35 (+VAT) per annum.
 - Membership starts on the day membership payment is collected.
 - Individual Academy members may create their own portal within the Academy website.

6. Benefits of Membership (What Road Safety GB will provide)

- a. Access to discounted rates for Road Safety GB conferences and seminars
- b. Access to discounted Academy training courses leading to qualifications
- c. Access to nationally funded resources and campaigns
- d. Use of National / International Branding and Logo
- e. National web site with Regional pages and forum for professionals
- f. Access to the members area of the website
- g. Access to the Road Safety Knowledge Centre
- h. Access to a National network of like-minded professionals
- i. Benefits of national and local partnerships and sponsors (e.g. DfT)
- j. Small annual budget (£1000) for agreed items to support Regional meetings (room, refreshments, speakers, etc. or conference place(s))
- k. Access to a Board member at least once per year at Regional meetings
- l. Access to Road Safety GB subject experts
- m. Access to Road Safety GB funded research
- n. Access to Road Safety GB professional guidance
- o. Provision of position statements on a range of key topics
- p. National response to appropriate consultation process
- q. Provision of a standardised set of Agenda items for regional meetings (which can be supplemented by Regions)

7. Expectations from the Regions (What the Regions will provide)

- a. An annual regional report to illustrate delivery, activity, delivered as a Region (including coordinated action)
- b. Communicating information from Road Safety GB Board to regional members
- c. Provision of information, concerns, questions, lobby ideas to the Road Safety GB Board
- d. Participation in Road Safety GB surveys and research
- e. Holding Regional meetings and within 1 month after Road Safety GB Board meetings, to ensure dissemination of Board information
- f. Standard Agenda items – with flexibility to add Regional items
- g. Maintain Regional web site pages and publish Regional meeting minutes within 1 month of the meeting
- h. Do not bring Road Safety GB into disrepute
- i. Can speak as “Road Safety GB” if adhering to the principles as set out above
- j. Nominated Regional Chairman and Regional lead contact (national representative)
- k. Support Road Safety GB through hosting Academy courses when appropriate
- l. Consideration to hosting Road Safety GB development (pilot) courses
- m. Use of position statements to support local activity
- n. Access to Board members and associated media quotes when necessary
- o. Consideration to hosting annual national conference

Dispute resolution

8. Wherever possible disputes between members should be resolved at a regional level, however if this is not possible then advice should be sought from the Board via the Regional Chair or Regional Representative. A written report may be requested from all parties to fully understand the circumstances of the dispute. Care must be taken that any disputes between members does not cause reputational damage to Road Safety GB.