

# Road Safety **GB**

The logo for Road Safety GB features a stylized graphic below the text. It consists of two curved, brush-stroke-like lines. The top line is blue and the bottom line is red, both curving from left to right.

5 Year Strategic Plan 2022-27

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## Introduction

Road Safety GB is highly respected as a national road safety organisation with charitable status. It has members from groups across the UK, such as local government road safety teams, Fire and Rescue Services, Police Forces, Road Safety Partnerships and businesses of various sizes in the private sector.

Road Safety GB aims to reduce the number and severity of road collisions (and therefore to reduce loss of life and personal injury) by raising awareness of road safety and safer road user behaviour, through the provision of expert training advice to road safety professionals, information, leadership, research, publicity, informed comment and other services to relevant bodies (international, national and local) and to its members.

Road Safety GB works to develop a range of supporting initiatives; many in partnership with other organisations and all widely publicised to encourage the national debate on road safety. With the development of the organisation and the growth of The Academy (Road Safety GB's training section), new opportunities continue to open up. Road Safety GB seeks to manage and facilitate sustainable growth and expansion of the organisation through Road Safety GB International (a subsidiary trading organisation) established in 2018.

Road Safety GB International is a company limited by guarantee with directors nominated by Road Safety GB (the charity) and, as the trading arm of the organisation provides an appropriate structure for growth and income generation.

This document sets out how Road Safety GB will deliver a range of priority activities as part of the 5-Year Vision for the organisation.

This new plan will continue to embrace the values and history of Road Safety GB with great emphasis on effective partnership working, allied to the pursuit of an enhanced global status, income generation and the delivery of increased benefits to members of Road Safety GB.

## Mission Statement

To be recognised as the leading organisation for road safety professionals in the UK and beyond. To provide a centre of excellence for the development and delivery of road safety training, education, communications, the sharing of knowledge and information and putting wider policy and valuable research into practice, supporting our members and partner organisations both in the UK and overseas.

## Structure

Road Safety GB consists of 'Road Safety GB Ltd' and a trading subsidiary 'Road Safety GB International Ltd.'

### **Road Safety GB Ltd.**

Formerly the (Local Authority Road Safety Officers' Association) came into existence in 2009. It became a company limited by guarantee with charitable status in 2014. There is a Board of Trustees tasked with ensuring that the charity operates in line with its charitable objectives and legal responsibilities as a limited company and delivers the agreed tasks and policies. The Board of Trustees also form Directors who oversee the various elements of the business, and each Trustee has further responsibility in their own areas of expertise. The Trustees all hold full-time managerial posts in local government and offer their services to the charity on a voluntary basis.

### **Road Safety GB International Ltd.**

This is a trading arm to the charity and began trading in 2018. The Road Safety GB Academy is a key part of its trading function. A Board of Directors was formed in compliance with company law, to manage the company.

## Workforce

Road Safety GB has the appearance of a large organisation. However, it is 'lean and efficient' having only two full-time members of staff. In 2022 James Gibson was appointed Executive Director taking over from Alan Kennedy. Jackie Bratley is appointed as Finance Director. A number of contractors are used to support the various elements of the organisation, including training, communications, events and accounting. Volunteers play a significant role in terms of the Board of Trustees, the Specialists who provide advice and also the work of the Regional Representatives who form 12 Road Safety GB regional groups in England, Northern Ireland, Scotland and Wales.

## 5 Year Strategic Plan 2022-27

The Strategic Plan will focus on the business direction to 2027 and is set out in six main areas.



### 1. Structure and Governance

Continue to ensure the structure of Road Safety GB remains relevant and fit for purpose, along with appropriate levels of governance through the Board of Trustees and reporting to the wider membership. Set specific objectives through an Annual Operational Plan. Use Key Performance Indicators (KPIs) for reporting at quarterly board meetings. Recruit directors, trustees, specialists and contractors in line with the needs of the organisation. Ensure robust compliance with all relevant company and Charity Commission rules and legislation. Provide an annual report for the AGM and include a summary infographic to cover main achievements.



### 2. Membership Benefits

To review and increase the benefits of Road Safety GB membership, in all forms: local authority, corporate and individual Academy. To establish a clear matrix of benefits to boost the reasons to be a member. Consider price points and options for combining membership with conference or training attendance. Make membership relevant to a changing membership landscape which includes a safe systems approach, data analysis and greater integration with active travel. Continue to have membership at the heart of the organisation, focus on providing appropriate help and support to all our members, especially our founding local authority membership.



### 3. Academy Function

To ensure the Academy has a director to provide the leadership for this important aspect of Road Safety GB. To establish the 'RSGB framework' of courses that will be seen as the 'industry standard' within the road safety profession and to have a RSGB accreditation based on a points system with graded achievement such as 'RSGB Achievement Status' and 'RSGB Fellow Status'. Review existing courses and create new courses as relevant and applicable to meet the changing needs of our membership, and the profession. To review the existing apprenticeship provision and develop this as appropriate in line with market interest. To build resilience to our training provision and reviewing the most appropriate delivery.



### 4. Partnerships

To build on our partnership relationships and ensure they are fit for purpose and bring maximum efficiencies, benefits and strength to the organisation. With its 'lean and efficient' structure Road Safety GB has a number of 'Delivery Partners' to ensure the organisation runs smoothly and has the necessary skills and capacity to deliver the various functions it undertakes. Many of these partners have a long-standing relationship which has been built on mutual trust. We have a number of 'Strategic Partners' who we support and are instrumental to our organisation such as our relationship with DfT and THINK! We seek to build and grow our 'Sponsorship Partners' in order to use income to further the reach of our road safety work. We need to remain open to all 'Partners' and help to support initiatives as much more can be achieved in partnership than alone.



### 5. Income Generation

Seek over the next 5-years to transition the organisation to a position of greater 'self-sufficiency' in terms of income rather than having a high financial reliance on grants - which of course may change or not materialise. Explore various income generation workstreams (either to enhance current income or seek new income sources) such as training, wider membership, events, awards, international work, external funding, partnerships, resources and sponsorship. Take every opportunity to 'sell' Road Safety GB and be open minded to relevant openings whilst being mindful of the challenges of such an ambition.



## 6. Communication

To continue to provide the national road safety news website and all the associated web and communication functions, such as our social media presence. Have dedicated Academy, National Conference, International and Knowledge Centre websites. Review our content and consider if our presence and offering is clear and relevant to the road safety profession and 'market' and refresh as appropriate. In particular review our membership area and update. Maintain our ability to use our dedicated communication system 'RSGB Connect' to disseminate information to our membership and wider road safety audience, this is something that remains invaluable to our Strategic Partners DfT and THINK!