

“ No one should
be killed or hurt
on a road ”



| Our strategy 2024-2026



Our vision is a world with zero road death and injury, where we can all move in a safe and healthy way, whoever we are and however we travel.

Until our vision becomes a reality, we are working to stop crashes on our roads, reduce harm when a crash happens, and help every road victim get the support they need, for as long as they need it.



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Foreword

A death or serious injury on roads should be a rare and unusual event. But sadly, today's reality is that five people die on the UK's roads every day, and more than 15 times as many people are seriously injured.

If the aviation or rail industry had a safety record like that, planes would be grounded, and trains would be stopped. But when it comes to our roads, we somehow, as a society, tolerate the intolerable, or convince ourselves that road deaths and life-changing injuries are just an inevitability, and an acceptable trade-off against our need to move between places.

We have to do better than this. Behind these numbers are real people, real lives. Families and communities ripped apart and forever changed, and lives cut short, as a result of preventable road crashes.

Those in power and with authority to drive change must acknowledge and recognise the scale of the issue, and act on their responsibilities to deliver the interventions we know will save lives on our roads.

On the following pages, we lay out our strategic commitments as a charity for the next three years, with a focus and determination to deliver real and meaningful change.

And while people continue to die and suffer catastrophic injury on the UK's roads, Brake will continue to do everything we can to support road crash victims through our National Road Victim Service.

We hope you'll support us on this journey.

Ross Moorlock, Chief executive

Deborah Sleightholme, Chair of trustees

About Brake

Since 1995, Brake has been working to stop the tragedy of road deaths and serious injuries in road crashes, make streets safe and healthy places for all, and support road crash victims.

- We give families specialist emotional and practical support to help them cope with the trauma of road death and injury.
- We help the professionals supporting those families to understand their needs so they can provide better support.
- We challenge the Government to adopt solutions that are known to prevent road crashes and reduce harm if a crash does happen.
- We empower people to speak up for their right to make safe and healthy journeys, whoever they are and however they travel.
- We help people understand how they can use roads safely to protect themselves and others.
- We help organisations to learn about, and manage, work-related road risk.

www.brake.org.uk

Our strategy 2024-2026: What we want to achieve

Our vision is a world with zero road death and injury, where we can all move in a safe and healthy way, whoever we are and however we travel. We're proud of the progress we've made in recent years, but the sad reality is that every day people die or get seriously injured on our roads.

Every day, on average, five people die on UK roads and 82 are seriously injured.

Every day, five families get the devastating news that a loved one has died, and many more find out that someone they love has received catastrophic, life-changing injuries.

The good news is that we know that every road death is preventable, and we understand the solutions that can stop crashes and prevent harm when a crash happens.

Over the next three years we commit to working tirelessly towards our vision of a world where no one is killed or hurt on a road.

And until our vision becomes a reality, we commit to campaigning to stop crashes on our roads and reduce harm when a crash happens, and to helping every family affected by road death and injury to get the support they need, for as long as they need it.

We'll do this by delivering across the following strategic areas:



Local and national campaigns for the implementation of a safe system approach.



Education programmes to improve knowledge, develop and enhance skills, and shift attitudes towards road safety and active travel.

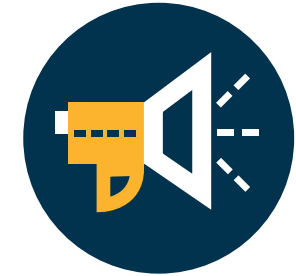


A sustainable, accessible national service for road victim support (National Road Victim Service).

Our strategy 2024–2026: What we want to achieve

Strategic area 1: Campaigns

We will deliver local and national campaigns for the implementation of a safe system approach.



We will campaign for known solutions that will have the biggest impact on stopping road crashes, reducing harm and supporting victims.

We aim to change legislation and Government policy so we can all use roads safely, whoever we are and however we travel.

We will work collaboratively to strengthen our evidence base, raise awareness and build a critical mass of support.

Our campaigns will support the safe system approach to road safety – a shared approach where all components of the road system work together to stop crashes and reduce harm if a crash happens.

Our campaign priorities for 2024:

1. Default 20mph speed limits on all roads in built-up areas across the UK.
2. Progressive licensing to safeguard young and newly qualified drivers.
3. Zero-tolerance on drink-driving.
4. All new vehicles to have life-saving technology fitted as standard.
5. All organisations to be required to monitor and report on incidents involving vehicles operated on their behalf.

1 Default 20mph speed limits on all roads in built-up areas across the UK.

In 2022, 593 people died on urban roads in Britain, including 385 pedestrians and 91 cyclists. Thousands more were seriously injured.¹ Reducing default speed limits to 20mph on roads in built-up areas will save lives, reduce severe injuries and help more people walk and wheel in safety.

2 Progressive licensing to safeguard young and newly qualified drivers.

In 2022, 4,935 people were killed or seriously injured from a crash involving a young driver.² A progressive licensing system with minimum periods for learning, enhanced testing and training, and measures to reduce the risks associated with carrying peer-age passengers and driving at night, could reduce the number of deaths and injuries involving young drivers by 20–40%.

1. Department for Transport (2023) Reported road casualties Great Britain, annual report: 2022 and supporting data sets.

2. Department for Transport (2023) Reported road casualties Great Britain: Younger driver factsheet, 2022

Strategic area 1: Campaigns

We will deliver local and national campaigns for the implementation of a safe system approach.

3 Zero-tolerance on drink-driving.

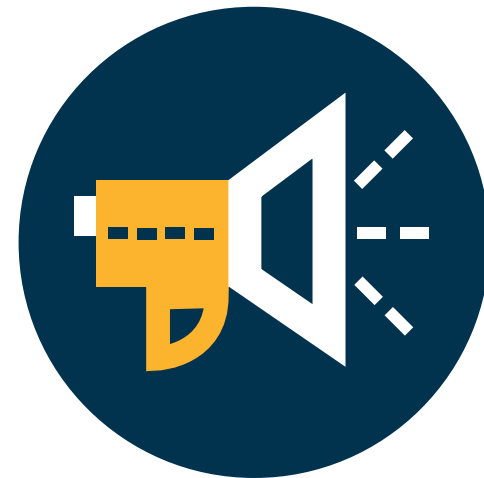
Every year, more than 200 people die in drink-driving incidents on UK roads and a further 1,600 are seriously injured.³ England and Wales have the highest maximum drink-driving limits in Europe, including for commercial drivers. This makes some people think driving after one or two drinks is safe, but drinking any alcohol can impair our driving and increase our risk of a crash. We want to change that and make drink-driving a thing of the past.

4 All new vehicles to have life-saving technology fitted as standard.

There is no good reason for any new vehicle to be built without the latest-generation, life-saving vehicle safety technology outlined in the General Safety Regulations. In the UK, we helped shape these regulations which have now been adopted in the EU and Northern Ireland.⁴ Now it's time for us to raise the standard in Britain and make all new vehicles as safe as they can be, with mandatory safety features that are known to prevent deaths and reduce serious injuries, such as intelligent speed assistance, advanced emergency braking and lane-keeping assistance.

5 All organisations to be required to monitor and report on incidents involving vehicles operated on their behalf.

Work-related road traffic collisions are estimated to contribute to a third of UK road deaths (565 people) and a fifth of serious injuries (5,620 people),⁵ yet there is no requirement for organisations to report incidents and near misses to the Health and Safety Executive. We're calling for change that requires all organisations to report incidents within the existing RIDDOR system.



3. Department for Transport (2023) Reported road casualties Great Britain, annual report: 2022 and supporting data sets.

4. European Commission (2022) New rules to improve road safety and enable fully driverless vehicles in the EU

5. Ward, H., Christie, N., Walton, B. (2020) Driving for work A strategic review of risks associated with cars and light vans and implications for policy and practice

Our strategy 2024–2026: What we want to achieve

Strategic area 2: Education

We will deliver educational programmes to improve knowledge, develop and enhance skills, and shift attitudes towards road safety and active travel.

We will help people understand the risks associated with using roads and the importance of safe and healthy travel.

We will raise awareness of, and champion, the evidence-based interventions that will have the biggest impact on stopping road crashes, reducing harm and supporting victims after road crashes.

We aim to embed a culture of road safety with all road users, in schools, workplaces and other communities.

Our education priorities for 2024:

For schools:

There is currently no statutory requirement for UK schools to teach road safety. We believe that education that encompasses road danger, the benefits of active travel and public transport, and safe system principles to prevent crashes and reduce harm is essential for all schoolchildren. Until consistent, effective road safety education is included in national curriculums, we will continue to deliver engaging education programmes in schools to help children

understand how to use roads safely, to protect themselves and other road users, and empower them to advocate for the measures that will enable them to make safe and healthy journeys in their communities.

- **Beep Beep! Days**

Helping young children aged 2–7 and their parents/carers understand the importance of holding hands when walking near roads, crossing roads at safe places and using a safe, well-fitted child seat.

- **Brake's Kids Walk**

Helping primary schoolchildren aged 4–11 understand how to use roads safely and call for solutions to make their journeys safe and healthy: footpaths, cycle paths, slow traffic, safe crossing places and clean traffic.

Strategic area 2: Education

We will deliver educational programmes to improve knowledge, develop and enhance skills, and shift attitudes towards road safety and active travel.

For professionals:

- **UK Fleet Champions Awards**

Celebrating organisations and individuals striving to prevent crashes and reduce pollution caused by work vehicles.

- **After the Crash Conference**

Showcasing excellence in post-crash care, including the work of Brake's National Road Victim Service, at a one-day conference for professionals who support road victims.

For everyone:

- **Road Safety Week**

Helping schools, organisations and communities share important road safety messages and shout out for everyone's right to make safe and healthy journeys every day.



Strategic area 3: Road victim support

We will deliver a sustainable, accessible national pathway for road victim support (National Road Victim Service).

We will work to deliver an accessible, accredited national pathway for road victim support to ensure that every road crash victim in the UK has access to trauma-informed support from Brake if they want or need it.

We will continue to evaluate the support provided through the National Road Victim Service, and enhance and develop the service we provide, in line with best practice and evidence.

We will work to establish sustainable and multi-year funding streams to support the delivery and growth of the National Road Victim Service.

We will continue to work collaboratively with other road victim support providers and stakeholders in the interests of road victims.



Our road victim support priorities for 2024:

- Establishing national and local, sustainable service delivery and funding models and methodologies, including additional roles offering trauma-informed, face-to-face support in targeted locations across the UK.
- Demonstrating our commitment to quality and excellence through renewal of the standards accreditation of the National Road Victim Service.
- Integrating a new impact measurement and evaluation framework across the service.
- Embedding lived experience into Brake and the National Road Victim Service to inform service delivery and development.
- Contributing to the development of national standards in road victim support.
- Working collaboratively with other road victim support providers and stakeholders to raise awareness of road victims' rights and needs, and to secure parity with other victim groups.

How we plan to deliver

Our staff are our greatest asset, and we will continue to invest in and develop our brilliant and dedicated team. We want to create an environment where all members of staff can be themselves and thrive, while enjoying a great quality of life, inside and outside of work.

We will respect, embed and champion the rights, responsibilities, dignity, health and wellbeing of individuals through a sustained commitment to equality, diversity and inclusion.

We know our strengths also include our incredible and loyal supporters, partners and funders, without whom Brake simply would not exist. We want to develop even stronger relationships with those who can help us work towards our vision.

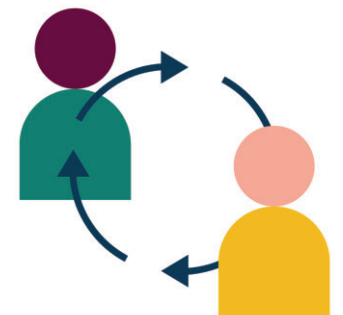
We also know there are areas we must continue to invest in more, so we can deliver the best possible outcomes across the charity.

Working together

We will aim to:

- Ensure that our infrastructure provides the right systems, support and policies to enable everyone to do their jobs efficiently, happily, safely and well.

- Foster an inclusive culture that nurtures talent and allows every individual the opportunity to flourish and reach their potential.
- Embed a trauma-informed approach to our organisational practices, policies, and culture.
- Bring together members of the UK road safety community to remember road victims and celebrate progress towards our vision of a world where no one is killed or hurt on a road.
- Work collaboratively with organisations and individuals who can help us work towards our goals during this vital strategic period.



Social responsibility

- While there is much work for us to do and contribute to in the UK, we will continue to work with and support the global road safety community and share our progress on the international stage. We are proud members of the United Nations Road Safety Collaboration and the Global Alliance of NGOs for Road Safety, and we will utilise opportunities for collaboration through our participation in those groups.
- Brake recognises the primary importance of protecting the environment, and particularly reducing greenhouse gas emissions to mitigate climate change. We are committed to and embrace our responsibility to reduce our own carbon and environmental footprint.



Insight and research

We will aim to:

- Use roundtables, focus groups and opinion surveys to explore expert and public views relating to key areas of road safety and victim support.
- Use lived experience of road victims to help us understand and communicate the true impact of road death and injury.
- Build a library of evidence to support our campaign priorities, raise awareness of solutions to prevent road death and injury, and challenge myths.
- Use our findings to support calls for legislative change and awareness-raising campaigns.
- Review and respond to consultations and Government statements on key areas of road safety and victim support.

How we plan to deliver

Partnerships and funding

- We will implement a new, charity-wide, income-generation plan, to build solid foundations for long-term success, with a focus on growing our income by diversifying income streams.
- Alongside this, we will build and expand Brake's supporter base, targeting long-term strategic partnerships with funders.

Digital channels

- We will create digital platforms and infrastructure that are fit for purpose, easy to use and support us to achieve our charity objectives effectively and efficiently.



What success looks like

We'll know we've achieved success during this strategic period if, in three years:

Stopping crashes and reducing harm from crashes

- 1** UK Governments have implemented casualty reduction targets and performance indicators that step us towards zero deaths and serious injuries by 2040.
- 2** UK Governments have put safety at the heart of all strategic decision-making related to transport and have introduced, or made a clear commitment to introduce, safe system measures known to stop crashes and reduce harm, including:
 - Investment in active travel, including improved infrastructure to enable more people to walk and wheel safely where they live.
 - Default speed limits on all roads in built-up areas reduced to 20mph.
 - A zero-tolerance approach to drink- and drug-driving, enshrined in law.
 - Safeguards to protect young and newly qualified drivers through a progressive licensing system.
 - Life-saving technology such as intelligent speed assistance, advanced emergency braking and lane-keeping assistance mandated for all new vehicles sold in the UK.
- 3** Education on safe and healthy mobility that encompasses road danger, the benefits of active travel and public transport, and how the safe system approach can prevent crashes and reduce harm, has been made compulsory for all schoolchildren, and can be delivered in line with recommendations from the Department for Transport's road safety education working group.
- 4** Road deaths and serious injuries in the UK begin to show a significant and sustained reduction.

What success looks like

We'll know we've achieved success during this strategic period if, in three years:

Supporting road victims

- 1 All families affected by road death and serious injury, whatever their postcode, are able to access effective, trauma-informed, emotional and practical support, according to their needs.
- 2 UK Governments have taken responsibility for the strategic necessity of care for road crash victims. As a result, multi-year funding is established to enable the provision of trauma-informed, face-to-face support in all communities for all families affected by bereavement and life-changing injury from road crashes.
- 3 A national standards framework for road victim support is established, resulting in an evidence-based, consistent and quality-driven approach to support for all road victims.



Support us

Please help us continue our vital work campaigning to end road death and injury, and helping every family affected by road death and injury to get the support they need for as long as they need it.

To find out more, donate, volunteer or partner with us contact our friendly team.

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