

ROADPEACE STRATEGY

2024-2027



PEACE

MISSION

**WE SUPPORT, EMPOWER AND
INFORM PEOPLE AFFECTED BY ROAD
CRASHES AND WORK TO IMPROVE
THE JUSTICE SYSTEM'S RESPONSE.**



**Our vision is for a world where road
danger is unacceptable and crash
victims receive justice and compassion.**





OUR VALUES



VICTIM-CENTRED

We put victims at the heart of what we do. We are a membership charity and involve members and victims wherever possible, empowering them to get involved in service delivery, campaigning and decision-making.



COMPASSIONATE

We treat everyone with compassion and sensitivity, tailored to their unique experiences and needs. We support and monitor the wellbeing of our staff and volunteers.



COLLABORATIVE

We work in partnership with and support other organisations, recognising that we can achieve more when we work together. We share our knowledge and best practice freely.



EVIDENCE-BASED

Our work is grounded in published research and national statistics and informed by the experiences of victims, members, partner organisations, campaigners and emergency services.



PIONEERING

We inform and inspire. We are courageous and, when needed, willing to speak out on more radical or less popular agendas.

Strategic Aims

2024–2027

Membership and community

03

We will strengthen our membership base and empower road crash victims to support themselves and one another.

01

Services

We will widen the accessibility and reach of our services across the UK, offering consistent support to victims.

02

Quality and impact of services

We will continue to improve the quality and impact of our services through improved information, training and resources.

04

Campaigning, communication and collaboration

We will amplify the voice of road crash victims, to ensure their experiences are heard by policymakers, the media and the public.

05

Organisational Effectiveness and Culture

We will uphold the highest standards of organisational effectiveness, use values-based decision-making and support our staff and volunteers to ensure a positive working environment.

1

SERVICES



We will enhance the accessibility and reach of our services across the UK in a coordinated approach, offering consistent support to victims in every region where we operate, developing new opportunities to offer services where they are needed.

SERVICES: HOW WE WILL DO THIS



- **We will assess the potential of establishing local groups where there are gaps in provision.**
- **We will review and expand our Resilience Building Programme.**
- **We will implement best practice standards for local groups across the UK.**
- **We will consider options for establishing a central resource library to share information.**

2 QUALITY AND IMPACT OF SERVICES



We will continue improving our services' quality and impact through information, training, and resources.

QUALITY AND IMPACT OF SERVICES: HOW WE WILL DO THIS

- **We will develop updated guides to help service users navigate their experiences.**
- **We will establish a thorough evaluation programme to track outcomes through key performance indicators and feedback.**
- **We will offer training to staff, local coordinators and volunteers, including trauma-informed training, bereavement support training and sessions around post-crash procedures.**

3 MEMBERSHIP AND COMMUNITY



We will strengthen our membership base and empower road crash victims to support themselves and one another.

MEMBERSHIP AND COMMUNITY



- **We will provide local resilience building courses, trained befriending services and support groups run by trained local coordinators.**
- **We will share stories of lived experience.**
- **We will examine opportunities to widen our reach through initiatives tailored to meet equality, diversity and inclusion requirements.**
- **We will develop regular, monitored resources to support coordinators and volunteers and ensure their wellbeing.**
- **We will support victim-led responses, such as organising events, campaigning or fundraising activities.**
- **We will create a Member Reference Group so they can inform the Board of Trustees, research activities and the charity's strategic direction.**
- **We will promote the World Day of Remembrance for Road Crash Victims, as well as local remembrance services across the UK.**

4

CAMPAIGNING, COMMUNICATION & COLLABORATION



We will amplify the voice of road crash victims, to ensure their experiences are heard by policymakers, the media and the public.

CAMPAIGNING, COMMUNICATION AND COLLABORATION: HOW WE WILL DO THIS

- **We will offer communications and campaigning support to members locally enabling their voices to be heard.**
- **We will empower service users to campaign.**
- **We will support local spokespeople where needed with media training and other support, as needed.**
- **We will set up regional lived experience sessions with local police forces to help inform the post-crash response.**
- **We will deliver our own evidence-based campaigning and research to influence policy improvements nationally and locally.**
- **We will create a Road Crash Victim Partnership Group with local partners.**
- **We will collaborate with partners who share the same aims, signposting service users where necessary.**
- **We will conduct an annual survey to identify how members would prefer to engage with us.**
- **We will create a campaign strategy that reflects our mission and members' needs.**

5 ORGANISATIONAL EFFECTIVENESS AND CULTURE

We will uphold the highest standards of decision-making based on our values and support our staff and volunteers to ensure a positive working environment.



ORGANISATIONAL EFFECTIVENESS AND CULTURE: HOW WE WILL DO THIS

- **We will strengthen staff, Board of Trustees, and volunteer structures to ensure we provide the best service possible.**
- **We will communicate our mission, vision and values to all staff, volunteers and members, and will work in alignment with them at all times.**
- **We will foster open and transparent communication channels and enable everyone to feel comfortable expressing their ideas, concerns and feedback, including on organisational processes, policies and culture.**
- **We will prioritise a supported working environment for staff and volunteers**
- **We will develop and implement a measured wellbeing strategy for staff and volunteers.**
- **We will be open to constructive feedback and adopt a continuous improvement approach to our work and our culture.**
- **We will undertake a funding needs assessment and structured fundraising strategy with clear, measured outcomes, aligned with our goals.**

CONTACT US



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