



RoadPeace AGM 2019



# RoadPeace

## Impact Report 2018-19

# RoadPeace in Numbers

5 Trustees (+2 applications)

7 Staff

1,172 Members & Supporters

12 Corporate Partners +

## Volunteers

- 17 Befrienders
- 4 Group Facilitators
- 6 Local Group Coordinators
- 1 Office Volunteer



# Community Fundraising

44 Community Events supported  
by hundreds of fundraisers

- Marathons
- Half Marathons
- Triathlons
- Festivals
- Charity nights
- Hikes including the 48 hour 6 Peak Challenge
- Motorbike ride
- Bike Rides, including
  - night bike ride
  - record breaking North Cape 4000 race
  - Team Townend Pushbike Challenge



# Regional RoadPeace

- 6 Local Groups

- London
- West Midlands
- North East
- North West
- South West
- Scotland

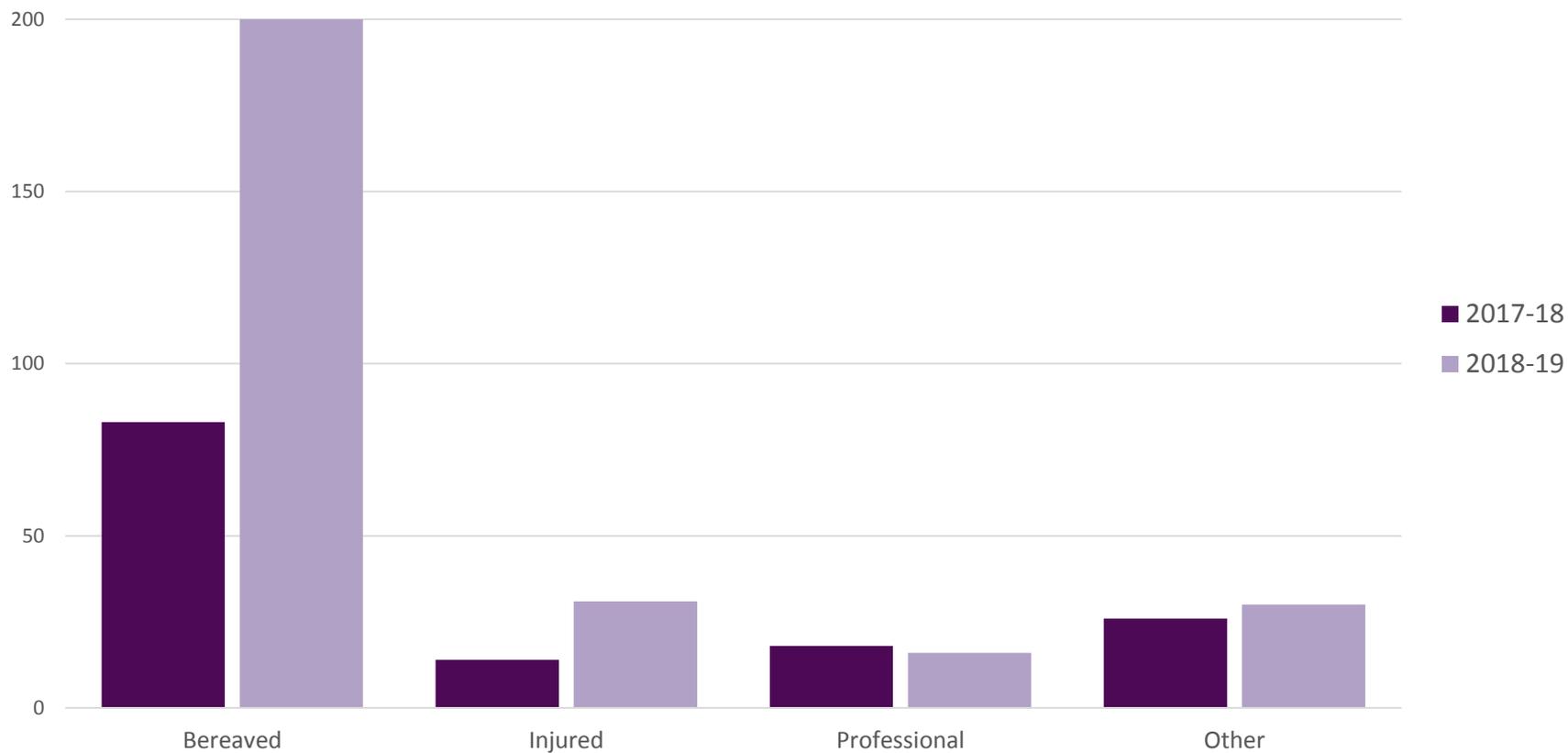
- 30 Meetings

- Befriender Service

- 17 befrienders
- 26 victims supported



# Helpline – total number of calls



# Victims more able to cope and better informed

## Casework

- 37 victims supported in depth
- Many more also provided with FAQ support

## Guides

- 10 current guides (information)
- 17 new guides planned over the next 12 months (advocacy and emotional support)



# Victims remembered and honoured

- 21 World Day of Remembrance services across the UK
- 2,000+ participants in RoadPeace Acts of Remembrance
- Other activities include sending out roadside memorial plaques to place at crash sites and anniversary cards to members



# Thought Leadership & Policy Influenced

- 10 consultations
- 6 post crash briefings
- 14 working groups
- 7 presentations
- 2 key campaigns launched



# Thought Leadership & Policy Influenced

## Careless/Dangerous Driving

- Produced report to inform the debate “Causing Death by Careless Driving—10 Years On”
- Provided briefing for MPs “Causing Serious Injury by Careless Driving – 10 Years On”
- Delivered recommendations as part of DfT consultation to amend the Highway Code

## Collision Investigation

- Input into London Vision Zero action plan



# Thought Leadership & Policy Influenced

## Traffic law enforcement

- Our evidence based data has:
  - Increased transparency re enforcement
  - Increased monitoring and awareness of traffic police cuts
  - Helped deliver KPIs for London (to be rolled out elsewhere)

## Treatment of victims

- Recommendations included in London Vision Zero action plan and on London Victim Commissioner's working group

# Awareness Raised

- Social Media
  - 1,439 Facebook followers (from 1,243)
  - 6,325 Twitter followers (from 5,859)
- Media
  - Increasing coverage delivering the victims' voice across BBC and ITV national/regional news, national /local radio and press
- 25 online blogs covering topics such as driving offences, developments in justice sector and support services for victims
- 2 printed members' newsletters
- 12 e-newsletters sent to 1,200+ subscribers



# RoadPeace Resilience Building Programme

## *Key Themes*

Meeting  
others who  
share  
similar  
experiences

Feeling less  
alone

Normalising  
feelings

Learning  
better  
strategies to  
cope

Feeling  
stronger

Building  
long lasting  
friendships

Reduction in  
flashbacks  
and  
nightmares

Establishing  
own  
support  
network

Reduced  
anxiety and  
depression



# As a result participants reported ...

Reduced  
levels of  
social  
isolation

Reduced  
levels of  
stress and  
anxiety

Having  
more insight  
about PTSD

Being better  
informed  
about  
managing  
symptoms

Building  
longer  
lasting  
friendships

Feeling  
more  
empowered

Coping  
better with  
day to day  
life

Feeling able  
to talk  
openly  
about grief

Increased  
levels of  
sleep and  
exercise



# Over the next year we will ...

- Start delivery of new 3 year strategic plan
  - Board signed off in April
  - Aim is to increase the number of victims who access our support service, increase income, raise awareness and campaign more effectively
  - To include organisational strategy and Board development strategy including Treasurer and HR skills
- Increase revenues
  - Grow our corporate partnerships, strengthen existing
  - Restructure and strengthen Legal Panel
  - Explore new sources of income – access charity funds
  - Apply for Reaching Communities Big Lottery grant
  - Raise profile of community fundraising



# Over the next year we will ...

- Raise awareness and profile
  - Refresh publicity & marketing plan across traditional and social media
  - Review stakeholder relationships, strengthen where appropriate
  - Attend more events (as per RCN Congress)
  - Increase political lobbying – re-engage with MPs
  - Produce more branded materials
  
- Recruit more members
  - Launch new membership category
  
- Improve the way we work with local groups
  - Strengthen wider relationship across RoadPeace team
  - Provide more support from the office
  - Improve communication!



# Over the next year we will ...

- Strengthen our Campaigns
  - Our key justice campaigns will focus on:
    - Crash not Accident
    - Collision Investigation
    - Vision Zero
  - Our key messages:
    - Crash not accident
    - Treat road traffic crime as real crime
    - The system currently fails victims and the bereaved, aggravating their experience



# Over the next year we will ...

## ■ Focus on Justice

- Launch RoadPeace campaigns around thorough, effective and consistent collision investigation
- Victims' Rights:
  - Better support for crash victims
  - Representation on the MoJ Victims Panel
  - Better treatment in the Victims Code
- Monitor and report through evidence based data
- Traffic law enforcement
  - Develop more and strengthen existing relationships with PCCs
  - Monitor sanctions and publicise any decline
- Criminal Justice reform – lobby for:
  - Crown Prosecution Service re careless/dangerous driving
  - Ministry of Justice for new charges – Leaving the Scene
  - Sentencing reform
- London Traffic Justice – deliver the project, resulting in:
  - better collision investigations
  - increased traffic law enforcement
  - Improved support and rights for victims



Thank you for listening  
Any questions...?



[www.roadpeace.org](http://www.roadpeace.org)



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