NRSC 2026

24–25 NOV | LEEDS

THE UK'S LARGEST DEDICATED EVENT
FOR ROAD SAFETY PROFESSIONALS

NATIONAL ROAD
SAFETY CONFERENCE

ORGANISED BY:

Road Safety GB

SUPPORTED BY:

SMARTSTART WAYMO westcotec

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ROAD SAFETY GB ONLINE

roadsafetygb.org.uk

'Subscribe' to receive news alerts and a weekly newsfeed email

rsgbacademy.org.uk

roadsafetyknowledgecentre.org.uk

'Sign up' to receive a weekly email update

nationalroadsafetyconference.org.uk

@RoadSafetyGB

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USEFUL INFORMATION

WIFI @ The Queens
The WI-FI is under ' The Queens Guest Internet' and is free to access, with no code required.

Sli.do
We are once again using the sli.do app to enable delegates to ask questions via their mobile phones. To access sli.do either scan the QR code, visit sli.do.com, or download the app from the Apple Store or Google Play. The event code is **3111229**.

Conference Dinner
Timings for the conference dinner are as follows:
19.00: Pre-dinner drinks (Supported by THINK! 0% partnership)
19.30: The Road Safety GB Awards
20.00: Dinner

Dress code is smart casual please – no gym trainers or running shoes. Clean, fashionable sneakers are fine if worn with suitable attire. The dinner is for all residential delegates and any others that have booked to attend. For confirmation please ask at the registration desk.

Conference presentations
If you'd like any of the conference presentations after the event please email Nick Rawlings: nickrawlings@roadsafetygb.org.uk

CPD certificate
If you require a CPD certificate please contact Sally Bartrum by email: sbartrum@stennik.com

Post event evaluation
After the event, all delegates will receive a link to an online survey which we would be very grateful if you could complete. Your feedback and suggestions will be used to help shape the 2027 conference.

NRSC 2027
The 2027 National Road Safety Conference will be held at the Hilton Brighton Metropole Hotel on Tuesday 16 & Wednesday 17 November 2027. The conference will be launched on the Road Safety GB newsfeed early next year. In the meantime, for more information contact Nick Rawlings by email (nickrawlings@roadsafetygb.org.uk).

Past conferences
For those interested the National Conference has previously been staged in:
Cambridge (2009)
Chesford, Warwickshire (2010)
Chester (2011)
London (2012)
Harrogate (2013)
Brighton (2014)
Nottingham (2015)
Bristol (2016)
Manchester (2017)
Brighton (2018)
Telford (2019)
Harrogate (2022)
The Cotswolds (nr Cirencester) (2023)
Birmingham (2024)
Wyboston Lakes, Bedfordshire (2025)

WELCOME TO YORKSHIRE & HUMBER FOR (ANOTHER) RECORD-BREAKING NRSC!

On behalf of the Road Safety GB Board of Directors and the 2026 conference organising committee, we extend a very warm welcome to the Queens Hotel in Leeds for the 16th annual National Road Safety Conference.

With 470 total attendees already booked at the time of writing (11 November), this year's conference is the biggest yet – comfortably surpassing the 420 who attended NRSC 2025 at Wyboston Lakes in Bedfordshire.

We've worked hard to create a diverse and interesting programme once again this year. In all, the 2026 Main and Fringe programmes comprise no fewer than 78 presentations and nine workshops.

With 35 stands (@ 21/10/26), the exhibition is also the largest ever at NRSC. Refreshments are being served throughout the exhibition area so if there is a queue in one place, please move to another.

As in previous years, the Fringe programme runs in tandem with the Main programme, so feel free to move between the two rooms to maximise your experience of visiting NRSC.

Just a reminder that, as was the case last year, the Main, Fringe and Workshop programmes all continue after lunch and finish at 3.30pm on Wednesday 25 November.

The eight workshops, which run on both days, are for those who have pre-registered to attend. However, if you've not registered but would like to attend one of them, please ask at the registration desk to see if there is any late availability. There is no need to book to attend the Fringe – just turn up.

We are always extremely grateful to our sponsors and this year we are pleased to welcome a new sponsor, Smart Start, alongside GEM Motoring Assist, Jenoptik, National Highways, Waymo and Westcotec who have all continued their support into 2026. Our sponsors and exhibitors provide important financial support, enabling us to keep the delegate fees as reasonable as possible. Please show your appreciation by taking time to visit the exhibition during the refreshment breaks. There are several new exhibitors this year, alongside those who attend every year.

That just leaves us to say that we very much hope you enjoy the next two days; if you need any help please ask at the registration desk which will be staffed throughout the conference.

Road Safety GB Board of Directors
and 2026 National Conference Committee

THE ROAD SAFETY GB & ACADEMY MANAGEMENT TEAM

James Gibson, Executive Director
Nicola Foster, Chair
Fay Cannon, Vice-Chair
Jackie Bratley, Director of Finance
Dr Will Cubbin, Director of Research
Bill Smith, Director of Communications
June Howlett, Company Secretary
Rhian Hughes, Director (Academy)
Philippa Young, Director (Academy)
Sam Merison, Director (Academy)

2026 NATIONAL CONFERENCE COMMITTEE

Jackie Bratley, Road Safety GB
Fay Cannon, Road Safety GB
Nicola Clayton, National Highways
Miguel D'Souza, Bradford Council
Nicola Foster, Road Safety GB
James Gibson, Road Safety GB
Ruth Gore, Safer Roads Humber
Rebecca Murray, Leeds City Council
Phoebe Pitcher, West Yorkshire Mayoral Combined Authority
Nick Rawlings, Stennik
John Redding, Bradford Council
Rosie Revell, Leeds City Council
Julie Turrell, East Riding of Yorkshire Council
Janye Ward, City of York Council

Road Safety GB academy

ACCREDITATION FRAMEWORK

The Road Safety GB Academy has developed an accreditation framework for road safety practitioners to formally recognise the awareness, knowledge and experience of road safety professionals.

This approach comes in the form of two Awards to support road safety professionals who want to grow their expertise and make a real impact on safe, sustainable, and healthy travel.

The Awards are aimed at people working in, or developing a career in, road safety and active travel, with each Award reflecting different levels of professional practice.

RSGB Certificate in Delivery of Safe, Sustainable and Healthy Travel

This Award is aimed primarily at practitioners who deliver road safety or active travel interventions. It provides a broad foundation of knowledge and skills for effective professional practice.

RSGB Diploma in Delivery and Management of Safe, Sustainable and Healthy Travel

This Award is aimed at experienced or advanced practitioners whose roles involve greater responsibility for the development, management and evaluation of interventions, projects or programmes, including working with partners and applying evidence to professional practice.

Interested in an Award

Visit the RSGB Academy stand in the exhibition area at National Conference. Find out more on the Academy website:

The Academy can provide further information about the Awards, the courses you will need to complete and how previous RSGB Academy courses or other relevant learning may count towards your Award, please contact Sally Bartrum Road Safety GB Academy Administrator **sbartrum@stennik.com**

AGENDA | DAY ONE | MORNING

MAIN AGENDA | THE BALLROOM

09.30 – 10.30
DELEGATE REGISTRATION & EXHIBITION

10.30 – 12.30
OPENING ADRESSES

Chaired by Nicola Foster, Road Safety GB

10.35 – 10.45 | **OPENING KEYNOTE PRESENTATION**
Justin Madders MP | Under Secretary of State for Roads, Department for Transport (P13)

10.45 – 10.50 | **A WARM WELCOME TO THE YORKSHIRE AND HUMBER REGION**
Ruth Gore | Safer Roads Humber (P14)

10.50 – 11.10 | **IMPLEMENTING THE ROAD SAFETY STRATEGY**
Dr Cathy Miller | Department for Transport (P15)

11.10 -11.25 | **CHALLENGES AND OPPORTUNITIES FOR THE ROAD SAFETY PROFESSION: HOW ROAD SAFETY GB CAN HELP - NOW AND IN THE FUTURE**
Nicola Foster & James Gibson | Road Safety GB (both) (P16)

11.25 – 11.40 | **THINK! CAMPAIGN 2026/27**
Laura Butterfield | Department for Transport (P17)

11.40 – 11.55 | **THE ROAD TO ZERO HARM**
Victoria Pyta | National Highways (P18)

11.55 – 12.10 | **SHAPING FIRE SERVICE ROAD SAFETY: PRIORITIES FOR 2027**
Leanne McMahon | National Fire Chiefs Council (P19)

12.10 – 12.30 | **PANEL DISCUSSION / QUESTIONS FROM THE AUDIENCE**

12.30 – 13.30
LUNCH & EXHIBITION

AGENDA | DAY ONE | AFTERNOON

MAIN AGENDA | THE BALLROOM

13.30 – 15.30
CHILDREN & ROAD SAFETY EDUCATION IN SCHOOLS

Chaired by Bill Smith, Director of Communications, Road Safety GB

13.30 – 13.45 | **SAFETY BEYOND SILOS: EXPANDING OPPORTUNITIES TO SUPPORT ROAD SAFETY EDUCATION ACROSS SCHOOLS AND COMMUNITIES**
Kerry Doyle | Surrey Fire & Rescue Service (P21)

13.45 – 14.00 | **ROAD SAFETY EDUCATION - DELIVERY IN SECONDARY SCHOOLS**
Amy Longworth & Autumn Rose | Via East Midlands (both) (P22)

14.00 – 14.15 | **LIVED EXPERIENCE: EVALUATING THE JOHN PERRYN PRIMARY SCHOOL STREET SCHEME IN A DEPRIVED LONDON CATCHMENT**
Nii Okai Nunoo | Norman Rourke Pryme (P23)

14.15 – 14.30 | **ISSUES LOCAL AUTHORITIES FACE WHEN PROVIDING A SCHOOL CROSSING PATROL SERVICE**
Tony Crook | Lancashire County Council (P24)

14.30 – 14.45 | **AUTISTIC CHILDREN MATTER PROJECT: INVESTIGATING CHALLENGES EXPERIENCED BY AUTISTIC CHILDREN WHEN CROSSING ROADS FROM TRAVEL TRAINER AND CAREGIVER PERSPECTIVES**
Dr Yee Mun Lee | Institute for Transport Studies, University of Leeds (P25)

14.45 – 15.00 | **ARE CYCLE HELMET STANDARDS PROTECTING CHILDREN IN VEHICLE COLLISIONS? EVIDENCE FROM REAL-WORLD INJURY PATTERNS**
Dr William Dawber | Imperial College London (P26)

15.00 – 15.15 | **EARLY INSIGHTS FROM A NEW STUDY ON NEURODIVERGENT CHILDREN AND ROAD SAFETY**
Dr Suzy Charman OBE | Road Safety Foundation (P27)

15.15 – 15.30 | **PANEL DISCUSSION/ QUESTIONS FROM THE AUDIENCE**

15.30 – 16.00
REFRESHMENTS & EXHIBITION

16.00 – 17.15
AUTONOMOUS & CONNECTED VEHICLES

Chaired by Sam Merison, Director, Road Safety GB Academy

16.00 – 16.15 | **AUTONOMOUS VEHICLES: THE FUTURE IS NOW**
Priscilla Mensah | Waymo (P29)

16.15- 16.30 | **FROM STRATEGY TO ACTION: DELIVERING KSI REDUCTION THROUGH PREDICTIVE RISK ANALYSIS**
Thierry Castermans | AISIN RoadTrace (P30)

16.30 – 16.45 | **INTERCONNECTEDNESS MATTERS: PHOEBE SAFE SYSTEM ADVANCES AND NEW MEANS FOR UNDERSTANDING ROAD RISK**
Dr Sam Chapman | The Floow (P31)

16.45 – 17.00 | **UNDERSTANDING HARSH BRAKING DATA**
Dr Peter Sanders | NIRA Dynamics (P32)

17.00 – 17.15 | **DIFFERENT DRIVERS, DIFFERENT SIGNALS: FATIGUE AND DISTRACTION DETECTION IN REGULAR VS PROFESSIONAL EMERGENCY FLEET DRIVERS**
Rafael Goncalves | University of Leeds (P33)

17.15 – 17.30
AN INTERNATIONAL PERSPECTIVE

17.15 – 17.30 | **AN INTERNATIONAL PERSPECTIVE ON THE USE OF TWO ROAD SAFETY TECHNOLOGIES**
Brandy Nannini | Smart Start (P35)

17.30 | **DAY ONE CONCLUDES**

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FRINGE AGENDA | ARK ROYAL SUITE

13.30 – 14.15
CYCLING

Chaired by Ruth Gore, Marketing Officer, Safer Roads Humber

13.30 – 13.45 | **CHANGING DRIVER ATTITUDES TO MAKE CYCLING SAFER**
Dr Will Cubbin | Road Safety GB (37)

13.45 – 14.00 | **HOW LONDON SUCCESSFULLY USED LORRY SAFETY STANDARDS TO REDUCE ROAD DANGER AND THE LEARNINGS FOR THE UK**
Tom Bogdanowicz | London Cycling Campaign (P38)

14.00 – 14.15 | **WHEELS OF WELCOME: PROMOTING SAFE CYCLING AND INCLUSIVE MOBILITY**
Namrine Robert and Steve Proctor | Wheels of Welcome (both) (P39)

14.15 – 15.15
POWERED TWO WHEELER RIDERS

14.15 – 14.30 | **FROM OBSERVED RIDE TO SAFER RIDING: LESSONS FROM THE NATIONAL BIKESAFE EVALUATION**
Dr Elizabeth Box | ECM Research Solutions (P40)

14.30 – 14.45 | **NYRF – RESEARCH TO YOUNG RIDER RESOURCE**
Heidi Duffy MBE | National Young Rider Forum (P41)

14.45 – 15.00 | **READY RIDER: PREPARING YOUNG RIDERS FOR SAFER JOURNEYS**
Janis James MBE | Good Egg Safety (P42)

15.00 – 15.15 | **IMPROVING MOTORCYCLE SAFETY: BEHAVIOURAL INSIGHTS, INTERVENTION DESIGN AND EVALUATION**
Tanya Fosdick | Agilysis (P43)

15.15 – 15.30 | **PANEL DISCUSSION/ QUESTIONS FROM THE AUDIENCE (FOR SPEAKERS FROM BOTH CYCLING & PTW SESSIONS)**

15.30 – 16.00
REFRESHMENTS & EXHIBITION

16.00 – 17.30
PUBLIC HEALTH & FITNESS TO DRIVE

Chaired by Ruth Gore, Marketing Officer, Safer Roads Humber

16.00 – 16.15 | **PRANA: LINKING POLICE AND HEALTHCARE DATA**
Dr Phil Martin | TRL | **Matthew Tranter** | DfT (P45)

16.15 – 16.30 | **IS YOUR VISION ROADWORTHY? STANDARDS, SAFETY AND THE FUTURE OF DRIVER EYESIGHT IN THE UK**
Rob Heard MBE | Road Safety & Older Drivers Consultant (P46)

16.30 – 16.45 | **DO HEALTH CARE PROFESSIONALS UNDERSTAND THE UK VISION GUIDELINES FOR DRIVING?**
Dr Claire Howard | Chair of the DVLA medical advisory panel for vision disorders (P47)

16.45 – 17.00 | **DEVELOPMENT OF AN EFFECTIVE UK SCREENING TEST TO IDENTIFY INDIVIDUALS IN THE EARLY STAGES OF DEMENTIA WHO ARE UNFIT TO DRIVE**
Professor Andrew Morris | Loughborough University (P48)

17.00 – 17.15 | **STANDARDISED MATURE DRIVING ASSESSMENT EVALUATION**
Dr Carol Hawley | University of Warwick & **Ian Edwards**| New View Consultants (P49)

17.15 – 17.30 | **PANEL DISCUSSION/ QUESTIONS FROM THE AUDIENCE**

17.30 | **DAY ONE CONCLUDES**

AGENDA | DAY TWO | MORNING

MAIN AGENDA | THE BALLROOM

09.00 – 09.30
FUNDING FOR, AND DELIVERY OF, ROAD SAFETY SERVICES

Chaired by Dr Will Cubbin, Research Director, Road Safety GB

09.00 – 09.15 | **MAKING A COMPELLING BUSINESS CASE FOR ROAD SAFETY INVESTMENT IN COMPETITIVE TIMES**
Dr Suzy Charman OBE | Road Safety Foundation (P52)

09.15 – 09.30 | **SUSTAINING ROAD SAFETY IN A CHANGING LANDSCAPE: A SELF-FUNDING MODEL FOR SERVICE DELIVERY**
Julie Turrell, David Pullinger & Kester Sharpe | East Riding of Yorkshire Council (all) (P53)

09.30 – 10.45
ILLEGAL AND ANTI-SOCIAL USE OF E-SCOOTERS AND E-BIKES

09.30 – 09.45 | **INVESTIGATING ILLEGAL E-BIKE USE AND DELIVERY RIDER PRACTICES IN THE UK: AN EXPLORATORY MIXED METHODS STUDY**
Dr George Beard | TRL | **Steve Close** | Connected Places Catapult (P54)

09.45 – 10.00 | **THE IMPACT OF THE ANTI-SOCIAL USE OF FAST ILLEGAL E-SCOOTERS AND E-BIKES ON PEOPLE WHO WALK, CYCLE AND LEGALLY RIDE E-SCOOTERS IN MILTON KEYNES**
Jonathan Flower | University of West of England | **PC Matthew Phillips** | Thames Valley Police (P55)

10.00 – 10.15 | **DATA-DRIVEN INSIGHTS INTO E-MOBILITY SAFETY IN WEST YORKSHIRE**
Dr Steve O'Hern | Institute for Transport Studies, University of Leeds (P56)

10.15 – 10.30 | **INFLUENCES ON RIDING BEHAVIOURS OF E-BIKE GIG-ECONOMY FOOD DELIVERY WORKERS**
Professor Caroline Mullen | Institute for Transport Studies, University of Leeds (P57)

10.30 – 10.45 | **IDENTIFYING FACTORS THAT PREDICT RIDING WITHOUT A HELMET BY E-BIKE DELIVERY RIDERS**
Professor Damian Poulter | University of Greenwich (P59)

10.45 – 11.00 | **PANEL DISCUSSION / QUESTIONS FROM THE AUDIENCE (SPEAKERS FROM BOTH SESSIONS ABOVE)**

11.00 – 11.30
REFRESHMENTS & EXHIBITION

11.30 – 12.00
YOUNG & NOVICE DRIVERS

Chaired by Fay Cannon, Vice Chair, Road Safety GB

11.30 – 11.45 | **DRIVER2020 – A REAL-WORLD EVALUATION OF INTERVENTIONS AIMED AT YOUNG AND NOVICE DRIVERS**
Dr Jill Weekley | **Dr Shaun Helman** | TRL (both) (P60)

11.45 – 12.00 | **GRADUATED DRIVING LICENSING WITHOUT LEGISLATION: HOW INSURERS COULD REDUCE YOUNG DRIVER CRASHES NOW**
Jamie Hassall | PACTS & **Matthew Creole Rees** | confused.com (P61)

12.00 – 13.00
SPEED

12.00 – 12.15 | **WHY DO PEOPLE SPEED AND HOW MIGHT WE STOP THEM?**
Professor Fiona Fylan | Leeds Beckett University (P62)

12.15 – 12.30 | **SPEED BEYOND THE PEDAL: RETHINKING DRIVER EDUCATION THROUGH THINKING SPEED AND SLOWING BEHAVIOUR**
Lee Jowett & Mick Knowles | Knowledgeablee Instructor Training (both) (P63)

12.30 – 12.45 | **FROM DIGITAL ETHNOGRAPHY TO DUAL INTERVENTION: TACKLING INAPPROPRIATE SPEED ON RURAL ROADS WITH YOUNG DRIVERS**
Nicola Wass | SoMoCo & **Jo Edwards** | Warwickshire CC (P65)

12.45 – 13.00 | **EVALUATING ROAD-SAFETY BEHAVIOUR CHANGE: IMPACTS OF A CHANGE BLINDNESS INTERVENTION ON SPEEDING AND DISTRACTION**
Dr Melina Kunar | University of Warwick (P66)

13.00 – 14.00
LUNCH & EXHIBITION

FRINGE AGENDA | ARK ROYAL SUITE

09.00 – 10.00
IMPAIRED DRIVING

Chaired by Simon Turner, Engagement Manager, Driving for Better Business

09.00 – 09.15 | **USING INTERVENTION MAPPING TO ARTICULATE THE BEHAVIOURAL THEORY OF A DRUG-DRIVING REHABILITATION INTERVENTION**
Beth Jones | Leeds Beckett University (P74)

09.15 – 09.30 | **TOXICOLOGY AND DRIVING IMPACT OF NEW RECREATIONAL DRINKS**
Eman Mshari | Institute of Pharmaceutical Science, King's College London (P75)

09.30 – 09.45 | **DON'T BET ON DRINK DRIVING: EVALUATING "GAMBLING TOMMY" A PARODY CAMPAIGN TO DISRUPT HIGH-RISK DECISIONS**
Dr Elizabeth Box | Co-Pilot | **Scott Stacey** | Surrey RoadSafe (P76)

09.45 – 10.00 | **REDUCING DRUG DRIVING ACROSS SUSSEX**
Tim Parry | Claremont (P77)

10.00 - 10.45
OTHER TOPICS SESSION ONE

10.00 – 10.15 | **ROAD SAFETY GB ACADEMY AWARDS ACCREDITATION FRAMEWORK**
Ian Edwards | New View Consultants (P78)

10.15 – 10.30 | **IMPROVING SAFETY OUTCOMES FROM COMMUNICATIONS CAMPAIGNS**
Dr Jill Weekley | TRL (P79)

10.30 – 10.45 | **SAFER STREETS IN COVENTRY: BUILDING A SAFE SYSTEM THROUGH MICRO INTERVENTIONS**
Dr Vivian Robert & David Keaney | Coventry City Council (P80)

10.45 – 11.00 | **PANEL DISCUSSION/ QUESTIONS FROM THE AUDIENCE**

11.00 – 11.30
REFRESHMENTS & EXHIBITION

11.30 – 13.00
OTHER TOPICS SESSION TWO

Chaired by Julie Turrell, Road Safety Manager, East Riding of Yorkshire Council

11.30 – 11.45 | **LINKING NATIONAL CRASH DATA TO DETAILED VEHICLE CHARACTERISTICS**
Dr Ivo Wengraf | RAC Foundation | **Bruce Walton** | Agilysis (P82)

11.45 – 12.00 | **ROAD SAFETY DATA ANALYTICS: FROM PREDICTION TO EVALUATION**
Lee Fawcett and Joe Matthews | Newcastle University (P83)

12.00 – 12.15 | **TECHNOLOGY VS. REALITY: THE SAT NAV PROBLEM PUTTING LIVES AT RISK ON RURAL ROADS**
Nigel Flower | Devon CC | **James Armstrong** | Ordnance Survey (P84)

12.15 – 12.30 | **AN EMPIRICAL ASSESSMENT OF THE RISK FACTORS FOR MALE AND FEMALE DRIVERS ON HIGH- SPEED ROADWAYS**
Dr Jwan Kamla | JWAnalytics and Consulting (P85)

12.30 – 12.45 | **NOT ALL DRIVERS ARE CRIMINALS, BUT MOST CRIMINALS ARE DRIVERS: USING THE SELF-SELECTION POLICING APPROACH TO IDENTIFYING ACTIVE, SERIOUS, CRIMINALS FROM THE COMMISSION OF DRIVING OFFENCES**
Jason Roach | University of Huddersfield (P87)

12.45 – 13.00 | **PANEL DISCUSSION/QUESTIONS FROM THE AUDIENCE**

13.00 – 14.00
LUNCH & EXHIBITION

AGENDA | DAY TWO | AFTERNOON

MAIN AGENDA
THE BALLROOM

14.00 – 15.30
SAFE SYSTEM / VISION ZERO

Chaired by Nicola Foster, Chair, Road Safety GB

14.00 – 14.15 | **A SAFE SYSTEM MANUAL FOR SCOTLAND**
Dr Matt Staton | Agilysis | **George Henry** | Transport Scotland (P67)

14.15 – 14.30 | **VISION ZERO: RURAL AND SEMI-RURAL SAFETY MEASURES**
Adam Meadowcroft | Stockport Council (P68)

14.30 – 14.45 | **HOW VISION ZERO CAN CONTRIBUTE TO A CHILD FRIENDLY CITY**
Rosie Revell | Leeds Vision Zero (P69)

14.45 – 15.00 | **PROTECTING FAMILIES FROM THE GROUND UP - DELIVERING SAFER VEHICLES THROUGH VISION ZERO PARTNERSHIP**
Emma Burley | TyreSafe | **Janis James MBE** | Good Egg Safety (P70)

15.00 – 15.15 | **THE LONG-STANDING FAILURE TO OPERATIONALISE THE POST-CRASH PILLAR OF THE SAFE SYSTEM FRAMEWORK**
David Higginbottom | Driver First Assist (P71)

15.15 – 15.30 | **FROM PRICING RISK TO PREVENTING HARM: AI COACHING AND TELEMATICS IN THE SAFE SYSTEM**
Dr Neale Kinnear | Affective Mobility (P72)

15.30 | **CONFERENCE CONCLUDES**

FRINGE AGENDA
ARK ROYAL SUITE

14.00 – 15.30
OTHER TOPICS SESSION THREE

14.00 – 14.15 | **THE SLOW SPEED PARADOX: WHEN RISK FEELS SAFE**
Dr Holly Hope-Smith | SoMoCo | **Imari Patel** | TfL (P88)

14.15 – 14.30 | **UNDERSTANDING THE FACTORS BEHIND MMD INCIDENTS: INSIGHTS TO IMPROVE EVERYDAY ROAD SAFETY PRACTICE**
Dr Christopher Atkin | Nottingham Trent University (P89)

14.30 – 14.45 | **DELIVERING VISION ZERO: A SAFE SYSTEMS APPROACH TO RED LIGHT RUNNING**
Cleo Weeden | VivaCity | **Nadeem Mohammed** | Transport for Greater Manchester (P90)

14.45 – 15.00 | **FROM INSIGHT TO INTERVENTION: USING BEHAVIOURAL PROFILING TO DEVELOP SCHOOL-SPECIFIC APPROACHES TO SAFER AND SUSTAINABLE SCHOOL JOURNEYS**
Dr Mira Lieberman | Sheffield City Council (P91)

15.00 – 15.15 | **PANEL DISCUSSION / QUESTIONS FROM THE AUDIENCE**

15.30 | **CONFERENCE CLOSES**

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WORKSHOPS
THE PATELEY SUITE

DAY ONE
13.30 – 17.30

13.30 – 14.10 | **DIAGNOSE BEFORE YOU DESIGN: HOW TO CHANGE BEHAVIOUR BY FOCUSING ON THE RIGHT THINGS**
Nicola Wass & Dr Holly Hope Smith | SoMoCo (both) (P92)

14.10 – 14.50 | **SAFE SYSTEM FATAL REVIEW PANELS – WORKING TOWARDS THE ESTABLISHMENT OF A LOCAL PANEL**
Dr Suzy Charman OBE | Road Safety Foundation | **Saul Jeavons** | The Transafe Network | **Tanya Fosdick** | Agilysis | **Marcus Alford Longley**, Warwickshire CC (P93)

14.50 – 15.30 | **Enhancing Novice Driver Safety – A Virtual Reality Training Programme**
Dr Ruth Madigan | Institute for Transport Studies, University of Leeds (P94)

15.30 – 16.00
REFRESHMENTS & EXHIBITION

16.00 – 17.30 | **A TOUR OF VIRTUOCITY AT THE INSTITUTE FOR TRANSPORT STUDIES, UNIVERSITY OF LEEDS**
Pete Woodthorpe | Institute for Transport Studies, University of Leeds
(this is taking place off site at the University of Leeds – attendees are asked to gather in the main reception at The Queens at 15.50) (P95)

DAY TWO
09.30 - 14.45

09.30 – 10.15 | **TMS CONSULTANCY: ACTIVE TRAVEL WORKSHOP, BINLEY CYCLEWAY**
Tara Jowett & Grant Dumbleton | TMS Consultancy (both) (P96)

10.15 – 11.00 | **AN OVERVIEW OF THE APPROACH TO 'WALKED ROUTES TO SCHOOL' RISK ASSESSMENTS**
Jess Waldron | TMS Consultancy (P97)

11.00 – 11.30
REFRESHMENTS & EXHIBITION

11.30 – 12.15 | **MOTORCYCLE SAFETY – MOVING THE AGENDA FORWARDS**
Craig Carey-Clinch | National Motorcyclists Council | **Saul Jeavons** | TranSafe Network (P98)

13.00 – 14.00
LUNCH & EXHIBITION

14.00 – 14.45 | **SETTING LOCAL SPEED LIMITS – DEVELOPING GUIDANCE ALIGNED TO THE SAFE SYSTEM**
Margaret Winchcomb | PACTS | **Dr Suzy Charman OBE** | Road Safety Foundation (P99)



MAIN CONFERENCE

SPEAKERS AND PRESENTATIONS

DAY ONE | TUESDAY 24 NOVEMBER 2026

THE BALLROOM

OPENING KEYNOTE PRESENTATION

JUSTIN MADDERS MP | UNDER SECRETARY OF STATE FOR ROADS, DEPARTMENT FOR TRANSPORT

Justin Madders MP was appointed Parliamentary Under-Secretary of State in the Department for Transport on 22 July 2026.



He was previously Parliamentary Under-Secretary of State at the Department for Business and Trade between 9 July 2024 and 7 September 2025. He was elected as the MP for Ellesmere Port and Bromborough in July 2024.

The Minister for Roads is responsible for:

- Vehicle standards
- Roads, including Road Investment Strategy (RIS)
- Road safety
- Motoring agencies
- Micromobility
- Lower Thames Crossing
- Automated vehicles
- AI and technology

Photo: Justin Madders ©House of Commons

A WARM WELCOME TO THE YORKSHIRE AND HUMBER REGION

RUTH GORE | MARKETING OFFICER, SAFER ROADS HUMBER

This presentation is being delivered by Ruth Gore, chair for the Road Safety GB Yorkshire and Humber region, who offers all delegates a warm welcome to the region.



This is the third time that NRSC has been hosted in the Yorkshire and Humber region, and the conference committee have been working hard to bring an interesting and varied programme.

PROFILE | **RUTH GORE**
Ruth Gore has worked in the public sector for over 30 years and has been the marketing officer for Safer Roads Humber for 23 years. During this time, she has built up her road safety knowledge and has worked on a range of interesting and award winning projects. She is currently working on the implementation of the Safer Roads Humber Vision Zero strategy.

She has been the chair of the Road Safety GB Yorkshire and Humber region for a number of years and has helped organise all three conferences in the region.

IMPLEMENTING THE ROAD SAFETY STRATEGY

DR CATHY MILLER | HEAD OF ROAD SAFETY, DEPARTMENT FOR TRANSPORT

Nearly a year on from its launch, this presentation will see Dr Cathy Miller from the Department for Transport deliver an update on work to implement the new Road Safety Strategy.



PROFILE | **DR CATHY MILLER**
Dr Cathy Miller has twenty years' experience in the UK Civil Service, across transport, environment and local government policy. She has been Head of Road Safety at the DfT since November 2024, with lead responsibility for the 2026 Road Safety Strategy.

In addition she is also responsible for motor insurance policy and is the department's senior sponsor for the DVLA.

Cathy has previously worked on planning policy for major roads, cities and devolution, and leading the Department of Transport's relationships with city transport authorities, including Transport for London.

She has also worked at the Department for Environment, Food and Rural Affairs and HM Treasury.

CHALLENGES AND OPPORTUNITIES FOR THE ROAD SAFETY PROFESSION: HOW ROAD SAFETY GB CAN HELP – NOW AND IN THE FUTURE

NICOLA FOSTER | CHAIR, ROAD SAFETY GB | **JAMES GIBSON |** EXECUTIVE DIRECTOR, ROAD SAFETY GB

This double-headed presentation will explore the changing landscape facing the road safety profession, while highlighting practical measures and opportunities that can provide confidence and optimism for the future of road safety service delivery.

Nicola Foster, Chair of Road Safety GB, will examine the key challenges and opportunities facing the road safety sector as we approach 2027. Drawing on her national perspective, as well as her experience working at partnership level through her significant contribution to the Safer Essex Roads Partnership, Nicola will consider the wider environment in which road safety professionals are operating and what this means for the future of the sector.

James Gibson, Executive Director of Road Safety GB, will then build on this context by reflecting on the successes and achievements of Road Safety GB in recent years. He will set out how the organisation can support its members and subscribers to respond to the challenges ahead, take advantage of emerging opportunities, and continue to thrive in the vital work of improving road safety and reducing casualties.

Together, the two elements of the presentation will provide both a clear view of where the profession is heading and a practical perspective on how Road Safety GB can help its members and the wider sector strengthen road safety delivery for the future.

PROFILE | **NICOLA FOSTER**
Nicola Foster was appointed chair of Road Safety GB in November 2025, having previously served as vice-chair.

As the chair of the Safer Essex Roads Partnership (SERP), Nicola is leading the charge for Vision Zero and the safe system approach in Essex (which includes Southend and Thurrock).



Her role involves inviting partners to 'do more' and review traditional processes and culture whilst, as the Group Manager for road safety, she is in the position of having to respond to those challenges on behalf of Essex Highways.

Nicola started her highways training more than 35 years ago as a technician. She is a Fellow of the IHE and holds a Masters in Road Safety Engineering.

PROFILE | **JAMES GIBSON**
James Gibson took up the post of Executive Director of Road Safety GB in March 2022. James has worked in the road safety profession for more than 20 years, in both local government and the police.

He joined Road Safety GB from Leicestershire County Council where he most recently held a management role overseeing road safety, sustainable travel, public rights of way and passenger transport information and provision.

James previously held the post of director of communications for Road Safety GB, on a voluntary basis, between 2009 and 2015. As a national spokesperson he undertook many media interviews on a wide range of road safety topics.

In his current role, James manages the charitable side of Road Safety GB's work, reporting to the charity's board of trustees, and the business/trading side which is conducted through RSGB International.

THINK! CAMPAIGN 2026–27

LAURA BUTTERFIELD | HEAD OF MARKETING, DEPARTMENT FOR TRANSPORT



An update on the Department for Transport's national THINK! road safety campaigns, including the latest strategy and campaign plans.

PROFILE | **LAURA BUTTERFIELD**
Laura Butterfield is Head of Marketing at the Department for Transport. She leads the department's behaviour change campaigns, delivered primarily through paid-for advertising and marketing, but also working closely with stakeholders, partners and brand channels to reach target audiences.

This includes the government's flagship road safety campaign THINK!, addressing national road safety issues with a core audience of 17-24 year old men, who are four times more likely to be killed or seriously injured on the road than any other age group.

Laura has a background in marketing and behaviour change campaigns. She previously worked at the Home Office, leading campaigns across issues including Violence Against Women and Girls, Fraud, Knife Crime, Immigration and Police Recruitment.

ROAD TO ZERO HARM: FROM AMBITION TO COORDINATED ACTION

VICTORIA PYTA | PRINCIPAL ADVISOR AND TEAM LEADER FOR ROAD SAFETY, NATIONAL HIGHWAYS

National Highways' Road to Zero Harm roadmap outlines our evidence-led approach to reducing deaths and serious injuries on the Strategic Road Network.



The presentation will explore how National Highways and its partners are bringing together their different roles and levers across the Safe System to target known risks and deliver effective interventions, while also asking a harder question: how far will those measures take us towards zero harm, and what more might be needed?

It will consider how evaluation, research and innovation can help us understand what is working, identify where further action is needed and adapt our approach over time.

PROFILE | **VICTORIA PYTA**
Victoria Pyta is a Principal Advisor and Team Leader for Road Safety at National Highways, where she led the development of the Road to Zero Harm roadmap. She has more than 20 years' experience in road safety research, policy and strategy in the UK and Australia, spanning all areas of the Safe System.

With a background in psychology and applied statistics, Victoria has a particular interest in using evidence, evaluation and collaboration to translate road safety ambitions into effective action.

SHAPING FIRE SERVICE ROAD SAFETY: PRIORITIES FOR 2027

LEANNE MCMAHON | DEPUTY ROAD SAFETY LEAD, NATIONAL FIRE CHIEFS COUNCIL

This presentation sets out where the Fire and Rescue Service is heading in road safety as we look towards 2027.

We'll be sharing our new Road Safety Position Statement, outlining our future direction with a focus on data-led interventions and multi-agency partnerships.



PROFILE: **LEANNE MCMAHON**
Leanne McMahon started her career with Kent Fire & Rescue Service in 1995. Throughout her career she has held roles in the emergency control room, responding to incidents, in prevention and protection. Throughout Leanne's career she has worked to develop strong collaborative partnerships and has seen the benefits a unified approach can deliver.

Leanne is National Fire Chiefs Council's Deputy Road Rescue and Road Safety Lead. Her commitment extends beyond traditional fire safety. Leanne's lived experiences in road safety prevention, managing incidents on the road and customer care, during and after the incident, have shaped a strong desire to advocate for addressing the multifaceted challenges of road safety.

Road Safety GB academy

PROVIDING TRAINING COURSES FOR ROAD SAFETY PROFESSIONALS

Courses are delivered via Zoom to enable candidates to participate from the comfort of their office or home.

For details of all training courses – or to book a place - visit the Academy website:

rsgbacademy.org.uk





UPCOMING COURSES

8-9 December 2026
Road Safety Evaluation Course
This course equips practitioners with key skills to conduct appropriate evaluations and provides an understanding of more complex evaluation methods.

12 January 2027
Media Training Course - Print and Broadcast
This course will help practitioners understand the media landscape – what journalists are looking for and what they need.

14 January 2027
Media Training Course - Social and Digital
This course provides an overview of social media, covering the platforms, demographics and target reach.

19 January 2027
Introduction to the Needs of Older Road Users
This course will help practitioners develop road safety interventions to support older road users.

27-28 January 2027
Two-Day Behavioural Change Course
This course is designed to give road safety practitioners an insight into the world of behavioural change models and techniques.

4 February 2027
Road Safety Practitioner Foundation Refresher Course
This course provides an opportunity to explore the latest developments in the road safety profession and ensure knowledge remains current in a rapidly evolving field.

9-10 February & 16-17 March 2027
Road Safety Practitioner Foundation Course
This course provides participants with an overview of the whole process from identifying a road safety issue to course development and evaluation.

6-7 April 2027
Two-Day Safe System Course
This course provides a strategic understanding, as well as practical application of Safe System through case study examples.

SAFETY BEYOND SILOS: EXPANDING OPPORTUNITIES TO SUPPORT ROAD SAFETY EDUCATION ACROSS SCHOOLS AND COMMUNITIES

KERRY DOYLE | SENIOR EDUCATION OFFICER, SURREY FIRE AND RESCUE SERVICE

This presentation explores how Surrey Fire and Rescue Service (SFRS) developed a 'Safety Beyond Silos' approach to amplify consistent national, regional and local road safety messages and strengthen road safety education for children, young people, parents and carers across Surrey.

By stepping back from silos, labels, titles and programme boundaries, the team considered how road safety education could be integrated more creatively—and therefore more widely - into existing programmes, structures, policies, resources and activities across the fire service, often without a specific 'road safety' label. Through this process, SFRS initially identified more than 30 opportunities to introduce road safety messaging including increasing touchpoints with children, parents and carers via nurseries, schools, libraries and children's centres to support lifelong learning.

The presentation will showcase practical examples of the activities undertaken, highlighting both successes and challenges, as well as insights gained through this approach. It demonstrates that small, strategic enhancements across systems and partnerships can drive significant collective impact—echoing the sentiment that 'little by little, one travels far'.

This model offers a replicable framework for Fire and Rescue Services, Local Authorities, Road Safety Partnerships and Education Partners seeking to embed road safety more widely within their communities, often through work and activities they are already delivering.



PROFILE | **KERRY DOYLE**
Kerry Doyle is Road Safety Lead and Senior Education Officer for Surrey Fire & Rescue Service. Her role spans strategic development, partnership working and programme design through to front-line delivery with children, young people and communities across Surrey.

Kerry also supports the National Fire Chief's Council Young Driver Thematic.

ROAD SAFETY EDUCATION – DELIVERY IN SECONDARY SCHOOLS

AMY LONGWORTH | ASSISTANT ROAD SAFETY MANAGER (PATROLS AND EDUCATION) **| AUTUMN ROSE |** ROAD SAFETY CO-ORDINATOR **|** VIA EAST MIDLANDS (BOTH)

The Via East Midlands data-led Road Safety Education Programme reaches over 30,000 children and adults each year. Well over half of these are secondary aged pupils, from more than 40 Secondary Schools across Nottinghamshire.

Our education team started visiting Secondary Schools, Further Education Colleges and Alternative Educational Learning settings in 2007. The resources the team has developed are interactive age-appropriate sessions for all years in Key Stages 3-5. With different lessons for each year group, the team looks at how young people can stay safe either as a pedestrian, cyclist, passenger or young driver.

During this session we'll share with you our experiences, what we have learnt whilst establishing a data led programme of workshops, and the techniques we have adopted to build and maintain a programme of Road Safety Education. From establishing contacts, adapting to the school's timetable, the teaching methods used in the classroom, and behaviour change techniques adopted in our resources.

If you're thinking about reaching out to this age group or want to expand your existing programme, this presentation will help overcome the barriers and give you the confidence to deliver more interventions with this age group, in your local areas.

PROFILE | **AMY LONGWORTH**
Amy Longworth has worked in road safety for over nine years, beginning her career supporting children to cross the road safely. She now leads on the planning and delivery of road safety education across Nottinghamshire as Assistant Road Safety Manager.



Amy plays a key role in shaping programmes that reach people of all ages and has successfully secured external funding to support an Older Driver Intervention. While her role is largely strategic, she still values time spent in schools, delivery sessions and working directly with young people.

PROFILE | **AUTUMN ROSE**
With 22 years' experience in road safety, Autumn Rose brings a wealth of knowledge to her role supporting education programmes across Nottinghamshire. She began her career developing school travel plans and has seen road safety education evolve to focus on positive, behaviour-led approaches.

Autumn is involved in designing, coordinating, and delivering sessions for a wide range of audiences. She enjoys the creative process, the challenge of organising programmes, and engaging directly with communities through workshops..

LIVED EXPERIENCE: EVALUATING THE JOHN PERRYN PRIMARY SCHOOL STREET SCHEME IN A DEPRIVED LONDON CATCHMENT

NII OKAI NUNOO | GRADUATE TRANSPORT PLANNER AND TRAFFIC ENGINEER, NORMAN ROURKE PRYME

School Street schemes are expanding rapidly across London as part of efforts to reduce child road danger and create safer school environments. While borough-level evaluations often report traffic reductions, less is known about how these schemes are experienced by the parents and residents who interact with them daily.

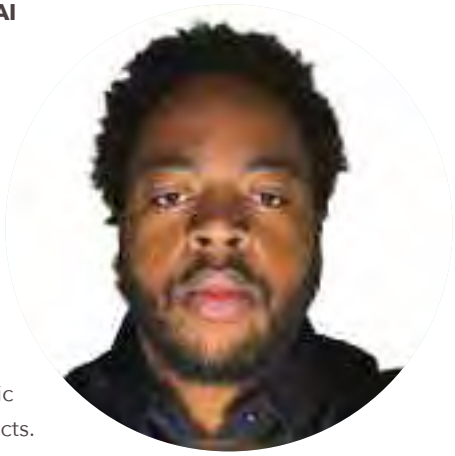
This paper presents a mixed-methods evaluation of the John Perryn Primary School Street in Ealing (West London), combining collision data, automated traffic counts and semi-structured interviews with parents (n=5) and residents (n=5).

Quantitative findings identified reductions in motor traffic on approaches to the School Street during operational periods, alongside increases on some surrounding boundary streets, consistent with traffic redistribution. Reanalysis using finalised police reported collision data found no statistically significant change in recorded collisions within the study areas. The lived experience data reveals a more nuanced picture."

Parents consistently described a 'calmer core' at the school gate, reporting increased confidence in their children's safety, improved air quality and greater opportunities for social interaction. Some noted increased willingness to allow independent mobility. At the same time, residents and time-constrained families highlighted boundary displacement, compliance confusion and parking pressures outside the restriction zone. Structural constraints such as distance, employment patterns and caring responsibilities limited full modal shift for some households.

The findings suggest that School Streets operate not only as a traffic management tool, but as socially mediated safety interventions whose legitimacy depends on clarity, fairness and network-level design. The presentation concludes with practical recommendations for boundary management, equity-sensitive enforcement, and improved community engagement to strengthen long-term road safety outcomes.

PROFILE | **NII OKAI NUNOO**



Nii Okai Nunoo is a Graduate Transport Planner and Traffic Engineer at Norman Rourke Pryme, where he works across transport planning and traffic engineering projects.

He holds an MSc in Civil Engineering with Transport from University College London, awarded with Distinction, and a place on TfL's Youth Panel, where he engages with strategic discussions on road safety, active travel and inclusive transport policy.

His research focuses on active travel, road safety and transport equity, with particular interest in how interventions function differently across socioeconomic contexts. His dissertation evaluating the John Perryn Primary School Street scheme was conducted as part of his MSc at UCL and the London Borough of Ealing Council.

Nii Okai is a Graduate Member of both the Chartered Institution of Highways and Transportation (CIHT) and the Institution of Civil Engineers (ICE)..

ISSUES LOCAL AUTHORITIES FACE WHEN PROVIDING A SCHOOL CROSSING PATROL SERVICE

TONY CROOK | ROAD SAFETY MANAGER, LANCASHIRE COUNTY COUNCIL

This presentation will cover Lancashire's journey in providing its School Crossing Patrol Service, looking at the issues that the Authority faces in managing this much needed road safety function.



The presentation will discuss funding, staffing, management support provision and will highlight a recent 'Stop means STOP' campaign to improve driver behaviour, which ran after recent incidents where vehicles collided with school crossing patrol officers.

PROFILE | **TONY CROOK**
Tony Crook is the Road Safety Manager for Lancashire County Council, a large Local Authority serving a population of over 1.5 million. He leads teams in Education and Engagement, Speed Assessment and School Crossing Patrol.

Tony wrote Lancashire's Road Safety Strategy. He is Chair of the Delivery Group of the Lancashire Road Safety Partnership; he completed the 2023/24 review of the Partnership and wrote the terms of reference for both the Delivery Group and the Challenge Board.

Previously, Tony was a Strategic Manager with Lancashire Fire and Rescue Service, leading the Corporate Intelligence and Emergency Planning departments. He was additionally the National Fire Chief Council's Lead Officer for Road Safety and wrote the NFCC position statement on the Safe Systems. Tony is also a Trustee for TyreSafe.

INVESTIGATING CHALLENGES EXPERIENCED BY AUTISTIC CHILDREN WHEN CROSSING ROADS, FROM TRAVEL TRAINER AND CAREGIVER PERSPECTIVES

DR YEE MUN LEE | ASSOCIATE PROFESSOR, INSTITUTE FOR TRANSPORT STUDIES, UNIVERSITY OF LEEDS

Autistic adolescents are frequently reported to experience difficulty learning to cross roads, which may contribute to elevated risk and reduced independence. However, little is known about which specific aspects of road crossing are challenging or how these vary between individuals. Independent travel training (ITT) is widely implemented across the UK, yet its effectiveness for autistic adolescents remains unclear.

This research project set out to identify: (1) which skills are most difficult to train; (2) which types of crossing infrastructure are easiest to master; (3) which aspects of road crossing caregivers perceive as challenging, and how these relate to autistic traits.

The findings identify specific learning barriers and individual differences relevant to tailoring training and designing inclusive road environments. The researchers also conducted a controlled experimental study, and the presentation will showcase the experimental design alongside these findings.

PROFILE | **DR YEE MUN LEE**

Dr Yee Mun Lee is an experimental and cognitive psychologist with expertise in designing experiments to understand how humans process information and how this shapes behaviour. Her research focuses on improving pedestrian safety in interactions with automated vehicles and on understanding the challenges faced by marginalised pedestrian groups across current and emerging transport systems.



She employs diverse research methods and has led and co-led numerous EU-funded work packages and sub-projects, as well as serving as PI and Co-I on projects funded by the ESRC, The Road Safety Trust and Active Travel England.

She is actively involved in international standardisation through ISO working groups and the BSI CAM Standards Coordination Group, and is a member of the Editorial Board of Transportation Research Part F.

ARE CYCLE HELMET STANDARDS PROTECTING CHILDREN IN VEHICLE COLLISIONS? EVIDENCE FROM REAL-WORLD INJURY PATTERNS

DR WILLIAM DAWBER | IMPERIAL COLLEGE LONDON

Children's cycle helmets are currently certified using the same impact conditions as adult helmets, which overlooks key differences in their injury physiology, tolerance, and mechanisms. Despite these differences, there lacks cohesive data for the causes of prevalent and severe head injuries in child cyclists. Such data is necessary to inform representative helmet test procedures that ensure designs are fit for purpose.

This study reviewed clinical literature and analysed 48,074 head injury cases in cyclists under 17 years to extract recurring patterns in injury details, helmet efficacy, demographics and environmental causal factors. The reearchers found that 75% of injuries occurred on paved roads, and ages as young as five were at significant risk. Falls from bicycles were the most prevalent injury mechanism, though collisions with motor vehicles constituted a disproportionate share (46.2%) of severe injuries. Moreover, child helmets are much less effective at reducing severe injuries in these scenarios than adult helmets.

These results highlight a critical need for helmet test methods that accurately represent the conditions of severe head injury in child cyclists. By identifying these patterns, the presentation provides a foundation to simulate representative injury conditions in further biomechanical analyses. This permits the objective rating of helmet performance under conditions that represent real-world incidents to force design improvements. Ultimately, this will reduce injury and fatality risk in child vulnerable road users, thus contributing towards Vision Zero.



PROFILE | **DR WILLIAM DAWBER**
Dr William Dawber is a researcher in Brain Biomechanics at Imperial College London, specialising in the mechanics of child head injuries. His work is funded by the Road Safety Trust to reduce severe and fatal injuries in child cyclists by working directly with standards and manufacturers to improve test methods and product safety.

His goal is to work with road safety professionals to link evidence and help reduce fatalities in child vulnerable road users.

EARLY INSIGHTS FROM A NEW STUDY ON NEURODIVERGENT CHILDREN AND ROAD SAFETY

DR SUZY CHARMAN OBE | EXECUTIVE DIRECTOR, ROAD SAFETY FOUNDATION

Neurodivergent children face distinct challenges when navigating the road environment. This research aims to build an evidence base on how neurodivergent children experience roads and what can be done to improve their safety and wellbeing.

Phase 1 of this project focused on discovery: understanding and quantifying the specific risks faced by neurodivergent children and gathering insights into the challenges they must overcome.

Initial evidence shows that traits such as impulsivity, sensory sensitivity, anxiety and difficulty judging distance or speed can make using roads particularly challenging. Two thirds of respondents in a 2024 pilot questionnaire reported that sensory or processing differences affected their safety, and over half had experienced a collision or near miss. Some young people described avoiding certain journeys due to anxiety, pointing to wider inequities in access to education and opportunity.

The project brings together a multidisciplinary partnership spanning road safety, psychology, inclusive design and neurodivergence, working alongside local authorities and community organisations to ensure lived experience is central to the research.

This presentation will share emerging themes from interviews, early survey data, walk and talk studies and citizen science. It will outline the key risk factors identified so far and discuss how these insights will shape Phase 2, which will begin developing a Safe System response and evaluating potential interventions to create safer, calmer and more inclusive journeys for neurodivergent children.



PROFILE | **DR SUZY CHARMAN OBE**
Dr Suzy Charman OBE is a leading expert on the Safe System, with over 20 years' experience.

In her role at the RSF, Suzy leads the United Kingdom Road Assessment Programme and is a recognised thought-leader on speed management and infrastructure safety.

Prior to joining RSF, Suzy served as Head of International Road Safety at TRL and before that played a pivotal role in the establishment of the International Road Assessment Programme (iRAP).

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AUTONOMOUS VEHICLES: THE FUTURE IS NOW

PRISCILLA MENSAH | UK PUBLIC AFFAIRS MANAGER, WAYMO



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Learn more about Waymo's safety record, our design, and how Waymo is building trust with constituencies in the UK and beyond.

PROFILE | **PRISCILLA MENSAH**
Priscilla is a disability inclusion specialist and public policy professional who leads Public Affairs for Waymo UK. Her work involves building trust with communities on autonomous vehicle technology and advancing inclusive technology, accessibility, and safer roads. In this role, she works with local stakeholders, community leaders and safety advocates to ensure the voices of those who stand to benefit from Waymo are heard as the company enters the UK.

Prior to Waymo, Priscilla worked on the Accessibility Team at Microsoft, and as a consultant to the US Disability Team at the Ford Foundation. Priscilla holds a bachelor's degree from Cambridge University and a master's in Public Policy from the Harvard Kennedy School.

FROM STRATEGY TO ACTION: DELIVERING KSI REDUCTION THROUGH PREDICTIVE RISK ANALYSIS

THIERRY CASTERMANS | EXPERT ENGINEER - SOLUTION ARCHITECT, AISIN TECHNICAL CENTRE

The Road Safety Strategy sets clear national targets to reduce death and serious injury. For local authorities, the challenge is not intent but execution: how to identify and prioritise risk early enough to prevent harm, using evidence that is credible, scalable and defensible.

This session will present results from a Road Safety Trust funded pilot in Leeds, delivered in partnership with The Road Safety Trust, Leeds City Council, AISIN RoadTrace, Qi Managed Services, Metis and CitiSense.

The pilot applies anonymised, large-scale connected vehicle behaviour data to identify locations of elevated risk before collisions occur. Analysis focuses on harsh braking, speed behaviour and conflict indicators across the network, addressing a known limitation of relying solely on historic KSI data, particularly where collision volumes are low or risk is emerging.

Qi led end-to-end delivery and coordination. AISIN RoadTrace provided predictive risk intelligence. Metis and CitiSense supported analytical Ai camera integration and interpretation. Leeds City Council used the outputs to support site prioritisation and intervention planning aligned with Safe System and Vision Zero principles.

At NRSC 2026, the full results will be available and presented publicly for the first time, alongside a formal evaluation report produced for the Road Safety Trust. Evaluation considers alignment between predicted risk and collision trends, professional validation by practitioners, and impact on decision-making.

This presentation will provide road safety professionals with a practical, transferable model for operationalising national KSI reduction targets using evidence available today.



PROFILE | **THIERRY CASTERMANS**
Thierry Castermans holds a PhD degree in Physics and has developed extensive experience in fundamental and applied research, in signal processing and data analysis.

Nine years ago, he joined AISIN, a tier-1 supplier in the automotive industry, and got involved as a data scientist in the development of AI projects with positive impact on society.

He is now responsible for the development team of the RoadTrace™ product line, which helps road operators improve safety and asset management by leveraging the connected vehicle big data.

INTERCONNECTEDNESS MATTERS: PHOEBE SAFE SYSTEM ADVANCES AND NEW MEANS FOR UNDERSTANDING ROAD RISK

DR SAM CHAPMAN | CO-FOUNDER AND DIRECTOR, THE FLOOW

Road safety outcomes are shaped by a complex interaction of behaviour, infrastructure, mobility choices, and socio-economic context. Yet interventions are often designed using isolated approaches, limiting the ability to anticipate unintended consequences or fully understand system-wide risk.

This presentation demonstrates how integrated modelling frameworks and new data can better support Safe System approaches in spite of the interconnected nature of transport risk.

Drawing on final results from the PHOEBE project in the West Midlands, the talk shows how combining multiple modelling approaches provides a richer understanding of how safety outcomes may change when interventions are introduced. These approaches include induced demand modelling, mode-shift, socio-economic analysis, International Road Assessment Programme (iRAP) risk models and traffic microsimulation. The combined framework enables practitioners to explore how policies affecting traffic speed, active travel, or individual mode costs may influence exposure and collision risk before deployment, improving evidence-based decision making.

The presentation also introduces insights from newly available behavioural data on smartphone driving distraction. Analysis reveals how distracted driving behaviours vary by road environment and time of day, highlighting opportunities for more targeted enforcement, education, and interventions. These findings demonstrate how differing models can complement traditional safety predictive models.

Together, these examples illustrate how embracing interconnected analysis can support a more holistic, proactive approach to road safety. It will provide insights for how authorities may move from evaluating interventions after implementation towards more informed Safe System approaches enabling more effective, system-wide risk reduction.



PROFILE | **DR SAM CHAPMAN**
Dr. Sam Chapman co-founded The Floow Limited, a global mobility risk analytics company with a singular mission to make mobility safer and smarter for all.

The Floow provides risk related products and services in over 20 countries with a focus on the motor insurance, automotive and infrastructure sectors. Sam's focus goes beyond commercial delivery centring on innovation to improve mobility understanding and its risk. Sam is involved in leading national and international R&D projects in road safety in the UK, EU and US.

He covers a broad range of areas in road safety including autonomous vehicles, urban active travel, traffic management, driver behaviours and the use of new data and methods in road safety.

Sam has won a range of awards related to understanding risk including the Queens Award for Enterprise in Innovation and a Prince Michael International Award for Road Safety. Sam also holds a number of honorary positions in wider business, regional, civic and advisory roles including chairing South Yorkshire's Transport Forum, liaising with stakeholders across all areas of mobility.

UNDERSTANDING HARSH BRAKING DATA

DR PETER SANDERS | PRODUCT PORTFOLIO MANAGER, NIRA DYNAMICS

The rapid emergence of Connected Vehicle (CV) data is fundamentally transforming road safety analysis, enabling practitioners to combine reactive, collision-based approaches with proactive risk characterisation.



In contrast to collision data, which are often incomplete and time delayed, CV data provides network-wide driver behaviour and pavement condition data, updated daily. This enables the identification of high-risk locations at a scale and frequency which was previously unavailable.

This presentation provides a CV data-based solution to the harsh braking fail-unsafe condition utilising ABS activation data. It also presents practical use cases, including network-level prioritisation, before-and-after evaluation of infrastructure changes, and continuous safety monitoring. When interpreted within a robust analytical framework, harsh braking can serve as an effective leading indicator of risk.

PROFILE | **DR PETER SANDERS**
Dr. Peter Sanders is a researcher and product portfolio manager focussing on the intersection between road safety and highway asset management. Peter's 15 years of experience as a principal researcher, and subsequent publication of his PhD thesis, led him to the following conclusion: that to fully understand road safety, we must understand the experience of vehicles.

Peter's work at NIRA Dynamics focusses on the use of connected vehicle data in the road safety domain and he is leading the development of NIRA's portfolio of road safety data products.

DIFFERENT DRIVERS, DIFFERENT SIGNALS: FATIGUE AND DISTRACTION DETECTION IN REGULAR VS PROFESSIONAL EMERGENCY FLEET DRIVERS

RAFAEL GONCALVES PH.D. | RESEARCHER, UNIVERSITY OF LEEDS

As the UK progresses towards wider deployment of partially automated and assisted driving systems, Driver Monitoring Systems (DMS) are becoming a central safety feature. Using in-vehicle cameras to detect signs of distraction and fatigue, these systems are designed to ensure that drivers remain capable of responding appropriately in safety-critical situations.

Most commercially available DMS are developed and calibrated using data from the general driving population. However, this research provides evidence that the eye movements associated with distraction and fatigue differ significantly between regular drivers and drivers with emergency response training, including police and ambulance personnel. Indicators that signal elevated risk in the general population do not necessarily reflect reduced performance in experienced, highly trained drivers.

This has important implications for emergency service fleets operating under high cognitive demand and time pressure. Despite their recognised safety benefits, standard DMS may generate unnecessary alerts or interventions, increasing workload and potentially undermining trust in safety technologies. At the same time, this represents a significant opportunity. By recognising differences in driver expertise, DMS can be designed to better support professional users, addressing their specific needs.

This presentation will outline the evidence supporting these population differences and raise awareness of the need for further investigation to better adapt DMS, improving the management of fatigue and distraction risks in emergency fleets. Recognising driver expertise as a factor in system calibration is an important consideration for future fleet implementation and policy discussions..



PROFILE | **RAFAEL GONCALVES**
Rafael Goncalves is a Ph.D. researcher at the University of Leeds and a member of the Human Factors and Safety Research team. His research focuses on vehicle automation and on how driver state can be predicted using gaze behaviour. He has experience in driving simulator studies involving automated vehicles and has collaborated on major European projects in the field.

He has also led privately funded research with the company Seeing Machines, investigating methods for readiness estimation for driver monitoring systems. In addition, he was part of an ISO working group on the standardisation of driver readiness conceptualisation and assessment.

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AN INTERNATIONAL PERSPECTIVE ON THE USE OF TWO ROAD SAFETY TECHNOLOGIES

BRANDY NANNINI | CHIEF GOVERNMENT AFFAIRS OFFICER, SMART START

This presentation provides an international perspective on the use of two road safety technologies - alcohol interlocks ('alcolocks') and Active Intelligent Speed Assist (A-ISA) - drawing on deployment from across the world, including North America, Australia and Europe.

Delivered by global road safety technology providers Smart Start Inc., the presentation shares evidence, policy approaches and lessons learned from jurisdictions where these technologies are successfully embedded in road safety systems.

A focus will be placed on alcolocks and their role in reducing drink-driving re-offending when embedded within offender management frameworks and combined with rehabilitation programmes and compliance monitoring. International evidence will be used to examine legislative models, enforcement mechanisms and effectiveness.

The presentation also addresses the critical issue of speed, which is a factor in nearly 60% of fatalities, but is largely unaddressed in the Road Safety Strategy at present. It will set out how Active Intelligent Speed Assist could be used in the judicial system to tackle repeat and excessive offending.

Central to the presentation is how these technologies support behaviour change and driver mentality. Alcolocks, when integrated into offender management and rehabilitation programmes, reinforce accountability and habit change. Similarly, A-ISA systems influence driver behaviour and normalise compliance with speed limits.

It will conclude by outlining pathways for UK adoption, and Smart Start's ongoing work with legislative changes, pilot schemes, and how collaboration can maximise road safety benefits.



PROFILE | **BRANDY NANNINI**

Brandy Nannini is the Chief Government Affairs Officer of Smart Start. In her role, she designs legislative and media advocacy strategies, forms broad advocacy coalitions, implements legislative campaigns, and serves as a spokesperson and expert on impaired driving prevention in the United States and internationally.

Ms Nannini has more than 30 years' experience in impaired driving prevention with a career that began in the United States at the national office of Mothers Against Drunk Driving (MADD) and resulted in the passage of hundreds of state laws and several federal laws in the U.S. She opened MADD's Washington, D.C. office and led the passage of the national effort to lower the BAC limit to .08. She also spent 19 years at the Foundation for Advancing Alcohol Responsibility, where she created and managed a 20-year public awareness program with state attorneys general, oversaw traffic safety programs, achieved passage of the Federal Multiple Substance Impaired Driving Prevention Act, spearheaded efforts to pass state laws and helped launch the National Alliance to Stop Impaired Driving.

She serves as a Board member for the Safety and Advocacy for Empowerment Coalition that works to pass ignition interlock laws in the United States. In 2025, she helped found the SteerSafe Partnership to establish laws requiring the use of active intelligent speed assistance legislation for persistent speeding offenders.



THE FRINGE

SPEAKERS AND PRESENTATIONS

DAY ONE | TUESDAY 24 NOVEMBER

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CHANGING DRIVER ATTITUDES TO MAKE CYCLING SAFER

DR WILL CUBBIN | RESEARCH DIRECTOR, ROAD SAFETY GB

This presentation examines the relationship between driver knowledge of recommended cycling practice, how drivers interpret cyclist behaviour and their intended driving behaviour around cyclists.

Negative interpretations of cyclist behaviour provide the conditions for driver frustration at being delayed, to manifest as anger directed towards the cyclist, putting the cyclist in physical danger and adding to perceptions of risk that prevent more people from using bicycles as a mode of transport, restricting the wider societal benefits that this 'mode shift' would bring.

The findings showed a link between applied knowledge of cyclist road positioning and more positive attitudes towards cyclists in close pass scenarios. It found positive opinions of cyclists in general were linked to better applied road positioning knowledge, but improvements in this knowledge could not be linked to changes in the Highway Code.

It found that a video designed to improve knowledge of cyclist positioning practice and provide legitimacy by reference to its inclusion in the UK Highway Code, had an immediate acute positive effect on driver attitudes towards cyclists and their intended overtaking behaviour. The results imply that knowledge-based road safety interventions can be effective if they help drivers make more positive interpretations of situations that frame the behaviour of others as being in line with expected norms and mitigate an emotional response of state-anger by disrupting the actor-observer bias.



PROFILE | **DR WILL CUBBIN**
Dr Will Cubbin was appointed Road Safety GB's Research Director in November 2022.

He is also is the manager of the Safer Essex Roads Partnership. From 2014 to 2022, he was the partnership's strategy analyst, developing the role from a straightforward performance monitoring and data reporting function, to proactively identifying and researching priority areas for road safety activity.

HOW LONDON SUCCESSFULLY USED LORRY SAFETY STANDARDS TO REDUCE ROAD DANGER AND THE LEARNINGS FOR THE UK

TOM BOGDANOWICZ | SENIOR POLICY OFFICER, LONDON CYCLING CAMPAIGN

Recent data from Transport for London shows that the imposition of the Direct Vision Standard (DVS) that mandates a significant reduction of lorry driver blind spots as of 2022 has helped reduce serious and fatal collisions to pedestrians, cyclists and motorcyclists with HGVs by a third compared to 2017-2019.

Two other lorry and construction sector safety standards: the Fleet Operators Recognition Scheme (FORS) and the Construction Logistics and Community Safety (CLOCS) standard are voluntary but are mandated in many London local authority contracts and are also helping to reduce road danger.

Lorries are heavily over-represented in fatal collisions of vulnerable road users in the UK, and in London in particular. This presentation will explain and illustrate how the new lorry safety standards in London are contributing to reducing road danger and how they are gaining acceptance among leading firms working in the capital.

The presentation will discuss how the standards and the associated training and construction site procedures are now being incorporated in procurement terms by some highway authorities.

While DVS, FORS and CLOCS standards are now either mandatory or common-place among firms operating in London their adoption beyond the capital remains limited. The presentation will argue that the standards should be adopted nationwide.



PROFILE | **TOM BOGDANOWICZ**
Tom Bogdanowicz is Senior Policy Officer at the London Cycling Campaign (LCC), a charity with more than 20,000 supporters, of whom more than 11,000 are fully paid-up members.

LCC works to make the capital a greener, healthier, happier and better-connected place. Tom is also the author of Cycling London and a regular correspondent for London Cyclist magazine and other publications.

WHEELS OF WELCOME: PROMOTING SAFE CYCLING AND INCLUSIVE MOBILITY

NAMRINE ROBERT | PROJECT LEADER **| STEVE PROCTOR |** LEAD VOLUNTEER | WHEELS OF WELCOME

Wheels of Welcome is a cycling project funded by Sport England that supports refugees and asylum seekers in Coventry. The initiative promotes safe and accessible active travel, addressing mobility barriers while enhancing road safety awareness among newly arrived communities.

Cycling is essential for participants to access healthcare, education, legal appointments, and community services. Many of our clients have limited or no access to private or public transport, so cycling safely is crucial. Wheels of Welcome combines road safety training with practical cycling skills, particularly supporting women and new riders. Monthly community rides integrate guidance on navigating urban traffic, including roundabouts, junctions, and safe right turns, building both confidence and competence on the roads.

The project also delivers a structured maintenance programme, including a regular "Puncture Clinic" and a card-based repair system, ensuring bikes remain safe and roadworthy. These measures reinforce the project's commitment to safety, sustainability, and independence.

Wheels of Welcome operates through a partnership-based approach, collaborating with local authorities, community groups, and transport professionals. This enables the project to model inclusive active travel and share learning on integrating road safety into community mobility programmes.

An important aspect of our work is evaluating cycle usage and wider benefits of cycling for our clients. Through a combination of specific case studies and client-based evaluation surveys we will demonstrate our contribution to public health, social integration, and sector-wide best practice in active travel and road safety.



PROFILE | **NAMRINE ROBERT**
Namrine Robert is Project Leader for Wheels of Welcome.

This project, funded for 12 months by the Sport England Movement Fund, provides refurbished bikes for refugees and asylum seekers in Coventry, and organises community rides and learn to ride sessions for clients.

In the first seven months the project provided 100 bikes, organised rides for 80 clients and Learn to Ride sessions for 120 clients.

PROFILE | **STEVE PROCTOR**
Steve Proctor is a former Director of TMS Consultancy, and is now Lead Volunteer at Wheels of Welcome.

Steve is an experienced cyclist and qualified ride leader and helps with the distribution of bikes to our clients. Steve also undertakes risk assessments for the Wheels of Welcome bike project.

FROM OBSERVED RIDE TO SAFER RIDING: LESSONS FROM THE NATIONAL BIKESAFE EVALUATION

DR ELIZABETH BOX | DIRECTOR, ECM RESEARCH SOLUTIONS

Motorcyclists remain disproportionately represented in road casualty statistics. Addressing this challenge requires action across the Safe System, including measures that support riders in developing the cognitive skills and awareness needed for safer riding. BikeSafe is a long-established police-led rider engagement programme combining facilitated discussion with an observed ride delivered by police motorcyclists.

Following BikeSafe's transition to national coordination under UKROEd in 2025, an independent evaluation examined how BikeSafe operates in practice, who it reaches, what outcomes it delivers, and how it can be strengthened. The research was funded by The Road Safety Trust and supported by the National Police Chiefs' Council (NPCC) and UKROEd.

The evaluation drew on a mixed-methods design including longitudinal participant surveys, a retrospective survey of past participants, surveys and interviews with Local Area Coordinators and trainers, and input from delivery partners.

Findings indicate that BikeSafe is delivered with strong consistency and credibility across forces. Participants place particular value on the observed ride and personalised feedback from police motorcyclists, which supports reflection on riding behaviours and roadcraft. Quantitative findings indicate improvements in riders' confidence and hazard perception, supported by qualitative accounts of improved anticipation, positioning and decision-making. The programme also functions as a gateway to further accredited post-test training. The presentation will highlight key findings and practical lessons for delivering and sustaining effective rider engagement programmes.



PROFILE | **DR ELIZABETH BOX**

Dr Elizabeth Box is Director of ECM Research Solutions, a behavioural science consultancy specialising in road safety research and the design and evaluation of evidence-based interventions.

With over 20 years' experience in transport research and policy, she works with national organisations, road safety partnerships and industry to translate behavioural science into practical strategies that reduce road harm, with a particular focus on rider and driver safety and road safety education.

Elizabeth also serves as a Behavioural Science Consultant for Co-Pilot, which provides evidence-based education tools and hosts the Vision Zero Community, a learning network for professionals working to eliminate road deaths and serious injuries. Through her work she bridges research, policy and practice to support safer transport systems.

NYRF – RESEARCH TO YOUNG RIDER RESOURCE

HEIDI DUFFY MBE | FACILITATOR, NATIONAL YOUNG RIDER FORUM

Taking the results from two Road Safety Trust Grant funded projects, NYRF 'Young Riders Matter' and 'A view from the Saddle' and turning them into practical resources to reduce Young Rider collisions and casualties, is the aim.



You have done the hard work, been successful in application and delivery, completed the projects on time and within budget - but what you do next can make the real difference!

This presentation will discuss using the outcomes of projects to produce deliverables to reach young riders, road safety professionals, key stakeholders and other road users to effect change.

PROFILE | **HEIDI DUFFY MBE**
Heidi Duffy MBE is passionate about preventing road death and serious injury and has worked for many years in both Police Traffic and Road Safety Partnership roles.

Heidi is currently the facilitator for the National Young Rider Forum and the Shiny Side Up Partnership, both motorcycle casualty reduction groups, as well as working for Nottinghamshire Police in their Serious Collision Investigation Unit.

Heidi was proud to be awarded the Road Safety GB Achievement Award in 2023 and the Lifetime Achievement Award by Nottinghamshire Police in 2024.

Heidi is excited to be presenting at NRSC 2026 and asks each delegate to seize this great opportunity to reduce road traffic collisions by taking at least one idea from it and putting that idea into action in their area or organisation.

READY RIDER: PREPARING YOUNG RIDERS FOR SAFER JOURNEYS

JANIS JAMES MBE | CHAIR, DYNAMIC INITIATIVES

The Challenge
Young powered two-wheeler riders remain among the most vulnerable groups on our roads. Beginning as early as 16, many lack crucial hazard perception, risk awareness, and a practical understanding of vehicle safety responsibilities. While pre-rider online resources exist, there is a critical deficit in structured, face-to-face programmes that directly engage young riders before they ride independently.

The Intervention: Ready Rider
Developed on behalf of Safer Roads Greater Manchester, Ready Rider is a targeted, preventative intervention designed to influence safe riding behaviours at the exact moment young people commence independent riding. Fully aligned with Safe System and Vision Zero principles, the programme recognises the importance of early intervention to mitigate serious harm.

Methodology & Delivery
Designed in collaboration with industry partners, experienced trainers, road safety specialists and young riders themselves, the programme effectively engages 16–24-year-old students within a college environment. The curriculum bridges the gap between theory and reality by integrating:

- Immersive Virtual Reality: Real-world hazard prediction scenarios.
- Practical Application: Hands-on motorcycle safety checks and basic maintenance training.
- Interactive Learning: Comprehensive protective equipment awareness.

Initial Evaluation & Outlook
Preliminary analysis by research consultant Dr. Julie Gandolfi indicates that Ready Rider produces significant improvements in safe attitudes and beliefs across all participating riders. Following a successful pilot at Bolton College, the programme is being repeated to strengthen the evaluation before planned national rollout in 2027. Comprehensive findings will be presented at the forthcoming conference.



PROFILE | **JANIS JAMES MBE**
Janis James MBE, in her capacity as Chair of Dynamic Initiatives, will present Ready Rider - an innovative young rider intervention commissioned by Safer Roads Greater Manchester as part of their well-established 2 wheels GM Programme. It was developed in partnership with rider specialists, leading industry partners and, most importantly, young riders themselves.

The programme supports Safe System and Vision Zero ambitions by helping novice riders better understand and respond to real-world risks. Early independent evaluation findings suggest the approach has significant potential to improve rider attitudes, behaviours and safety outcomes.

IMPROVING MOTORCYCLE SAFETY: BEHAVIOURAL INSIGHTS, INTERVENTION DESIGN AND EVALUATION

TANYA FOSDICK | CHIEF OPERATING OFFICER, AGILYSIS

Motorcyclists remain a disproportionately high-risk road user group, with the most severe collisions involving larger motorcycles typically occurring on higher-speed rural roads, including sections of the Strategic Road Network. This presentation shares findings from a programme of research commissioned by National Highways to review, refine and evaluate post-licence motorcycle safety interventions in Great Britain.

The project examined existing interventions using behavioural science frameworks, including COM-B and Behaviour Change Technique (BCT) analysis. Stakeholder workshops and adapted evaluations were also conducted to explore two national initiatives: the National Highways BikerTek campaign and RoSPA post-licence rider training. In addition, a stakeholder assessment explored the potential for a future digital learning resource for motorcyclists.

Findings highlight that many motorcycle safety initiatives focus primarily on technical riding skills, with less consistent emphasis on higher-order behavioural factors such as hazard perception, decision-making and self-evaluation. The research also identified challenges in reaching higher-risk riders, as voluntary training and event-based initiatives often attract riders who are already safety-motivated. The presentation will share practical lessons for road safety professionals on strengthening intervention design using behavioural science, improving engagement with higher-risk riders, and embedding proportionate evaluation within real-world motorcycle safety programmes..

PROFILE | **TANYA FOSDICK**

Tanya Fosdick continues to excel as a seasoned researcher, adept at translating intricate evidence into actionable practices. With over two decades of experience in the road safety sector, she remains committed to enhancing the efficacy of road safety interventions.



In addition to being Chief Operating Officer at Agilysis, Tanya has expanded her portfolio by assuming additional roles as a Trustee of the Road Safety Trust, Patron of the Road Victims Trust and an Honorary Advisory Panel Member of the Road Ethics Project in South Africa.

Her recent research endeavours have focused on a diverse range of topics, including young motorcyclists, rural young drivers, adult pedestrians, older drivers and the implementation of Safe System principles. Tanya also leads strategic reviews for various road safety partnerships in the UK, guiding local practitioners in adopting best practices.

YOUNG DRIVER FOCUS 2027

19th May 2027 | Royal Automobile Club, Pall Mall, London

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Organised by FIRST CAR, Road Safety GB, RAC Foundation

Young Driver Focus in association with GEM Motoring Assist is the must-attend for road safety professionals working to keep young drivers safe. Running since 2013, this one-day conference brings together the latest data, research and practical interventions from policy makers, researchers and practitioners.

- Wednesday 19th May 2027, Royal Automobile Club, Pall Mall, London.
- Organised by FirstCar, Road Safety GB and the RAC Foundation.
- 175 delegates & 100+ different organisations.
- 100% of 2026 delegates rated the event excellent or good.
- Your ticket includes the pre-event drinks reception on Tuesday 18th May at Davy's, St James', sponsored by Westcotec.
- Capacity is limited and YDF sells out every year.

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PRANA: LINKING POLICE AND HEALTHCARE DATA

DR PHIL MARTIN | HEAD OF TRANSPORT SAFETY, TRL AND POLICY, PRACTICE AND PARTNERSHIPS MANAGER, PRANA **| MATTHEW TRANTER |** HEAD OF ROAD SAFETY STATISTICS, DFT

This joint presentation will introduce PRANA, a pioneering cross-government initiative linking police, health and other datasets to provide a more complete picture of road collisions and their outcomes through the 'chain of survival'.

Dr Phil Martin will highlight how PRANA is transforming understanding of road safety by enabling access to over 25 years of linked national data, supporting more robust, evidence-based policy making.

Matthew Tranter (DfT) will present emerging findings from national-scale linkage of STATS19 and Hospital Episode Statistics data, including insights into under-reporting, data quality, variation in injury outcomes across road user groups, and the true burden on healthcare systems. It will also reflect on the opportunities and limitations of current linkage approaches, including challenges around data completeness and validation.

The presentation will conclude with a forward look at PRANA's future role in supporting cross-sector public health and road safety research and policy development.

PROFILE | **DR PHIL MARTIN**
Dr Phil Martin is Head of Transport Safety at TRL and Policy, Practice and Partnerships Manager for PRANA, a flagship initiative linking police, health and other datasets to transform road safety insight.

He works with government, academia and road safety partners to develop transport safety policies for national and local authorities, improving understanding of collision outcomes and their wider public health impacts. His work focuses on enabling better use of data to inform evidence-based policy and ultimately reduce road casualties.



PROFILE | **MATTHEW TRANTER**
Matthew Tranter has been the head of the road safety statistics team at DfT for more than five years.

The team is responsible for collating the national police reported collision dataset (STATS19) and for publishing official data and statistics on road casualties via gov.uk, supporting a wide range of stakeholders and uses within and outside the Department.

IS YOUR VISION ROADWORTHY? STANDARDS, SAFETY AND THE FUTURE OF DRIVER EYESIGHT IN THE UK

ROB HEARD MBE | ROAD SAFETY & OLDER DRIVERS CONSULTANT

Good vision is fundamental to safe driving - with approximately 90% of the information a driver processes being visual. Yet in the UK, most drivers are never required to undertake a formal eyesight test after passing their practical driving test.

This presentation will outline the current legal standards and eyesight requirements for drivers in the UK, including the Group 1 number plate test, self-declaration processes, DVLA requirements, and the enforcement powers available to police, including the use of Cassie's Law .

The presentation will examine national data relating to roadside eyesight test failures, licence revocations and collision risk, alongside evidence showing increasing failure rates with age. It will also explore common age-related eye conditions affecting drivers - including reduced visual acuity, restricted visual fields, glare recovery issues and night vision deterioration - and explain why gradual visual decline often goes unnoticed by drivers themselves.

The presentation will discuss the real-world consequences of poor vision behind the wheel, both in terms of road safety outcomes and individual legal responsibility.

Drawing on findings from the NPCC-supported "Is Your Vision Roadworthy?" campaign, including results from national police activity in 2024 and 2026, the talk will consider proposals for the future – including policy reform, preventive testing approaches and improved enforcement consistency.

Finally, the presentation will challenge road safety professionals to consider what can collectively be done next, including: promoting regular optician-led eyesight testing, strengthening awareness campaigns, and embedding vision more firmly within the Road Safety Strategy.

PROFILE | **ROB HEARD MBE**



Rob Heard is the founder and Chairperson of the Older Drivers Forum and a nationally recognised expert on older drivers, regularly being interviewed by TV, radio and other media on the subject. He has presented at numerous conferences on how we can help and support mature and older drivers to carry on driving safely for longer, but also when is the right time to retire from driving.

Rob has previously been in the Police Force for 30 years, being part of the Roads Policing department for 27 years. Rob is passionate about road safety and prior to retirement he was the Sergeant in charge of road safety for Hampshire and Thames Valley Police. Rob was a senior investigating officer for road deaths, and instigated the Older Drivers Forum following several serious and fatal incidents involving older drivers.

He is a member of the National Older Drivers Task Force and co-author of the Task Force report published as a national strategy to the UK government in November 2021.

Rob has won numerous national awards for his work with older drivers, including a lifetime achievement award from Road Safety Support, and winner of 'Outstanding Contribution to Road Safety' from the National Police Chiefs Council. In the 2025 New Years Honours list, Rob was awarded an MBE for his work in road safety and particularly mature and older drivers. He now works as a road safety consultant, specialising in older drivers and is a Driver Awareness Trainer for UKROEd.

DO HEALTH CARE PROFESSIONALS UNDERSTAND THE UK VISION GUIDELINES FOR DRIVING?

DR CLAIRE HOWARD | CHAIR, DVLA MEDICAL ADVISORY PANEL FOR VISION DISORDERS

The DVLA Assessing Fitness to Drive (AFTD) document provides guidance to healthcare professionals. The aim of this study was to explore knowledge regarding AFTD vision guidelines amongst healthcare professionals.

Healthcare professionals who advise drivers with visual impairment were recruited to complete an online survey. The survey included multiple-choice scenarios, asking what advice the participant would provide. Analysis included descriptive statistics for responses, each scenario was also coded as correct/incorrect/unsure, comparisons between groups, calculation of real-world impact and correlations of healthcare professional groups, confidence, experience, conversation frequency, access to AFTD guidelines and total score.

A total of 411 responses were included. Most participants reported having weekly conversations about vision and driving (46.7%), despite this 24.1% reported having never accessed the AFTD guidelines. Across relevant scenarios, 7.5% of drivers were advised to continue driving despite not meeting the required standards, 5.7% of drivers were not told to declare a reportable medical condition, 39.6% of drivers were advised to stop driving when they could potentially have legally continued and 25.9% of drivers were advised to declare a medical condition unnecessarily.

This study highlights that the knowledge and implementation by healthcare professionals of the AFTD guidelines specific to vision standard is currently insufficient for them to meet their duties to advise drivers on the impact of their medical condition for safe driving. The current vision guidelines for driving will be presented, alongside the study results. An increase in knowledge and awareness among healthcare professionals could potentially increase road safety.



PROFILE | **DR CLAIRE HOWARD**
Dr Claire Howard is an NIHR Advanced Clinical Academic Fellow: a consultant orthoptist in the Manchester Centre for Clinical Neurosciences based at the Northern Care Alliance NHS Foundation Trust (NCA) and an honorary research fellow at the University of Liverpool and University of Manchester.

She is Chair of the DVLA medical advisory panel for vision disorders.

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DEVELOPMENT OF AN EFFECTIVE UK SCREENING TEST TO IDENTIFY INDIVIDUALS IN THE EARLY STAGES OF DEMENTIA WHO ARE UNFIT TO DRIVE

PROFESSOR ANDREW MORRIS | DIRECTOR OF THE TRANSPORT SAFETY RESEARCH CENTRE, LOUGHBOROUGH UNIVERSITY

Dementia is a growing concern worldwide in an ageing population characterised by cognitive decline thereby impacting on daily life activities. Individuals with dementia often have little insight regarding driving skills or the need to give up driving for safety reasons.

Visual processing, which is important for hazard perception, can be affected during the early stages of dementia. Current mainstream methods for assessing fitness to drive do not address important visual processing abilities such as eye-scanning and loss of peripheral vision.

The purpose of this study was to develop a process to identify poor visual processing in those in the early stages of dementia and the impact this has on safe driving. It was intended that the outcomes could facilitate the development of guidelines for identifying fitness to drive in individuals who have a mild cognitive impairment in the early stages of dementia.

This study had the following aims:
• To develop a reliable test of fitness to drive based on visual scanning behaviour for individuals with early-stage cognitive impairment in early dementia
• To develop a process of feedback to drivers who are shown to be no longer to drive safely based on the test developed in the project

Activities were undertaken both in the UK and Australia. All results were reviewed, and a set of recommendations were made for future fitness to drive assessments and stopping driving conversations. These are described in this presentation.



PROFILE | **PROFESSOR ANDREW MORRIS**
Professor Andrew Morris is the Director of the Transport Safety Research Centre at Loughborough University, UK.

Andrew has over 35 years' experience in research into transport safety, vehicle safety, crash investigation, crash injury and driver behaviour research and has published over 320 refereed technical publications, reports and conference papers on the subject of transport safety, crash research, injury prevention and driver behaviour.

Andrew was awarded the US Government Special Award of Appreciation in recognition of outstanding leadership and special contributions in the field of motor vehicle safety (June 2009).

STANDARDISED MATURE DRIVING ASSESSMENT EVALUATION

DR CAROL HAWLEY | UNIVERSITY OF WARWICK **| IAN EDWARDS |** NEW VIEW CONSULTANTS

This presentation will explore the results of the evaluation undertaken into the effectiveness of the Standardised Mature Driving Assessment (SMDA).

Local authorities and/or charities often carry out these assessments to support older drivers in maintaining their safety. The project aimed to assess whether the standardised approach developed by the Older Driver Task Force delivered measurable benefits across a range of issues that may impact their driving as they age.

The project was supported by the Road Safety Trust and managed by the Parliamentary Advisory Committee on Transport Safety (PACTS).

PROFILE | **DR CAROL HAWLEY**
Dr Carol Hawley is an academic research psychologist with over 30 years experience working in the fields of driving and road safety research both in the UK and internationally.

She chairs the Special Interest Group on Driving as part of the World Federation for Neurological Rehabilitation, and is a member of the Older Drivers Task Force and chairs its working group on older driver eyesight.

She has extensive research experience including evaluations of service delivery and organisation; fitness to drive; and attitudes and behaviours of older drivers. She has held substantive and then honorary contracts with the University of Warwick since 1985, and set up CARGY Research Consultancy in 2015, a small consultancy which specialises in driving related research.



PROFILE | **IAN EDWARDS**
Ian Edwards is an independent road safety consultant who has developed and delivers several of Road Safety GB's courses, including the Foundation and Behavioural Change course.

Ian started his career as a road safety officer in Doncaster before moving to Kirklees, where he was responsible for the delivery of their driver improvement schemes.

More recently Ian has been involved in a number of national and international road safety projects including the EU-Funded HERMES project and a fleet management project with an international pharmaceutical company.

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MAIN CONFERENCE

SPEAKERS AND PRESENTATIONS

DAY TWO | WEDNESDAY 25 NOVEMBER 2026

THE BALLROOM

MAKING A COMPELLING BUSINESS CASE FOR ROAD SAFETY INVESTMENT IN COMPETITIVE TIMES

DR SUZY CHARMAN OBE | EXECUTIVE DIRECTOR, ROAD SAFETY FOUNDATION

The UK's new road safety strategy identifies £24 billion of general roads funding for 2026/27 to 2029/30. Within this highly competitive landscape, road safety practitioners will need to present clear, evidence-led, and analytically robust business cases to ensure safety improvements compete effectively with wider pressures such as road maintenance, resilience, environmental commitments, and major projects.

This presentation will explore how road authorities can strengthen their case for investment by using transparent metrics, high-quality data, and proven analytical frameworks to demonstrate high-value, high-impact safety outcomes.

Drawing on recent practice from across the UK, the presentation will show how authorities have already developed compelling business cases by leveraging network-wide risk assessments underpinned by the internationally recognised iRAP methodology. These assessments provide a systematic and objective understanding of infrastructure risk, helping authorities identify their highest-benefit schemes and quantify expected reductions in deaths and serious injuries.

Case studies will illustrate how iRAP-based analyses have supported the prioritisation of safer infrastructure and survivability-focused speed management interventions, demonstrating strong returns on investment and clear alignment with Safe System principles.

Looking ahead, several authorities are now planning expanded network-wide survey programmes to accelerate their safer roads and safer speeds initiatives. These programmes offer an avenue to continuous risk monitoring, targeting the most cost-effective interventions, and maintaining a pipeline of investment-ready schemes.



The presentation will offer practical insights and messaging that practitioners can use to strengthen their business cases and secure the investment needed to deliver long-term, system-wide safety improvements.

PROFILE | **DR SUZY CHARMAN OBE**
Dr Suzy Charman OBE is a leading expert on the Safe System, with over 20 years' experience.

In her role at RSF, Suzy leads the United Kingdom Road Assessment Programme and is a recognised thought-leader on speed management and infrastructure safety.

Prior to joining RSF, Suzy served as Head of International Road Safety at TRL and before that played a pivotal role in the establishment of the International Road Assessment Programme (iRAP).

SUSTAINING ROAD SAFETY IN A CHANGING LANDSCAPE: A SELF-FUNDING MODEL FOR SERVICE DELIVERY

JULIE TURRELL | ROAD SAFETY MANAGER, EAST RIDING OF YORKSHIRE COUNCIL **| KESTER SHARPE & DAVID PULLINGER |** ROAD SAFETY OFFICERS, EAST RIDING OF YORKSHIRE COUNCIL

Local authorities continue to face shrinking budgets and shifting political priorities, placing increasing pressure on road safety teams to maintain high-quality services while demonstrating value for money.



This presentation explores how East Riding of Yorkshire Council has adapted to this challenge through the development of a flexible, self-funding model that sustains both road safety education and sustainable transport initiatives.

The Council's integrated team delivers a broad portfolio of programmes, including behaviour-change activities, Modeshift initiatives, the School Crossing Patrol Service, Travel Planning and Bikeability training.

Central to the model is a team of eight Road Safety Instructors, whose roles – while anchored in Bikeability delivery – have been intentionally designed to support a wider range of road safety interventions. This dual-function approach maximises workforce capacity and ensures year-round utilisation of skilled staff, while still providing full employment security and benefits.

Financial sustainability is achieved through a combination of Bikeability grant funding (allocated per child trained) and income generated by charging schools for additional road safety interventions. This structure allows the team to remain resilient amid political variability, safeguarding essential services without reliance on fluctuating core budgets.

PROFILE | **JULIE TURRELL**
Julie Turrell is the Road Safety Manager for East Riding of Yorkshire Council.

Having retired as a police officer with 30 years' service, Julie now manages a team of 14 staff delivering road safety and sustainable transport interventions and campaigns across East Yorkshire. She is a keen cyclist who voluntarily leads rides as part of the British Cycling Breeze and Guided Ride programmes.

PROFILE | **KESTER SHARPE & DAVID PULLINGER**
Kester Sharpe and David Pullinger are Road Safety Officers, both of whom now oversee the delivery of schools engagement and the self-funding model.

Kester is a lifelong Scout, which has seen her do everything from running her local Scout group to travelling all over the UK and the world.

Dave, originally from Hampshire and having worked in London for over 30 years, is now loving life in East Riding.

INVESTIGATING ILLEGAL E-BIKE USE AND DELIVERY RIDER PRACTICES IN THE UK: AN EXPLORATORY MIXED-METHODS STUDY

DR GEORGE BEARD | HEAD OF NEW MOBILITY, TRL **| STEVE CLOSE |** SENIOR CONSULTANT, CONNECTED PLACES CATAPULT (CPC)

The rapid growth of on-demand food delivery has driven a substantial rise in the use of e-bikes – and, increasingly, illegal, non‑compliant vehicles – within UK towns and cities. Despite heightened public, political and media attention, there is currently no robust evidence describing the scale of illegal e-bike use, how delivery riders interact with the road network, or the extent to which gig-economy business models shape rider behaviour.

This project, funded by Active Travel England and delivered by the Connected Places Catapult and TRL, will generate a comprehensive evidence base on these issues. The research will combine stakeholder engagement with delivery platforms, police forces and local authorities; mixed-method rider engagement; on-street observational studies across multiple cities; and exploratory analysis of available collision, enforcement and platform datasets. Together, these activities will provide new insights into the prevalence of illegal e-bikes, patterns of non-compliant or unsafe rider behaviour, and regional differences in enforcement and local responses.

This presentation will be the first time the findings from this work are shared in the public domain. By addressing a significant current evidence gap, this project aims to support proportionate policy making, strengthen community and enforcement practice, and improve safety while preserving the benefits of legal micromobility.

PROFILE | **DR GEORGE BEARD**
Dr George Beard has more than 12 years' experience delivering social, behavioural and technical research across the transport sector. His expertise spans active travel and micromobility safety, inclusive and accessible mobility, electric vehicles, and the evaluation of emerging transport technologies and services.



George works with UK and international clients to deliver evidence-led policy and regulation, real-world trials and evaluations, with a focus on improving safety, sustainability and user outcomes. He is also a member of CCAV's Automated Passenger Services Accessibility Advisory Panel.

PROFILE | **STEVE CLOSE**
Steve Close is a research and insight specialist who leads social research and insight projects at Connected Places Catapult. He champions stakeholder collaboration and uses creative methods to turn insight into action, inform strategy, measure impact, and shape new initiatives. With a multidisciplinary approach, he helps teams make smarter, more human-centred decisions when defining problems and developing solutions.

THE IMPACT OF THE ANTI-SOCIAL USE OF FAST ILLEGAL E-SCOOTERS AND E-BIKES ON PEOPLE WHO WALK, CYCLE AND LEGALLY RIDE E-SCOOTERS IN MILTON KEYNES

JONATHAN FLOWER | SENIOR RESEARCH ASSOCIATE, UNIVERSITY OF WEST OF ENGLAND (UWE) **| PC MATTHEW PHILLIPS |** NEIGHBOURHOOD OFFICER, THAMES VALLEY POLICE

UWE Bristol conducted two-years of research to understand the factors that make Milton Keynes feel like a safe, convenient and comfortable place to cycle or ride a scooter on the journeys people want to make. 11 professionals with a working knowledge of the cycling environment were interviewed and 61 people who live, work, have a child at a local school took part in a qualitative sorting exercise.

A consistent view from citizens that took part was that tackling the anti-social use of fast illegal e-scooters and e-bikes on the cycling network would make Milton Keynes feel much safer for cycling and legally riding an e-scooter. Shared e-scooters and cycles are available to hire across the city, but participants said they need to be more widely available when and where people need them, and charging facilities are required for more people to be able to use private e-bikes. Milton Keynes Council have been a partner in the research project, and they have developed an e-scooter policy. Thames Valley Police procured e-bikes for officers in 2025 and have been proactive in addressing the issues around illegal e-scooter and e-bike use.

Milton Keynes is changing and the cycling network needs to be adapted to accommodate the emerging variety of micromobility options and evolve to accommodate the growing volume of cycles, cargo bikes and e-delivery vehicles of different shapes and sizes. The paper presents public views along with the response of the local authority and law enforcement agency.

PROFILE | **JONATHAN FLOWER**
Jonathan Flower is a board member for the Transport Planning Society, creating a link between academia and practice. He has been building experience in automated vehicles having coordinated and designed the Human Factors VENTURER trials.

His current work centres around street design and road safety, with a particular focus on crossing design and public transport safety, through projects with TfL, Active Travel England, The Road Safety Trust, National Institute of Health Research, High Volume Traffic and FCDO's Impact Fund. His other research interests include Safer Systems, micromobility and inclusive design. Jonathan also manages a large evaluation contract for the DfT.



PROFILE | **PC MATTHEW PHILLIPS**
PC Matthew Phillips is a dedicated Neighbourhood Officer with Thames Valley Police, attached to the South Neighbourhood Team in Milton Keynes. He has taken a leading role in addressing the growing issue of the illegal and anti-social use of e-scooters and e-bikes across the city. Operating at the forefront of neighbourhood policing, PC Phillips has been responsible for developing and implementing operational approaches aimed at reducing the risks posed by the inappropriate use of these vehicles in public spaces.

His work has involved identifying problem locations, gathering intelligence, coordinating enforcement activity and engaging with communities affected by anti-social behaviour linked to e-scooters and e-bikes.

PC Phillips' operational leadership in this area has contributed to a wider effort to educate the public on the legal requirements surrounding e-scooter and e-bike use, while ensuring that enforcement action is taken where necessary. His focus has been on balancing prevention, education, and enforcement to tackle persistent issues and support safer neighbourhoods throughout the city.

DATA-DRIVEN INSIGHTS INTO E-MOBILITY SAFETY IN WEST YORKSHIRE

DR STEVE O'HERN | INSTITUTE FOR TRANSPORT STUDIES (ITS), UNIVERSITY OF LEEDS

Illegal and anti-social use of e-bikes and e-scooters is emerging as a significant road safety challenge, particularly in urban areas experiencing rapid growth in gig-economy delivery activity. As part of the e-SAFE project (Equity, Social determinants, Anti-social behaviour, Future E-mobility), funded by The Road Safety Trust, this research undertook empirical analysis of secondary data to quantify e-mobility safety risks across West Yorkshire.

The study integrated STATS19 police-reported collision records, a 12-month dataset of anti-social behaviour (ASB) calls involving e-bikes and e-scooters provided by West Yorkshire Police, and AI-enabled near-miss detections from VivaCity traffic sensors deployed by the West Yorkshire Combined Authority. Linking collision, nuisance and conflict data enabled identification of spatial hotspots, temporal peaks and high-risk sub-groups.

Findings indicate that, unlike pedal cycling, e-mobility injury severity trends show no clear improvement, since records began in 2020. Collisions are disproportionately concentrated in dense urban centres and more deprived communities, highlighting the intersection of transport inequality and occupational exposure. Incidents and ASB reports peak during evenings and weekends, aligning with delivery demand. Video analysis identified that over one-fifth of observed micromobility users were delivery riders, predominantly on e-bikes, travelling at significantly higher average speeds than non-delivery riders, reinforcing speed management as a priority issue within a Safe System framework.



The presentation will focus on key findings from the combined analysis of police, ASB and VivaCity data. The findings are being used to inform engagement with gig-economy riders and have wider implications for enforcement, infrastructure investment and developing education campaigns.

PROFILE | **DR STEVE O'HERN**
Dr Steve O'Hern is an Associate Professor in Travel Behaviour and Analysis at the Institute for Transport Studies, University of Leeds, where he leads the Social and Political Sciences Research Group.

He is also an Adjunct Professor at the Monash University Accident Research Centre.

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INFLUENCES ON RIDING BEHAVIOURS OF E-BIKE GIG-ECONOMY FOOD DELIVERY WORKERS

PROFESSOR CAROLINE MULLEN | PROFESSOR OF SUSTAINABLE MOBILITY, INSTITUTE FOR TRANSPORT STUDIES, UNIVERSITY OF LEEDS

Understanding the travel behaviour of food delivery workers who use e-bikes for their work is critical to informing development of safety interventions. This matters for the safety of riders and others, including pedestrians and other road users.

This talk presents findings of in-depth interviews with e-bike food delivery riders in Leeds. The research forms part of the e-SAFE (Equity, Social determinants, Anti-social behaviour, Future E-mobility) project. The project is funded by the Road Safety Trust, and is a collaboration between Universities of Leeds, Sheffield and Greenwich.

Interviews provided riders the space to discuss whether and how riding behaviours are influenced by factors including working conditions and practices, attitudes, values and perceptions, including road safety perceptions. In doing so, they enable understanding of risks implicit in occupation exposure. This methodological approach is needed as little is understood about the factors influencing e-bike delivery riders' behaviours.

The limited existing research on safety for delivery workers combines motorbikes and e-bikes, however there are significant differences between the two (see e.g. Christie and Ward 2019; 2023). The findings of our study offer insights into how people ride and how this affects safety, why they ride in the ways that they do, whether they feel their riding is safe. We discuss the implications of this understanding, and the prospects for designing interventions intended to improve safety for riders and other road users which effectively account for the influences and constraints faced by riders.



PROFILE | **PROFESSOR CAROLINE MULLEN**
Professor Mullen's research investigates how mobility systems affect social welfare, health and social inequalities, and the environment. She also explores the roles of participatory and collaborative approaches in research, governance and decision-making related to mobility systems.

Her research uses philosophy and qualitative social science, and collaboration with researchers from disciplines across social sciences, humanities and physical sciences. She is an investigator on large national and international interdisciplinary and mixed-methods research projects. Caroline's research is used nationally and internationally in evidence for climate and sustainable development plans, as well as for transport policy, planning and projects, and in collaborations with non-governmental actors, and engagement with the public.



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IDENTIFYING FACTORS THAT PREDICT RIDING WITHOUT A HELMET BY E-BIKE DELIVERY RIDERS

PROFESSOR DAMIAN POULTER | PROFESSOR OF PSYCHOLOGY, UNIVERSITY OF GREENWICH

Gig-economy delivery workers have an elevated risk of being involved in road traffic collisions. E-mobility is increasingly involved in delivery work, with e-bikes offering a relatively low-cost, easy and flexible mode of transport that supports earning an income.

Evidence from local authority data shows that personal injury collisions involving e-mobility users have increased 25-fold from 2017 to 2023. However, relatively little is understood about the risk behaviours of delivery riders when using an e-bike for work.

Results of an initial behaviour survey identified riding without a helmet as a risky behaviour that delivery workers engage in frequently when riding, with many riders reporting never wearing a helmet. A subsequent belief elicitation survey revealed perceived advantages and disadvantages, social approval and disapproval, and perceived likelihood of riding with and without a helmet while riding an e-bike for delivery work. A final study used a theory-based questionnaire to identify key psychological antecedents to delivery riders' intentions to ride without a helmet.

The study is part of a larger e-SAFE project (Equity, Social determinants, Anti-social behaviour, Future E-mobility), funded by the Road Safety Trust, which aims to better understand e-mobility road user behaviour. The presentation will focus on key findings from this work that can inform the design of effective safety interventions to increase helmet wearing among e-bike delivery workers in the absence of any policies or regulations regarding e-bike delivery worker safety.



PROFILE | **PROFESSOR DAMIAN POULTER**
Professor Damian Poulter is a Professor of Psychology in the School of Human Sciences and Institute for Lifecourse Development at the University of Greenwich.

His research focuses on road users' risk behaviour in road traffic environments.

DRIVER2020 – A REAL WORLD EVALUATION OF INTERVENTIONS AIMED AT YOUNG AND NOVICE DRIVERS

DR SHAUN HELMAN | CHIEF SCIENTIST **| DR JILL WEEKLEY |** PRINCIPAL EVALUATION CONSULTANT, TRL (BOTH)

The Driver2020 project was a randomised controlled evaluation of five interventions aimed at improving the safety of young and novice drivers in their first year of driving – a period during which they are known to be at increased risk of collisions.

The interventions were a logbook app, hazard perception training, education, telematics app, and mentoring agreements. The project collected data on self-reported collisions and surrogate safety measures.

There were two arms of the trial – one for participants recruited as learners and one for those recruited as novices – with a separate control group for each arm. Recruitment for the learner trial and delivery of the learner interventions started in January 2019, with the novice counterparts starting in October 2019.

The timelines of both arms of the trial were significantly affected by the COVID-19 pandemic. Driving tests and driving lessons were cancelled during national lockdowns, significantly affecting both novice recruitment and participants' learning-to-drive processes.

Engagement with the interventions was very low suggesting that a real-world roll-out in a voluntary context would not be effective at reducing collisions. In those participants who did engage, the mentoring agreement and hazard perception training interventions were shown to have potentially the best safety benefits. The other interventions had mixed findings.

This presentation will discuss the findings of the trial, including intervention effectiveness, the impact of COVID-19 on learning to drive and implications for future policy considerations.



PROFILE | **DR JILL WEEKLEY**
Dr Jill Weekley is a Principal Evaluation Consultant at TRL with 20 years' experience working in transport.

During her time at TRL she has led projects in a range of areas, most recently focusing on driver behaviour and the evaluation of behaviour change interventions in different contexts, such as driver training and licensing, new technologies and interactions with other road users and road infrastructure - with the aim of improved road safety.

She has significant experience in the management and delivery of large-scale impact evaluations, leading both Driver2020 – and several evaluations of the national behaviour change courses for driving offences.

PROFILE | **DR SHAUN HELMAN**
Dr Shaun Helman is a cognitive psychologist who has been involved in researching road safety and driver behaviour for more than 15 years.

He is particularly interested in the links between driver behaviour and safety outcomes such as collisions and injuries, and in high-risk groups such as young and novice drivers, those driving for work, and motorcyclists.

GRADUATED DRIVING LICENSING WITHOUT LEGISLATION: HOW INSURERS COULD REDUCE YOUNG DRIVER CRASHES NOW

JAMIE HASSALL | EXECUTIVE DIRECTOR, PACTS **| MATTHEW CREOLE REES |** GENERAL MANAGER, MOTOR AND HOME INSURANCE, CONFUSED.COM

Young drivers face the highest crash risk in the first months after passing their test, when experience is limited and exposure to higher-risk situations increases.

Through a new partnership between Protect Young Drivers and Confused.com, this presentation will explore how insurers could play a much greater role in helping young drivers gain experience more safely.

Many countries address young driver risk through Graduated Driving Licensing (GDL). While GDL continues to be debated in Britain, there is an opportunity to explore additional ways to improve safety in the meantime.

Telematics and black box insurance policies are already widely used to price insurance and monitor behaviour. However, they also have the potential to act as proactive road safety interventions - encouraging gradual exposure to higher-risk driving situations and reinforcing safer driving habits.

The session will explore how insurers, road safety professionals and communications campaigns could work together to better support young drivers during their first months of independent driving.

PROFILE | **JAMIE HASSALL**
Jamie Hassall is a seasoned road safety professional who brings a wealth of knowledge, experience and contacts to his role at PACTS. He joined PACTS from National Highways where he built up over 20 years of experience.

He was responsible for improving driver compliance on the strategic road network and led trials of new equipment to detect close following, and mobile phone and seatbelt offences.



He has worked closely with the police, DVLA and many other leading stakeholders. Innovative approaches to driver compliance earned him and his team a second Prince Michael International Road Safety Award. He is a civil engineer and vice-chair of the ITS(UK) Enforcement Working Group.

PROFILE | **MATTHEW CREOLE REES**
Matthew Creole Rees joined Confused.com in 2010, joining the brand's Marketing team. Since then, Matt has led multiple marketing functions, including Planning, Customer Marketing, and Acquisition and Retention. Matt is now the General Manager for Motor and Home insurance at Confused.com and other brands within the RVU Group, where he oversees the strategy and operations for product innovation and development.

He leads product expertise for young drivers, speaking regularly on issues affecting this group, including driving test changes and insurance premiums, and raising awareness of young and novice driver risks.

WHY DO PEOPLE SPEED AND HOW MIGHT WE STOP THEM?

PROFESSOR FIONA FYLAN | HEAD OF SUSTAINABLE BEHAVIOUR, LEEDS BECKETT UNIVERSITY

Driving above the speed limit or too fast for the conditions is the leading cause of crashes on the roads. As such, there is substantial interest in how to address speeding behaviour.

There are various approaches including advertising campaigns, workshops with pre- and new drivers, workplace initiatives, and training courses that can be offered to people in place of a prosecution. The behaviour change techniques that make up these interventions need to be selected and operationalised based on an in-depth understanding of the reasons why people speed.

This project reviewed the literature to identify five different reasons drivers give for speeding:

- I'm unaware: not knowing the speed limit or noticing speed limit signs.
- I don't care: thinking that it's ok to speed, for example because it's not "real" speeding, or that everybody speeds, or it's safe to speed.
- I don't control it: feeling in a situation where you don't have a choice, for example being late, being tailgated, or feeling pressure from passengers.
- I get carried away: by negative emotions such as anger or aggression, or by positive emotions such as excitement.
- I like it: a positive attitude towards speeding, for example believing that it saves time, brings financial benefits or that it's enjoyable.

An intervention to reduce speeding should identify which of these reasons for speeding it addresses, and select appropriate behaviour change techniques to embed within the intervention content.



PROFILE | **PROFESSOR FIONA FYLAN**
Fiona Fylan is a Health Psychologist who applies behavioural sciences to better understand behaviour and develop and evaluate interventions to change road user behaviour.

She is Professor of Sustainable Behaviour at the Leeds Sustainability Institute at Leeds Beckett University and leads the team of psychologists who develop UKROEd's courses such as the National Speed Awareness Course.

SPEED BEYOND THE PEDAL: RETHINKING DRIVER EDUCATION THROUGH THINKING SPEED AND SLOWING BEHAVIOUR

LEE JOWETT AND **MICK KNOWLES |** DRIVING INSTRUCTOR TRAINERS, KNOWLEDGEABLEE INSTRUCTOR TRAINING

Speed is one of road risks 'fatal five', yet in driver education speed 'control' is typically confined to vehicle control, knowledge and rule compliance. Education focused from the bottom-up and purely within Levels 1 and 2 of the Goals for Driver Education Matrix.

This session reframes 'speed' through two critical lenses. Firstly, it looks at speed through the lens of competence development…stunted learning, restrictive environments, and limited reflection that, alone, can restrict long-term behavioural awareness. Secondly the lens of speed and post-test collisions. Where decisions are often driven by fast thinking and motives linked to Levels 4 and 3 of the GDE matrix, identity, emotions, social influences and more. A top-down system of control.

The presentation will highlight dual-process theory, and contrast fast (automatic) and slow (reflective) thinking. The reality is that current training models don't go far enough and tend to lean on an over-focus on fault-based competence development in isolation. With little to no focus on when and how things go right, when actions ARE safe…with the intention of raising awareness and self-awareness skills that give novice drivers the tools to choose how to get it right post-test. The presenters will introduce their practical intervention: the CREATE–E.R.M. (Emotional Regulation Model), designed to raise self-awareness, and give the tools for the driver to regulate their internal states, to support safe driving and safer decision-making.

Delegates will leave with a clearer understanding of how 'speed' extends beyond the accelerator pedal, practical strategies to promote reflective processes into driver training and driver thinking.

The session ultimately argues that if we are to meaningfully reduce collisions, driver education must address not just how fast we drive…but how fast we think.



PROFILE | **LEE JOWETT**
Lee Jowett is a recognised voice in the driver training industry, known for challenging traditional, competence-focused approaches to education. His work pushes beyond skill and centres on how motives, thinking and identity influence driving behaviour, integrating frameworks such as the Goals for Driver Education (GDE) Matrix with coaching, metacognition and emotional awareness.

PROFILE | **MICK KNOWLES**
Mick Knowles brings extensive frontline experience as an instructor and trainer, translating theory into practical application. His work focuses on helping instructors recognise and respond to the behavioural and emotional factors that underpin risk, enabling more effective interventions for both instructors and learners.

Together, they advocate for a shift from teaching people the skill of driving, to developing safer drivers through self-understanding.Their work aligns driver education with the realities of decision-making, risk and post-test driving, with a shared aim of improving road safety outcomes through more meaningful learning.

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FROM DIGITAL ETHNOGRAPHY TO DUAL INTERVENTION: TACKLING INAPPROPRIATE SPEED ON RURAL ROADS WITH YOUNG DRIVERS

NICOLA WASS | CEO AND FOUNDER, SOMOCO **| JO EDWARDS |** SERVICE MANAGER FOR ROAD SAFETY ENGINEERING, WARWICKSHIRE COUNTY COUNCIL

Young drivers on rural roads remain a critical road safety priority. In Warwickshire, young drivers are over-represented in rural road collisions, relative to their share of the driving population: they account for 21% of crashes and 31% of deaths despite making up only 8% of drivers.

Rural roads present distinctive risks, particularly at bends and junctions, with two-thirds of critical speed incidents occurring at junctions. Behavioural insights from this project help to explain what sits behind these worrying statistics: young drivers are more likely to overestimate their ability, and underestimate rural road risk. Young male driver behaviour is driven by identity, ego and reward-seeking, contributing to speeds that are inappropriate for the level of risk. The rural road environment further compounds risk: country roads offer fewer visual cues to signal danger, making them appear safer than they are, especially to inexperienced drivers.

This presentation shares the development and delivery of a combined, roadside intervention on the Fosse Way and a digital campaign. Both are designed to reduce inappropriate speed among young drivers applying a layered strategy across real-world and online environments.

A distinctive feature of this programme is the use of digital ethnography and co-design with young drivers, who helped shape the campaign creative and wider intervention approach. Working in this way has ensured co-produced content is locally grounded, behaviourally informed and relatable to the audience.

PROFILE | **NICOLA WASS**
Nicola Wass is the CEO and Founder of SoMoCo. She brings the human perspective to the heart of policy, service, and intervention design.

Her clients include national and local government including National Highways, UK local authorities, Hospital Trusts and global NGOs.



Never afraid to follow paths that seem counter-intuitive, Nicola is valued for her ability to challenge conventional thinking, engaging clients, and contributors as willing partners on the journey.

Her work has featured on: Good Morning Britain, Radio 4 'You and Yours', Wright Stuff, The One Show and also in national newspapers including the Times and the Telegraph.

PROFILE | **JO EDWARDS**
Jo Edwards is the Service Manager for Road Safety Engineering at Warwickshire County Council, bringing over 30 years of experience in road safety. Passionate about improving road safety outcomes, Jo has a strong track record of delivering effective engineering solutions that reduce risk and support safer communities.

Jo is a firm advocate of collaborative working and recognises the value of strong partnerships in achieving sustainable road safety improvements. In particular, Jo has championed the integration of road safety engineering and road safety education, working closely with colleagues and partner organisations to deliver coordinated interventions that maximise impact.

Committed to the principles of the Safe System approach, Jo is dedicated to supporting the journey towards Vision Zero, striving to eliminate deaths and serious injuries on Warwickshire's roads through evidence-led, partnership-based, and innovative road safety initiatives.

EVALUATING ROAD-SAFETY BEHAVIOUR CHANGE: IMPACTS OF A CHANGE BLINDNESS INTERVENTION ON SPEEDING AND DISTRACTION

DR MELINA KUNAR | ASSOCIATE PROFESSOR IN THE DEPARTMENT OF PSYCHOLOGY, UNIVERSITY OF WARWICK

Local authorities and Road Safety Partnerships across the UK routinely deliver road-safety interventions, yet traditional evaluation methods often fail to capture changes in public knowledge, attitudes, and behavioural intentions – key drivers of long-term behaviour change.

To address this gap, the research team at the University of Warwick developed the Change Blindness (CB) Road Safety Intervention, designed to raise awareness of attentional lapses among drivers and pedestrians. Although widely adopted across schools, community settings, and driver-training programmes, the intervention previously lacked a standardised evaluation framework.

This project co-designed and tested a unified evaluation toolkit in collaboration with the Warwickshire Road Safety Partnership. The toolkit assessed changes in knowledge, attitudes, behavioural intentions, and susceptibility to peer influence across three core road-safety themes: speeding, distracted driving, and pedestrian distraction.

Evaluations were conducted with younger adults (18–24 years) and older adults (60+ years), two groups known to experience distinct road-safety challenges. Across all evaluations, the CB intervention produced demonstrable improvements in participants' road-safety knowledge, attitudes, and behavioural intentions. Younger and older adults showed positive but distinct shifts across the behavioural domains, highlighting the intervention's broad applicability and its capacity to address age-specific road-safety challenges. The resulting evaluation toolkit offers a scalable, evidence-based method that road-safety teams can integrate into their local programmes to support meaningful changes in road-safety attitudes and intentions.

PROFILE | **DR MELINA KUNAR**



Dr Melina Kunar completed her PhD at the University of Birmingham before being awarded a Fellowship to work at the University of Bangor. She then went to Harvard Medical School, USA, to complete a Postdoctoral Research Fellowship where she investigated the mechanisms people use to pay attention to the visual world.

Dr Kunar is an expert in attention and her current research examines human interaction with Artificial Intelligence (AI) and technology in applied tasks such as driving and healthcare.

Since 2008, Dr Kunar has been researching how distraction, such as mobile phone use, interferes with attention and driving. She has worked with driver education programmes, police training forces and Local Authorities to educate road users about the importance of paying attention to the road and to minimise distraction.

Her research team at the University of Warwick has created a road safety intervention, which is being used by Local Authorities and road safety campaigns around the UK to educate road users about the limits of attention and the importance of observational abilities when driving. Dr Kunar holds a prestigious Turing Fellowship at the Alan Turing Institute, the UK's National Institute for Data Science and AI.

A SAFE SYSTEM MANUAL FOR SCOTLAND

DR MATT STATON | HEAD OF CONSULTANCY, AGILYSIS **| GEORGE HENRY |** HEAD OF ROADS POLICY AND SAFETY, TRANSPORT SCOTLAND

Scotland has set an ambitious goal to become a world leader in road safety, aiming for zero deaths or serious injuries by 2050. To support this, Transport Scotland has commissioned a national Safe System Manual designed to help practitioners understand, adopt and apply Safe System principles consistently across the country.

The manual has been shaped through extensive collaboration, including workshops with Scottish and international experts, to determine what content is essential, how it should be delivered and how it can remain relevant over time. These sessions explored practical needs across all Safe System components and road safety management considerations.

The development process included systematic prioritisation of material to identify the most important topics, understand gaps in global reference material and highlight areas requiring careful authorship. The emerging manual has been delivered through an accessible online platform supported by coaching, webinars, short learning sessions and a wider communications programme to build a strong practitioner community. The content guides users through core Safe System principles using practical operational content, while also addressing cultural factors that influence safety, such as organisational behaviour, advocacy and public perception.

Overall, the project reflects Scotland's commitment to investing in its practitioners and creating authoritative, practical guidance capable of driving long-term, system-wide improvement in road safety.

PROFILE | **DR MATT STATON**
Dr Matt Staton has been working in road safety since 2008. Matt developed his road safety career through 15 years working in Cambridgeshire, where he progressed from a Road Safety Officer to heading up the service, delivering up to 200 projects per year across road safety, structures and local highways improvements. He then became the Road Safety Partnership Delivery Manager for the Vision Zero Partnership in Cambridgeshire and Peterborough.



Before joining Agilysis in January 2025, Matt spent two years at National Highways as Head of Road User Safety Delivery, overseeing the organisation's compliance activities, commercial vehicle incident prevention and support work for its regional teams.

PROFILE | **GEORGE HENRY**
George Henry has undertaken a variety of roles within road safety in Scotland, including a leading role in the A77 Safety Group, a pioneering road safety partnership that won a Prince Michael International Road Safety Award. He was project sponsor for the A77 SPECS pilot, the first average speed enforcement system in Scotland.

In 2016, George became Head of Road Policy within Transport Scotland where he was responsible for a wide range of policies including Managed Motorways, Motorsports on Closed Roads and various aspects of parking. He developed the pavement parking policy of the Transport Bill. In his current role, George was responsible for the setting of the Government's Casualty Reduction Targets to 2030 and the development of the new Road Safety Framework.

VISION ZERO: RURAL AND SEMI-RURAL SAFETY MEASURES

ADAM MEADOWCROFT | INFRASTRUCTURE AND NETWORK MANAGER, STOCKPORT COUNCIL

As part of Greater Manchester's commitment to Vision Zero, this project pilots AI-enabled adaptive roadside signage designed to influence real-time road user behaviour. Using camera-based detection and edge AI processing, the system identifies contextual risk factors – including speed profile, vehicle type, pedestrian and cyclist presence, time of day, and traffic conditions – and delivers tailored safety messages via dynamic message signs.

Unlike traditional static or trigger-based signs, the intervention adapts messaging to the immediate road environment. For example, where vulnerable road users are detected, signage prioritises pedestrian or cyclist awareness messaging; where speed non-compliance is identified, behaviour-specific prompts are displayed. The aim is to increase situational awareness, encourage micro-behavioural adjustments, and reinforce shared responsibility within the Safe System framework.

The intervention is positioned as a behavioural change within a wider engineering and enforcement strategy. Importantly, it moves beyond generic warnings toward contextual, data-informed communication at the point of risk.

Evaluation is embedded from inception. A controlled before-and-after methodology is being applied, incorporating speed and compliance data, near-miss proxy indicators, and comparative site analysis. Behavioural response patterns to different message types are also being examined to refine effectiveness. Early findings will explore whether adaptive, context-specific messaging produces greater compliance improvements than standard reactive signage.

This presentation will outline the technical model, governance considerations (including data protection), partnership working, and initial evaluation insights.



PROFILE | **ADAM MEADOWCROFT**

Adam Meadowcroft leads teams responsible for road safety, network management and traffic services. With over 20 years' experience in highways and transportation, he specialises in delivering evidence-led interventions that improve safety while supporting efficient and sustainable transport networks.

Adam has led innovative Vision Zero projects across Greater Manchester and has a particular interest in AI, connected vehicle technology V2X and data-driven decision making. He works collaboratively with TfGM, Greater Manchester Safer Roads and industry partners to develop practical solutions that make roads safer for everyone. His presentation focuses on AI driven VAS on rural roads..

HOW VISION ZERO CAN CONTRIBUTE TO A CHILD FRIENDLY CITY

ROSIE REVELL | SAFE AND SUSTAINABLE TEAM LEADER, LEEDS VISION ZERO

Leeds has set an ambitious goal to become a truly Child Friendly City, ensuring it is the best place for children and young people to grow up while also working towards eliminating death and serious injury on its roads by 2040 through the adoption of Vision Zero. This presentation explores how the Leeds Vision Zero and Child Friendly Leeds teams work in partnership to deliver these shared ambitions.

As the first UK city to adopt the Child Friendly City ethos, Leeds places the voices of children and young people at the centre of decision-making, aligning with the UN Convention on the Rights of the Child. The city's sustained commitment to collaborative, child-centred practice has been recognised through repeated 'outstanding' Ofsted ratings and national commendation for effective partnership working.

Vision Zero contributes directly to Child Friendly Leeds' Wish 6 - enabling children and young people to travel safely and easily - by delivering road safety education, engagement activities, and awareness campaigns. Through innovative approaches, including practical and classroom-based learning and the use of the road safety mascot, Arlo the Owl, Vision Zero helps empower children and young people while reinforcing a culture of safety and inclusion. This partnership demonstrates how integrated strategies can create safer, more inclusive urban environments where children's wellbeing and voices are prioritised.



PROFILE | **ROSIE REVELL**
Rosie Revell started her time in Leeds City Council as one of the team's first ever road safety trainers 24 years ago and was delighted to return to road safety as team leader in 2022, leading on behaviour change Vision Zero delivery. Leeds adopted its Vision Zero strategy in 2022 and, having successfully completed its first three-year action plan, the next three-year plan was launched in 2025.

Rosie spent 16 years working with young people with Special Educational Needs and Disabilities (SEND) developing the successful Independent Travel Training programme, first in Wakefield and then back in Leeds in the Children's Transport Team. The return to Leeds also included developing the (SEND) assessment process for home to school transport. Rosie developed and delivered the accredited Train the Trainers programme.

In her presentation, Rosie will explore how Vision Zero delivery can directly contribute to a Child Friendly City ambition by delivering road safety education, engagement activities and awareness campaigns that create safer and more inclusive environments where children's wellbeing and voices are prioritised.

PROTECTING FAMILIES FROM THE GROUND UP – DELIVERING SAFER VEHICLES THROUGH VISION ZERO PARTNERSHIP

JANIS JAMES MBE | CHIEF EXECUTIVE, GOOD EGG SAFETY CIC **|**
EMMA BURLEY | COMMUNICATIONS MANAGER, TYRESAFE

If we are serious about Vision Zero, we must start where risk meets reality: the family car.

Two preventable dangers continue to travel our roads every day – incorrectly fitted child restraints and illegal or poorly maintained tyres.

This is Safe System thinking in action: recognising human vulnerability, embracing shared responsibility, and strengthening both the Safer Vehicles and Safer People pillars through proactive intervention.

This partnership initiative, delivered with the West Yorkshire Vision Zero Road Safety Partnership, brings together the trusted expertise, insight and educational resources of TyreSafe and Good Egg Safety CIC. TyreSafe provides authoritative guidance on tyre condition, tread depth and pressure, while Good Egg specialists ensure children are travelling in the correct, properly fitted restraint for both child and vehicle.

By combining these specialisms in one accessible, community-based setting, families receive practical, hands-on education that addresses two critical vehicle safety risks at the same time.

Outreach through schools, nurseries and Family Hubs acts as a trusted gateway to families, helping remove barriers to engagement and encouraging parents and carers to attend community safety events where child seat checks and safety education are delivered.

This presentation will demonstrate how pooling expertise and resources across trusted organisations delivers measurable impact, scalable delivery and stronger protection for children and families on our roads.



PROFILE | **JANIS JAMES MBE**
Janis James MBE is Chief Executive of Good Egg Safety CIC, an internationally awarded, not-for-profit organisation dedicated to improving the safety of children, young people and families on the road.

For more than twenty years, Good Egg Safety has worked alongside Government, local authorities, emergency services, charities and industry partners to deliver practical and effective road safety education, training and community engagement programmes.

PROFILE | **EMMA BURLEY**
Emma Burley is Communications Manager for Tyresafe, the only road safety charity in the UK dedicated to raising awareness of the dangers of illegal or poorly maintained tyres.

Emma works alongside stakeholders, trustees and the wider team to create timely campaigns that drive awareness and behaviour change, ensuring tyre safety remains a national conversation.

THE LONG-STANDING FAILURE TO OPERATIONALISE THE POST-CRASH PILLAR OF THE SAFE SYSTEM FRAMEWORK

DAVID HIGGINBOTTOM | CHIEF EXECUTIVE, DRIVER FIRST ASSIST

For more than five decades, medical and policy communities have recognised that survival following a road traffic collision is profoundly influenced by what happens in the first minutes after impact. Post-crash response was formally embedded as Pillar 5 of the WHO Global Plan for the Decade of Action for Road Safety 2011–2020 and sits squarely within both the Safe System and Vision Zero paradigms.

Yet despite this formal recognition, it remains the least developed element of the system. The first critical minutes continue to rely almost entirely on unprepared bystanders.

Driver First Assist is currently delivering a jurisdiction-wide first response training programme across the Government of Jersey, demonstrating that Pillar 5 can move from policy architecture to operational infrastructure.

This presentation will:

- Revisit the evolution of post-crash response within the Safe System
  Examine why structural delivery has lagged behind policy endorsement
- Consider the human and economic implications of continued inaction
- Explore practical pathways to completing the Safe System model

PROFILE | **DAVID HIGGINBOTTOM**
David Higginbottom is the Founder and Chief Executive of Driver First Assist (DFA), a UK not-for-profit organisation dedicated to strengthening post-collision response by developing trained occupational drivers and bystander responders.



For more than 15 years, David has worked to address a critical question in road safety: how can society create a sufficiently large, capable and distributed network of people who can respond effectively in the vital minutes following a road traffic collision?

His background combines senior leadership experience in the road transport sector, workforce development, organisational change and strategic implementation. He previously led a major transport trade union, managed multinational transport related projects across Europe, and played a key role in supporting the UK road transport industry's transition to the Driver Certificate of Professional Competence (Driver CPC), one of the most significant workforce capability initiatives introduced to the sector in recent decades.

David holds an MBA from Alliance Manchester Business School and is a Fellow of the Chartered Institute of Logistics and Transport (FCILT).

FROM PRICING RISK TO PREVENTING HARM: AI COACHING AND TELEMATICS IN THE SAFE SYSTEM

DR NEALE KINNEAR | CHARTERED PSYCHOLOGIST, AFFECTIVE MOBILITY

The Safe System approach recognises that road safety outcomes depend on the collective performance of infrastructure, vehicles, regulation, and road users. Yet one major actor, motor insurers, has traditionally played a largely reactive role, focused on pricing risk rather than preventing it. The growth of telematics insurance creates an opportunity to reposition insurers as active contributors to safer road use.

Telematics allows insurers to observe real-world driving behaviour at scale, capturing indicators such as speed choice, acceleration and braking patterns, and driving context. This presentation describes a large-scale trial exploring how personalised coaching, delivered through AI-generated messaging, can use this data to support safer driving behaviour among insurance customers.

The project combined behavioural insights with a generative AI system producing short, personalised coaching messages. Instead of presenting drivers with scores alone, the system translated recent driving patterns into targeted feedback designed to encourage safer choices and reinforce positive habits.

The trial involved 5,000 private motor insurance customers over a six-month period. Drivers receiving AI-generated coaching were compared with those receiving standard telematics feedback. The evaluation examined changes in driving behaviour indicators alongside psychological measures including personality traits and driving mindfulness.

The study demonstrates how insurers can move beyond passive risk measurement toward active prevention. By combining telematics data with scalable communication tools, insurance-based interventions have the potential to influence everyday driving behaviour across large populations. The presentation will share practical lessons from the trial and consider how telematics programmes could play a more explicit role within Safe System road safety strategies.



PROFILE | **DR NEALE KINNEAR**
Dr Neale Kinnear is a Chartered Psychologist specialising in driver behaviour, transport safety, and technology-enabled risk reduction. With over 20 years' experience, he applies behavioural science to develop practical interventions and policy that improve road safety outcomes.

He works with insurers, regulators, road authorities and technology providers through his consultancy, Affective Mobility, and previously served as Head of Transport Safety at TRL and led risk platform development at Humn AI and Aon.



THE FRINGE

SPEAKERS AND PRESENTATIONS

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USING INTERVENTION MAPPING TO ARTICULATE THE BEHAVIOURAL THEORY OF A DRUG-DRIVING REHABILITATION INTERVENTION

BETH JONES | RESEARCH OFFICER, LEEDS BECKETT UNIVERSITY

Drug driving is a significant road safety concern, yet little research has examined the behavioural mechanisms underpinning rehabilitation programmes designed to reduce reoffending.

This study applies an intervention mapping approach to articulate the theoretical basis of a UK drug-driving behaviour change intervention delivered to drivers convicted of drug-driving offences. The intervention aims to reduce intentions to drug drive and increase awareness of the health, legal and social consequences associated with impaired driving.

Intervention mapping was used to identify the intended outcomes of each course component and link these to behaviour change techniques (BCTs) and theoretical mechanisms of action. Course content includes reflective discussions about the circumstances leading to drug-driving offences, exploration of perceived safety and decision-making processes, information about the physiological and cognitive effects of drugs on driving, and consideration of wider social and environmental consequences. Participants also reflect on their own drug use, recognise signs of problematic use, and identify sources of support.

Preliminary mapping indicates that the intervention incorporates multiple BCTs from Michie et al.'s BCT Taxonomy, including information about health and social consequences, re-attribution, social comparison, problem solving and social support. These techniques target key behavioural determinants such as risk perception, social norms, self-reflection, and awareness of triggers for drug-driving behaviour as well as techniques to implement change such as problem solving. The mapping process aligns the intervention with the COM-B model to clarify how components target drivers' capability, opportunity, and motivation.



This work increases transparency regarding the intervention's theoretical mechanisms and supports evaluation of its effectiveness in reducing intentions to drug drive.

PROFILE | **BETH JONES**

Beth Jones is a Research Officer and PhD student specialising in behaviour change. Her work draws on qualitative and quantitative methods to explore why people behave as they do and how interventions can influence those behaviours.

Beth's primary area of expertise is applying behaviour change theory to road safety. Her PhD examines strategies to reduce drug driving by evaluating a targeted behaviour change intervention designed to influence drivers' attitudes, decision-making and risk perceptions. Through this work, Beth aims to contribute to the development of more effective approaches to preventing drug-impaired driving and improving road safety.

TOXICOLOGY AND DRIVING IMPACT OF NEW RECREATIONAL DRINKS

EMAN MSHARI | CENTRE FOR PHARMACEUTICAL MEDICINE RESEARCH, KING'S COLLEGE LONDON

Alcohol-free alternative recreational drinks, such as Sentia and Impossibrew, have entered the UK market as part of harm-reduction strategies and high demand by wellness industries. Sentia uses GABA-rich botanicals to mimic alcohol effects. Impossibrew uses nootropic blend of L-theanine to promote relaxation. This presentation describes the impact of these drinks on driving. The majority of participants were aged 18-24 years (40%), followed by 25-34 years (28%).



This is the first UK-based study to assess the impact of non-alcoholic beverages on simulated driving. Whilst Sentia and Impossibrew did not affect lane position, speed, or headway, Sentia was found to significantly reduce the practice-related improvement in reaction time, indicating a potential impairment in psychomotor responsiveness with possible implications for driving safety.

PROFILE | **EMAN MSHARI**
Eman Mshari is a pharmacist with an MSc in Advanced Pharmacology and is currently a PhD candidate in the Centre for Pharmaceutical Medicine Research at King's College London.

Her research focuses on the impact of psychoactive substances, including cannabis and novel products like non-alcoholic drinks, on drug driving. She also examines UK drug-driving legislation and its implications for public health and policy. Eman is passionate about promoting evidence-based strategies to enhance drug safety and reduce drug-related harm.

DON'T BET ON DRINK DRIVING: EVALUATING "GAMBLING TOMMY" A PARODY CAMPAIGN TO DISRUPT HIGH-RISK DECISIONS

DR ELIZABETH BOX | BEHAVIOURAL SCIENCE CONSULTANT, CO-PILOT **| SCOTT STACEY |** COMMUNICATIONS AND ENGAGEMENT OFFICER, SURREY ROADSAFE

This presentation introduces the Gambling Tommy campaign series: two short-form drink-drive prevention films (Summer and Christmas) targeting male drivers aged 20-35 years.

Using a satirical gambling metaphor, the films reframe drink driving as an irrational, high-stakes "bet", making legal, social, financial and personal consequences vivid at the moment of decision while modelling safer alternatives such as taking a taxi, walking home or leaving the vehicle overnight.

Grounded in behavioural science and the COM-B model, the campaigns aim to increase risk awareness (Capability), normalise feasible alternatives (Opportunity), and shift motivation by positioning drink driving as reckless and inconsistent with valued identities such as being a responsible adult, professional or parent.

The presentation will outline the intervention design and evaluation approach used to assess the campaigns. The evaluation uses a controlled randomised design on Prolific with three groups (Summer campaign, Christmas campaign and an active control) and three measurement points: pre-exposure, immediate post-exposure and a 4-6 week follow-up.

Outcomes include knowledge of consequences, perceived risk, anticipated regret, and key behavioural determinants drawn from the Theory of Planned Behaviour, including attitudes, intentions, perceived behavioural control and social norms. Process measures assess emotional engagement, perceived credibility, and recall of key campaign messages.

The presentation will share findings on the immediate and sustained effects of the campaigns and highlight practical lessons for designing engaging behaviour-change communications that disrupt drink-driving decision-making.



PROFILE | **DR ELIZABETH BOX**
Dr Elizabeth Box is Director of ECM Research Solutions and Behavioural Science Consultant for Co-Pilot. A transport psychologist with over 20 years' experience in road safety research and policy, she specialises in applying behavioural science to the design and independent evaluation of evidence-based interventions.

Her work helps translate research into practical strategies that improve road user safety.

PROFILE | **SCOTT STACEY**
Scott Stacey has been a part of Surrey RoadSafe for more than three years. With a background in Graphic Design, Marketing and Copywriting, Scott is instrumental in developing road safety awareness campaigns that resonate with target audiences.

The Gambling Tommy Concept was first conceived by Scott who then collaborated with Co-Pilot to produce the films.

REDUCING DRUG DRIVING ACROSS SUSSEX

TIM PARRY | DIRECTOR, CLAREMONT

Sussex Police asked Claremont to help reduce the number of people killed or seriously injured due to drug driving over the festive period. The brief was ambitious and time-bound: deliver behavioural insight, strategy, creative and a costed media plan within three months, to ensure that the campaign was live for Christmas.

Claremont began by building a detailed picture of the problem, combining internal police intelligence with extensive desk research. This included analysis of local arrest data, national trends, academic literature on risk-taking behaviour and a review of comparable UK and international campaigns.

Alongside this, the project team conducted in-depth interviews with officers working in roads policing and, most crucially, ran qualitative focus groups with people at risk of drug driving and those close to them.

This research revealed a consistent and challenging insight: drug drivers don't see risk. Many believe enforcement is rare, that "everyone does it" and that their own driving ability offsets any impairment. Christmas drug drivers, in particular, see themselves as controlled and responsible – not criminals.

Claremont's response was Think Again: a campaign designed to stop people in their tracks and prompt a moment of doubt. The creative used relatable characters and scenarios, in-group language and visual cues to challenge myths about safety and control. The campaign also amplified the reality of policing activity during the period, pairing behaviour change messaging with tangible signals of enforcement.



PROFILE | **TIM PARRY**

Tim Parry's career has spanned 25 years in comms, brand, digital, marketing and public affairs in the public, private and voluntary sectors. A large part of his career was spent at Alzheimer's Research UK as Director of comms, brand, digital and partnerships.

At Claremont, Tim has led a raft of complex and high-profile projects, mainly in the health space, and public safety and harm reduction.

ROAD SAFETY GB ACADEMY AWARDS ACCREDITATION FRAMEWORK

IAN EDWARDS | FOUNDER, NEW VIEW CONSULTANTS

A learning framework for road safety practitioners has been developed by the Road Safety GB Academy.



The learning framework offers two RSGB awards:

- Certificate in Delivery of Safe, Sustainable and Healthy Travel
- Diploma in Delivery and Management of Safe, Sustainable and Healthy Travel

The awards set out to formally recognise the awareness, knowledge and experience of road safety professionals. This presentation covers the learning requirements and the process for attaining the awards.

PROFILE | **IAN EDWARDS**
Ian Edwards is an independent road safety consultant who has developed and delivers several of Road Safety GB's courses, including the Foundation and Behavioural Change course.

Ian started his career as a road safety officer in Doncaster before moving to Kirklees, where he was responsible for the delivery of their driver improvement schemes.

More recently Ian has been involved in a number of national and international road safety projects including the EU-Funded HERMES project and a fleet management project with an international pharmaceutical company.

IMPROVING SAFETY OUTCOMES FROM COMMUNICATIONS CAMPAIGNS

DR JILL WEEKLEY | SENIOR CONSULTANT, TRL



Understanding the impact of communication campaigns remains a significant challenge across sectors including road safety. Organisations routinely use campaigns to shift public attitudes and behaviours, yet the evidence base supporting their effectiveness is somewhat limited - particularly when linking campaigns to longer-term road safety outcomes.

Evaluations frequently use varied definitions, outcome measures, and study designs, making it difficult to compare results and attribute change to campaign activity. As a result, practitioners and decision-makers face substantial uncertainty when planning and assessing campaigns.

This presentation explores some of the barriers that limit our ability to evaluate communication campaigns and highlights the implications this has for practice, investment decisions, and policy development. It also outlines emerging opportunities from advances in behavioural science, improved reporting practices, and new analytical and conceptual tools that could enable more rigorous, transparent, and comparable evaluation in the future.

PROFILE | **DR JILL WEEKLEY**
Dr Jill Weekley is a Senior Consultant at TRL with 20 years' experience working in transport.

During her time at TRL, Jill has led projects in a range of areas, most recently focusing on driver behaviour and the evaluation of behaviour change interventions in different contexts, such as driver training and licensing, new technologies and interactions with other road users and road infrastructure - with the aim of improving road safety.

She has significant experience in the management and delivery of large-scale impact evaluations, leading both Driver2020 – a nationwide randomised controlled trial involving 28,000 young and novice drivers – and several evaluations of the national behaviour change courses for driving offences.

SAFER STREETS IN COVENTRY: BUILDING A SAFE SYSTEM THROUGH MICRO INTERVENTIONS

DR. VIVIAN ROBERT | DAVID KEANEY | COVENTRY CITY COUNCIL (BOTH)

Every authority has constrained budgets, competing priorities and pressure to deliver results quickly.

We often talk about the Safe System in terms of major interventions, but this presentation delves into the cumulative effect of dozens of targeted micro interventions in Coventry, that can fundamentally change the safety performance and liveability of a network.

PROFILE | **DR VIVIAN ROBERT**
Dr Vivian Robert leads the Traffic and Road Safety service at Coventry City Council, responsible for the city's traffic, road safety and network management functions.

Vivian is responsible for translating national policy into local delivery, overseeing road safety programmes, speed management, traffic regulation and community-led interventions, and advising elected members on transport investment and strategy.

Vivian has led major programmes including area-based safety schemes, 20mph policy and delivery, Vision Zero initiatives and the piloting of new safety technologies.

Vivian has held senior leadership roles in the private sector and served as the Transport and Road Safety Lead for the Public Works Authority in Qatar, for FIFA World Cup 2022. Vivian represents the local highway authority perspective on delivering the National Road Safety Strategy in practice.

PROFILE | **DAVID KEANEY**
David Keaney is Strategic Lead for Network Management and the statutory Traffic Manager at Coventry City Council. He leads the Council's Urban Traffic Management and Control (UTMC), Streetworks, Traffic Management and Road Safety services, with responsibility for delivering strategies that improve network performance, reduce congestion and enhance road safety.



David works closely with local authorities, transport operators, utility companies and regional partners to coordinate activity across local and strategic road networks.

He is passionate about collaboration, innovation and data-led approaches that support safer, more efficient and more resilient journeys for everyone who uses Coventry's roads.

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LINKING NATIONAL CRASH DATA TO DETAILED VEHICLE CHARACTERISTICS

BRUCE WALTON | TECHNICAL DIRECTOR, AGILYSIS **| DR IVO WENGRAF |** RESEARCH & DATA MANAGER, RAC FOUNDATION

The RAC Foundation has been awarded a grant from the Road Safety Trust to explore the links between deprivation and vehicle technologies in road safety. Specifically, how differences in access to certain vehicle technologies based on income and other aspects of societal deprivation may have a bearing on road safety outcomes.

To answer this question, the researchers were given two years of GB police crash data (STATS19) including vehicle registration mark (VRM, sometimes called numberplate) and vehicle identification number (VIN, the manufacturer-issued permanent identifier). This was then linked to government and commercial sources of VRM- and VIN-based data to build a database where cars in crashes had additional data fields on roadworthiness testing, usage, physical characteristics and available safety technologies for each vehicle.

This presentation will explain the development of a repeatable methodology to (a) quality assure vehicle ID in crash data and (b) join to other datasets in a way that is both reliable and offers significant reductions on commercial data costs.

PROFILE | **BRUCE WALTON**
Bruce Walton is a skilled and insightful data professional with substantial experience of developing and applying analytical techniques.

His expertise in road safety intelligence was instrumental in creating the multi award-winning data tool MAST Online, and he has also collaborated on many other projects and reports.

He is also an experienced and accomplished conference speaker and technical trainer.



PROFILE | **DR IVO WENGRAF**
Dr Ivo Wengraf is Research & Data Manager at the RAC Foundation, a leading independent transport policy and research organisation. With a PhD in transport geography, his main research interests are in the use of government and other administrative datasets to better inform national road transport policy discussions.

He is involved in a number of projects which join various official data sources to produce better insights, including two projects linking STATS19 to health and vehicle characteristics data, and another linking DVLA to DVSA data to produce a single dataset for academic research purposes. He is on the Road Safety GB Champions group, is part of the STATS19 R package authoring group, and was a member of the last STATS19 review panel.

ROAD SAFETY DATA ANALYTICS: FROM PREDICTION TO EVALUATION

LEE FAWCETT | READER IN APPLIED STATISTICS AND ASSOCIATE DEAN (GLOBAL), NEWCASTLE UNIVERSITY **| JOE MATTHEWS |** SENIOR LECTURER IN STATISTICAL DATA SCIENCE, NEWCASTLE UNIVERSITY

Filtering out confounding effects, such as regression to the mean (RTM) and trend, is crucial when using road safety data to make decisions. For example, ignoring such effects can exaggerate estimates of treatment effects in road safety scheme before-and-after studies; similarly, such effects should be properly handled when attempting to make predictions of road safety hotspots in future time periods.

The Newcastle University Statistics of Road Safety Group (NUSRG) has developed a software tool to enable road safety practitioners to make better data-informed decisions. The tool's main dashboard supports simple data visualisation, as well as the fitting of statistical models that enable the implementation of cutting-edge methods for handling confounders such as RTM and trend.

In this presentation we will demonstrate the tool, describe the underpinning methods and give summaries of past and ongoing collaborations with road safety practitioners across the UK, including road safety partnerships in Cumbria, North Yorkshire and Gateshead; and internationally with organisations in Lisbon and New York, as well as commercially with PTV Group in Germany and LOGIT in Portugal. The aim of this presentation is to raise awareness of this work among practitioners in the hope of starting new collaborations with organisations that can use these methods to support their road safety decision making.

PROFILE | **LEE FAWCETT**
Lee Fawcett is a Reader in Applied Statistics and Associate Dean (Global) at Newcastle University, with research interests in statistical methods for road safety data analytics and prediction of environmental extremes.



Lee has 20 years' experience working with road safety practitioners in the UK, Europe, the US and Latin America, mainly in the area of road safety scheme evaluation and predictive analytics.

PROFILE | **JOE MATTHEWS**
Joe Matthews is a Senior Lecturer in Statistical Data Science at Newcastle University, with research interests across a wide variety of areas of applied statistics.

Joe's main research area of interest is applying statistical methods to road safety data analysis, particularly in the areas of collision hotspot prediction, and retrospective scheme evaluation, research into which was the topic of his PhD. As part of the road safety team at Newcastle, Joe has collaborated with local authorities across the UK and abroad, primarily through the RAPTOR suite of software tools he co-developed in order to allow road safety practitioners to analyse and interpret their data effectively.

TECHNOLOGY VS. REALITY: THE SAT NAV PROBLEM PUTTING LIVES AT RISK ON RURAL ROADS

NIGEL FLOWER | SAFER TRAVEL STRATEGIC OFFICER, DEVON COUNTY COUNCIL **| JAMES ARMSTRONG |** SENIOR GEOSPATIAL CONSULTANT, ORDNANCE SURVEY

The number of 'fail to give way' crashes at rural crossroads are rising - even where junctions are clearly signed - because in-vehicle navigation can override driver attention and create automation bias.

Collision evidence, case studies and human factors research show this is acute for long distance drivers on unfamiliar routes, who are over - represented in high severity impacts at these sites.

Traditional low cost engineering (enhanced signage, high friction surfacing, islands) often under delivers at 'see through' junctions, while major realignments - though effective - cost millions and cannot be scaled across thousands of locations.

This presentation proposes a national, technology led intervention: integrating mandatory or enhanced Stop/Give Way alerts within sat nav platforms. The road safety team at Devon CC will work with Ordnance Survey to encode junction priority more explicitly in authoritative datasets and ensure this information is reliably passed through to in vehicle navigation systems – systematically reducing risk at rural crossroads.

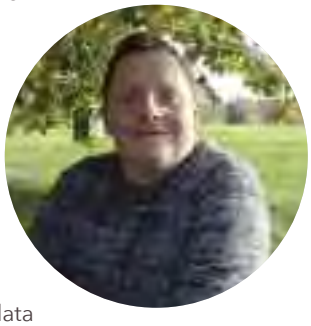
This proposal is rooted in the Safe System approach and directly supports the Strategy's four themes – particularly "taking advantage of technology, innovation and data" and "ensuring infrastructure is safe." It complements local engineering by adding a consistent, in-vehicle safety layer nationwide.

Impact will be assessed via before and after collision analysis on treated cohorts, behavioural studies on responses to in-vehicle prompts, and cost – benefit modelling that compares Ordnance Survey data enablement with traditional works. The project team expects a strong return on investment, with collision cost savings likely to exceed implementation costs.



PROFILE | **NIGEL FLOWER**
In his role with Devon County Council, Nigel Flower works on the development and delivery of evidence-led interventions to reduce road casualties and improve safety for all road users.

Nigel has extensive experience in road safety and collision investigation, with particular expertise in collision data analysis, road safety audit, and wet skid investigation. His work supports a range of behaviour change and educational initiatives, including Learn2Live, Driving Safer For Longer and community focused road safety projects.



PROFILE | **JAMES ARMSTRONG**
James Armstrong is a Senior Geospatial Consultant at Ordnance Survey, specialising in supporting public sector organisations in using location data to tackle real-world challenges.

With extensive experience across GIS, spatial analysis, and data consultancy, James works closely with Emergency Service, Transport, and NHS customers to demonstrate how geography can enhance their existing data, reveal new insights and support better decision-making.

James has been a key component of delivering solutions and workshops for the ambulance services across England & Wales, including support for routing and location challenges faced during day-to-day operations.

AN EMPIRICAL ASSESSMENT OF THE RISK FACTORS FOR MALE AND FEMALE DRIVERS ON HIGH-SPEED ROADWAYS

DR JWAN KAMLA | FOUNDER AND DIRECTOR OF JWANALYTICS AND CONSULTING

This presentation examines gender-specific disparities in crash injury severities by analyzing the differential impact of key contributing factors on injury outcomes for male and female drivers involved in crashes on high-speed roadways.

Using mixed logit with heterogeneity in means and variances, which accounts for unobserved heterogeneity in the dataset, this study explores how intrinsic behavioral differences and variations in risk perception manifest across a range of crash-related dimensions, including temporal patterns, vehicle characteristics, roadway classifications, weather conditions, driver demographics and driving factors.

The estimated model unveiled interesting results on the risk factors associated with male and female drivers' involvement on high-speed roadways in the UK. Male drivers are more likely to suffer severe injuries during off-peak hours and weekend travel, especially when riding motorcycles or driving on rural single-carriageway roads, conditions linked to higher risk and possible overconfidence. In contrast, female drivers face greater injury risks in crashes involving roadside trees and in small-town settings, with moderate injuries more common during adverse weather, suggesting different exposure patterns and context-specific vulnerabilities.

These gender-specific injury severity patterns highlight fundamental differences in how risk is perceived, encountered and managed by male and female drivers. The findings underscore the need for safety strategies that account for behavioral nuance and contextual risk. Specifically, the results support the development of gender-responsive countermeasures, including targeted vehicle safety technologies, context-sensitive roadway design improvements, especially in rural and weather-affected areas, and differentiated driver education and training programmes.



PROFILE | **DR JWAN KAMLA**

Dr Jwan Kamla is a Chartered Engineer, Fellow of CIHT, Member of ICE, Member of Society of Road Safety Auditors and a recognised leader in road safety with more than 22 years' experience across civil, highway, traffic, and road safety engineering. She is the Founder and Director of JWAnalytics and Consulting Ltd and the Immediate Past Chair of CIHT East Midlands.

Jwan's professional journey spans academia, research, the private sector, and the public sector, including serving as Road Safety Manager, where she led countywide road safety strategy, multidisciplinary teams, and major investment programmes. Her experience includes consultancy roles focused on delivering major projects and Safety Governance, including authoring Safety Plans and Safety Reports, Road Safety Audits, Walking, Cycling and Horse-Riding Assessments, Safety Risk Assessments, deep research work, data analysis and statistical modelling, collision investigation, and transport planning.

She has authored major research studies on motorway design, diverge layouts, and lane provision, contributing to national thinking on complex network design and informing guidance such as the Manual for Streets. Her PhD in Civil Engineering focused on connected vehicle data, harsh-braking indicators and collision prediction, underpinning her evidence-led approach to safer design..

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'NOT ALL DRIVERS ARE CRIMINALS, BUT MOST CRIMINALS ARE DRIVERS': USING THE SELF-SELECTION POLICING APPROACH TO IDENTIFYING ACTIVE, SERIOUS CRIMINALS FROM THE COMMISSION OF DRIVING OFFENCES

JASON ROACH | PROFESSOR OF PSYCHOLOGY AND POLICING AND DIRECTOR OF THE CRIME AND POLICING RESEARCH CENTRE, UNIVERSITY OF HUDDERSFIELD

In this presentation the Self-Selection Policing approach to identifying active, serious criminals by virtue of their committing driving offences, will be introduced.

Two decades of research will be presented including studies focusing on disqualified drivers, those who do not wear seatbelts whilst driving, those that park illegally in disabled bays, and those who drive without motor insurance and vehicle tax.

The presentation will conclude with some suggestions for how AI might be incorporated into the Self-Selection Policing approach to identify and disrupt serious and organised criminality.

PROFILE | **JASON ROACH**

Jason Roach is Professor of Psychology and Policing and Director of the Crime and Policing Research Centre at the University of Huddersfield. He is also Editor-in-Chief for the Police Journal, Visiting Professor at the Centre for Police Research and Learning, at the Open University, and a member for numerous UK Home Office and UK College of Policing advisory groups relating to problem solving, crime prevention, and investigative decision making.



To date, Jason has written/co-written five books, including 'Self-Selection Policing', with Professor Ken Pease OBE, and has published more than 40 research papers and edited book chapters on a range of different crime and policing related topics including child homicide, criminal investigation, using the nudge approach to reducing crime, police and criminal decision making, and cold case investigation. His latest book 'Practical Psychology for Policing' was published in January 2023.

THE SLOW SPEED PARADOX: WHEN RISK FEELS SAFE

DR HOLLY HOPE SMITH | HEAD OF BEHAVIOURAL SCIENCE, SOMOCO **|**
IMARI PATEL | BUS SAFETY DEVELOPMENT ANALYST, TFL

Over the past three years, SoMoCo have been working with TfL to improve bus customer safety. The insights generated through this work, and through related initiatives, are shared with operators and other regions to strengthen a culture of learning, innovation and safer practice.

What if one of the riskiest moments in a bus journey feels intuitively safe?

Drawing on a behavioural audit and a deep-dive analysis of 32 independently selected non-collision injury clips, this presentation introduces the discovery of a "slow speed paradox": many slips, trips and falls occur not at higher speeds, but when buses are travelling very slowly, typically below 6 mph.

In this phase of the journey, passengers often interpret slow movement as a cue that it is safe to stand, release the handrail and move towards the exit. Unfortunately, the forces that cause loss of balance are driven less by speed itself than by braking and other changes in motion.

This error of judgement can be explained by a little known behavioural mechanism 'predictive coding'. Predictive coding is where the brain uses prior related experiences to make rapid predictions about what will happen next, using this as a non-conscious guide to action. In everyday life, slow movement usually signals stability. On a bus, that otherwise useful prediction becomes the wrong guide in the wrong environment.

Because it feels true, conventional information-led interventions are limited. The problem is not simply a lack of awareness; it is a nonconscious sense of safety at precisely the wrong moment.

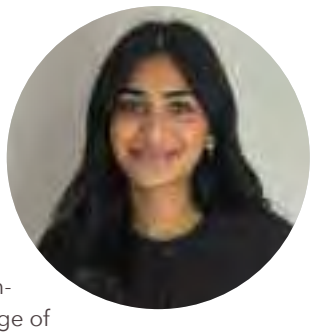
From there, the presentation moves from insight to intervention. It shows how behavioural scientists can diagnose both nonconscious and conscious drivers of early standing, including fear of missing a stop, concern the influence of frailty and fear of judgement and social cueing from other passengers, and why such influences require a coordinated, system-level response rather than a single behavioural fix.

Attendees will leave with a fresh way of interpreting seemingly counterintuitive behaviours, with practical examples of solutions they could explore, adapt or trial in their own context.



PROFILE | **DR HOLLY HOPE SMITH**
Dr Holly Hope Smith is Head of Behavioural Science at SoMoCo and a Research Fellow at the University of Manchester. Holly specialises in applying behavioural science methodologies to transport safety and urban mobility challenges.

She has led influential evaluation projects across the UK, pioneering methods to measure behaviour change and improve intervention effectiveness in real-world, high-risk settings.



PROFILE | **IMARI PATEL**
Imari Patel is a Bus Safety Development Analyst with experience across transport operations, strategy, and policy, covering both bus and rail safety. She currently leads work within TfL's customer injury programme, delivering on-bus trials and undertaking a range of research to better understand and address the key causes of customer injuries across the bus network..

UNDERSTANDING THE FACTORS BEHIND MOTORISED MOBILITY DEVICE INCIDENTS: INSIGHTS TO IMPROVE EVERYDAY ROAD SAFETY PRACTICE

DR CHRISTOPHER ATKIN | RESEARCH FELLOW & ASSOCIATE LECTURER, NOTTINGHAM TRENT UNIVERSITY (NTU)

Motorised mobility devices (MMDs), including mobility scooters and powered wheelchairs, are used by an estimated 500,000 to 800,000 people in the U.K. Despite this considerable user base, they remain largely invisible within mainstream road safety research and policy. While collision and casualty data highlight injuries and fatalities among this group, little is known about the incident types and mechanisms underlying these events, or the environmental, human, and device-related factors that contribute to risk.

This presentation addresses this gap by analysing insurer-recorded incident reports using inductive thematic analysis to identify recurring incident types and underlying mechanisms. The findings reveal consistent incident types across roads, pavements and wider public spaces, indicating that these events are not confined to a single context.

A central pattern concerns collisions with vehicles and other micromobility users in shared spaces. These incidents frequently arise from failures to yield and limitations in situation awareness, shaped by priority conflicts, inconsistent legal expectations, and limited recognition of MMD users within the Highway Code and wider traffic culture.

Access related constraints further increase vulnerability, as the behaviour of others can restrict or displace MMD users from safer routes, forcing them to navigate suboptimal paths or undertake reactive avoidance manoeuvres. Incidents also commonly involve terrain interactions, kerb transitions, and uneven or degraded surfaces, which interact with device based vulnerabilities such as low ground clearance and stabilisation limits, increasing the likelihood of tipping, underside impact or mechanical damage.

This presentation will explore these issues and identify areas for improvement in guidance, recognition, surface maintenance, and regulatory clarity to reduce injury risk and support the goal of eliminating fatalities for this growing and overlooked vulnerable road user group.

This work is funded by the Road Safety Trust and is part of a project including colleagues at Nottingham Trent University (Professor Duncan Guest, Dr Andrew Mackenzie and Professor David Crundall) in collaboration with Surewise insurance (Richard Hannan).



PROFILE | **DR CHRISTOPHER ATKIN**
Dr Christopher Atkin is a Research Fellow & Associate Lecturer in the Department of Psychology at Nottingham Trent University (NTU). His research focuses on ageing, cognition, and the development of applied interventions that support independence, safety, and wellbeing.

He currently plays a central role in a Road Safety Trust-funded project examining safety for users of motorised mobility devices (e.g., mobility scooters and power chairs), integrating cognitive and perceptual perspectives with large-scale incident and near-miss data to inform practical safety guidance and policy.

DELIVERING VISION ZERO: A SAFE SYSTEMS APPROACH TO RED LIGHT RUNNING

CLEO WEEDEN | STRATEGIC PARTNERSHIP LEAD, VIVACITY **| NADEEM MOHAMMED |** ROAD SAFETY MANAGER, TRANSPORT FOR GREATER MANCHESTER

We know running a red light is dangerous, but the truth is we don't have the data to know how dangerous. Let's say you're taking a safe systems approach to redesigning a junction: you've done all you can to slow vehicle speeds and separate those most at risk. But it still needs a level of compliance to function. Do you need enforcement to maintain the integrity of the protective environment that you've built?

Normally it's the Police that decide where enforcement cameras go, based on prosecutions and revenue. It's a useful and effective "sinner tax". How much better would it be if you could measure compliance as one factor of the safety of a junction, and get hard data on if it's a problem? And then use that to pull the right lever to save lives.

Working with Transport for Greater Manchester, VivaCity is exploring how innovations in AI-powered Computer Vision sensors can bridge this data gap. This type of technology can provide data to let you assess what the right intervention is or measure if your safe systems approach is working. Are pedestrians and cyclists using the infrastructure you expect? Are there dangerous speeds? What are the most common "near miss" road user interactions?

By layering red light running on top of these features, you then have context on if unsafe behaviour was related to infrastructure compliance; a safe systems approach as opposed to a limited enforcement question.

PROFILE | **CLEO WEEDEN**
As a Strategic Partnership Lead at VivaCity, Cleo manages key accounts, including TfL, TfGM, and Mersey Travel, helping them enhance their networks and improve road safety using high-quality transport data.



Cleo is a seasoned built environment specialist with experience in the UK property sector, spanning design, data technology, and social impact.

PROFILE | **NADEEM MOHAMMED**
Nadeem Mohammed is Road Safety Manager at Transport for Greater Manchester (TfGM), leading the development and delivery of road safety programmes and multi-agency partnerships in support of Greater Manchester's Vision Zero ambition.

He has nearly 25 years of UK and international experience across the private and public sectors, spanning engineering, enforcement, collision investigation, policy and strategy. He specialises in Safe System approaches, prevention, evidence-based problem-solving and the use of data and technology to improve road safety outcomes.

FROM INSIGHT TO INTERVENTION: USING BEHAVIOURAL PROFILING TO DEVELOP SCHOOL-SPECIFIC APPROACHES TO SAFER AND SUSTAINABLE SCHOOL JOURNEYS

DR MIRA LIEBERMAN | PROJECT OFFICER, SHEFFIELD CITY TRANSPORT, SHEFFIELD CITY COUNCIL

School travel interventions are often developed around broad assumptions about the barriers to walking, wheeling and cycling.

However, schools serving the same geographical area can have markedly different travel behaviours, experiences and perceptions of safety. The Safer and Sustainable School Journeys (SSSJ) project in Darnall, Sheffield explored whether behavioural profiling could provide a more nuanced basis for developing school-specific interventions.

The project engaged 488 pupils across three partner schools in Darnall and the surrounding area: Phillimore (n=185), High Hazels (n=149) and Oasis Don Valley (n=154). School Council insight-gathering sessions used visual journey mapping to explore how pupils travelled to school, how they experienced their journeys, what they enjoyed and found difficult, and how they felt on arrival. These insights were considered alongside parent perceptions, school characteristics, existing road safety and active travel provision, and spatial analysis of pupils' proximity to school. The resulting data were used to develop behavioural profiles for each school and identify implications for intervention design.

The three schools demonstrated substantially different travel and behavioural profiles. At Phillimore, 66% of pupils walked to school and walking was strongly associated with social interaction, enjoyment and wellbeing. The school also had an established walking culture. At High Hazels, travel was more mixed, with 47% walking and 37% travelling by car, while crossing roads and traffic emerged as important concerns. Oasis Don Valley presented the most striking contrast: 82% of pupils travelled by car and only 18% walked, despite 81.5% of pupils living within a 15-minute walk of school.
Pupils at Oasis also reported traffic and tiredness among their difficulties. The findings suggest that a single intervention model would be unlikely to address the different behavioural and contextual starting points of the three schools. At Phillimore, intervention priorities centred on strengthening existing walking culture, maintaining safe crossings and supporting families during adverse weather. At Oasis, the data pointed towards a different set of priorities, including improving walkability, reducing traffic dominance, creating safer and more engaging walking routes, and supporting families to shift established travel habits.



The project demonstrates the potential value of behavioural profiling as a practical bridge between insight gathering and intervention design. Rather than treating schools as homogeneous populations, profiling can identify different behavioural starting points and help practitioners target interventions according to local context, perceived safety, existing behaviours and opportunities for change. The approach may provide a useful framework for developing more proportionate, evidence-informed and school-specific road safety and active travel interventions.

PROFILE | **DR MIRA LIEBERMAN**
Mira is a project officer at Sheffield City Council, working on an interdisciplinary project between City Transport and Public Health in Sheffield. The research project aims to increase 10-13 year olds safer and sustainable travel to schools through an intervention based on behaviour change techniques, as well as hardware measures.

WORKSHOPS

DIAGNOSE BEFORE YOU DESIGN: HOW TO CHANGE BEHAVIOUR BY FOCUSING ON THE RIGHT THINGS

NICOLA WASS | CEO, SOMOCO **| DR HOLLY HOPE SMITH |** HEAD OF BEHAVIOURAL SCIENCE, SOMOCO

Ever launched a behaviour change intervention only to find that nothing really changed?

Poor results can occur for several reasons but, more often than not, it's because people move too quickly from identifying a problem to designing a solution. Without properly diagnosing what is driving a behaviour, even well-intentioned interventions can miss the mark, wasting time, budget and effort.

In this workshop, participants will learn how to assess whether a behaviour is being shaped by behavioural factors, structural barriers, or both. Using real-world road safety examples, the session will introduce practical diagnostic techniques that help uncover root causes before decisions are made about what to do next.

Through discussion and applied exercises, participants will build confidence in identifying the right problem, asking better diagnostic questions, and matching interventions more effectively to the context. The workshop is designed to be practical and immediately useful for those working in road safety, highways, transport and behaviour change.

Participants will leave with a clearer framework for diagnosis, tools they can apply in their own work, and a better understanding of how to focus effort where it will have the greatest impact. They will use a bespoke diagnostic tool, developed by SoMoCo, an award-winning behavioural science company specialising in highways, road safety, mobility and transport.

FACILITATOR | **NICOLA WASS**
Nicola Wass is the CEO and Founder of SoMoCo. She brings the human perspective to the heart of policy, service, and intervention design.



Her clients include national and local government including National Highways, UK local authorities, Hospital Trusts and global NGOs.

Never afraid to follow paths that seem counter-intuitive, Nicola is valued for her ability to challenge conventional thinking, engaging clients, and contributors as willing partners on the journey. Her work has featured on: Good Morning Britain, Radio 4 'You and Yours', Wright Stuff, The One Show and also in national newspapers including the Times and the Telegraph.

FACILITATOR | **DR HOLLY HOPE SMITH**
Dr Holly Hope Smith is Head of Behavioural Science at SoMoCo and a Research Fellow at the University of Manchester. Holly specialises in applying behavioural science methodologies to transport safety and urban mobility challenges.

She has led influential evaluation projects across the UK, pioneering methods to measure behaviour change and improve intervention effectiveness in real-world, high-risk settings.

SAFE SYSTEM FATAL REVIEW PANELS – WORKING TOWARDS THE ESTABLISHMENT OF A LOCAL PANEL

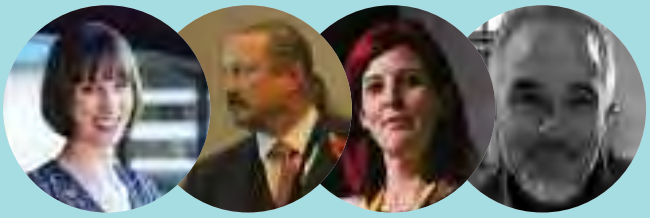
DR SUZY CHARMAN OBE | EXECUTIVE DIRECTOR, ROAD SAFETY FOUNDATION (RSF) **| SAUL JEAVONS |** DIRECTOR, TRANSAFE NETWORK **| TANYA FOSDICK |** CHIEF OPERATING OFFICER, AGILYSIS **| MARCUS ALFORD-LONGLEY |** PRINCIPAL ROAD SAFETY ENGINEER & ROAD SAFETY AUDITOR, WARWICKSHIRE COUNTY COUNCIL

This workshop will introduce the concept of the Safe System Fatal Review Panel and will include a local example of a newly established panel and how they developed the idea for local application.

The workshop will provide an opportunity for those exploring the concept to ask questions, hear about resources that are available and plan their local way forward.

FACILITATOR | **DR SUZY CHARMAN OBE**
Dr Suzy Charman OBE is a leading expert on the Safe System, with over 20 years' experience. In her role at RSF, Suzy leads the United Kingdom Road Assessment Programme and is a recognised thought-leader on speed management and infrastructure safety.

FACILITATOR | **SAUL JEAVONS**
Before becoming a Director of The Transafe Network, Saul Jeavons was formerly Head of Investigations and Risk Management at the Transport Research Laboratory (TRL), where his role included responsibility for road safety, collision investigation, and fleet safety teams, as well as on-scene management of rail crash incident teams.
Prior to his time at TRL he was Road Safety Manager of a leading private community safety consultancy having previously worked as an Area Road Safety Officer in a highway authority, also working in the Accident Investigation & Prevention Engineering and Safety Audit team.



FACILITATOR | **TANYA FOSDICK**
Tanya Fosdick continues to excel as a seasoned researcher, adept at translating intricate evidence into actionable practices. With over two decades of experience in the road safety sector, she remains committed to enhancing the efficacy of road safety interventions.

FACILITATOR | **MARCUS ALFORD-LONGLEY**
With over 14 years' industry experience, Marcus Alford-Longley oversees the fatal and road safety audits process for Warwickshire County Council.

Marcus designs and commissions casualty-reduction schemes and leads iRAP engineering for the Safer Roads Fund projects. He also collaborates with the planning department, providing road safety guidance from master plans to implementation. As chair of the Warwickshire Road Safety Partnership Operational Board, Marcus advocates for change across the organisation and its partners.

ENHANCING NOVICE DRIVER SAFETY – A VIRTUAL REALITY TRAINING PROGRAMME

DR RUTH MADIGAN | ASSOCIATE PROFESSOR, INSTITUTE FOR TRANSPORT STUDIES, UNIVERSITY OF LEEDS

The ENDS training is a programme designed to enhance the hazard anticipation skills of young novice drivers in particular. The training is VR based and delivered through a Head-Mounted Display (HMD).

It involves presenting nine driving scenarios where potential hazards are hidden from view either through the geometry of the roadway, or through the presence of an obscuring vehicle, along with hazards caused by visible elements (e.g. cars or pedestrians) who might plausibly enter the driver's pathway.

Participants are provided with information on where they should be checking in each of these scenarios, and are then tested to see if their visual scanning patterns improve.

This workshop is intended to be useful for any local councils considering the implementation of this type of training for young drivers.



FACILITATOR | **DR RUTH MADIGAN**
Dr Ruth Madigan is an Associate Professor at the Institute for Transport Studies, University of Leeds.

Her research focuses on two main areas: driver training and education, and driver and other road users' interactions with automated vehicle technology.

A TOUR OF VIRTUOCITY, INSTITUTE FOR TRANSPORT STUDIES, UNIVERSITY OF LEEDS

PETE WOODTHORPE | PROGRAMME MANAGER FOR VIRTUOCITY, UNIVERSITY OF LEEDS

On this tour delegates will receive an overview of Virtuocity, the research and facilities, followed by an interactive tour of the simulators. These will be facilitated by members of the research team and will include the opportunity to partake in demonstrations of each simulator.

This will allow delegates to experience demonstrations of:

- The UKs most advanced Driving Simulator, an 8 degrees of freedom motion system with a recently installed new Nissan Qashqai interface vehicle and 360 degree projection for a highly immersive driving experience.
- TruckSIM: a Volvo cab HGV simulator with a 3 degrees of freedom motion system allowing for accurate representations of HGV behaviour
- HIKER: a pedestrian simulator, the largest of its kind in the world, which utilises a 9m x 4m walking space which allows researchers to study pedestrian interactions with vehicles, infrastructure and environments with natural walking behaviour - without the use of VR headsets.
- Static and VR simulators with scenarios produced by a dedicated software development team including replays of lived experiences and future - or proposed - new environments and infrastructure.

The tour, while structured, will be relaxed with discussion and questions encouraged throughout.

Details and videos of the simulators are available here:
https://uolds.leeds.ac.uk/facility/



FACILITATOR | **PETE WOODTHORPE**
Pete Woodthorpe is Programme Manager for Virtuocity, the University of Leeds' Centre for City Simulation.

He has operational responsibility for Virtuocity supporting both the research project teams and the technical team developing human-in-the-loop simulations to answer pressing questions and co-produce better and more cost-effective solutions to mobility systems and city design.

TMS CONSULTANCY: ACTIVE TRAVEL WORKSHOP, BINLEY CYCLEWAY

TARA JOWETT | ASSOCIATE DIRECTOR OF TRAINING SERVICES, TMS CONSULTANCY **| GRANT DUMBLETON |** SENIOR CONSULTANT, TMS CONSULTANCY

TMS has created a 360 degree video of the Binley Cycleway route being cycled, displayed via a screen. This video footage gives a much better experience of what it would be like to cycle the route, in comparison to simply walking it or doing a site visit at various points.

The aim of the workshop is to work in groups to identify hazards, defects and inconsistencies along the route.

Participants work through the video stopping it at various points to highlight the hazards, defects and inconsistencies that TMS's team of engineers have reported, and discuss each one, along with potential remedial recommendations.

A review of the route is currently being undertaken by Coventry City Council, details of which should be available to share with delegates at NRSC 2026.

FACILITATOR | **TARA JOWETT**
Tara Jowett has over 25 years' experience as a design engineer and engineering team leader specialising in highways, transportation, road safety and traffic engineering.

Tara worked for Essex County Council/Essex Highways for sixteen years on a wide range of projects including major infrastructure schemes, public realm improvements, collision reduction schemes, route studies, traffic management improvements, walking and cycling schemes, Zebra, PUFFIN and TOUCAN crossings.



FACILITATOR | **GRANT DUMBLETON**
Grant Dumbleton has 30 years' service with Warwickshire and Hampshire police. He was a Forensic Collision Investigator for 12 years with Warwickshire Police, during which time his main role was to attend the scene of life threatening or fatal road traffic collisions.

For his most recent time with Warwickshire Police, Grant was a Traffic Management Advisor in the Road Safety Unit, focusing on road, speed alterations, safety improvements and speed enforcement..

AN OVERVIEW OF THE APPROACH TO 'WALKED ROUTES TO SCHOOL' RISK ASSESSMENTS

JESS WALDRON | DIRECTOR, TMS CONSULTANCY

This workshop will provide an overview on the approach to risk assessments and how to go about evaluating risks.

The workshop will cover:

- Understanding collisions
* The risk assessment process, identifying the hazard and who is at risk
- Evaluating the risk and deciding on precautions, what is the likelihood of the risk occurring and the potential severity
- Developing an assessment matrix or template
- An overview of the latest updates to the Walked Routes to School guidelines which have been introduced to improve consistency and aid clarity
- The benefits of reviewing historic walked routes assessment decisions, with an example of a historic route review in Dorset
- An outline of the Walked Routes to School training course delivered by TMS Consultancy, incorporating further detail on risk assessment methodology and its practical application to walked routes

The workshop will also provide an opportunity to ask questions and discuss the subject with fellow practitioners.



FACILITAOR | **JESS WALDRON**
Jess Waldron is a Director at TMS Consultancy, with seven years at the company since joining in 2019 when TMS Consultancy became family owned.

Established in 1990, TMS Consultancy prides itself on bringing real-world knowledge into every training course. Sharing insights that go beyond the policy and practical tips delegates can put into practice straight away.

In March 2026, TMS ran a Walked Routes to School webinar with Road Safey GB that saw strong uptake and engagement, reflecting the appetite for this topic ahead of this workshop.

MOTORCYCLE SAFETY – MOVING THE AGENDA FORWARDS

CRAIG CAREY-CLINCH | EXECUTIVE DIRECTOR, NATIONAL MOTORCYCLISTS COUNCIL **| SAUL JEAVONS |** DIRECTOR, TRANSAFE NETWORK

This workshop will explore key themes around an area of transport safety which continues to need positive and constructive development and interventions for what is the UK's most vulnerable road user group.

Speakers will build on presentations at previous Road Safety GB conferences and events to explore themes around motorcycle safety. These will include; what we already know, what we don't know, issues encountered when targeting motorcycle collisions, and examples of best practice approaches to tackling the issue.



FACILITATOR | **CRAIG CAREY-CLINCH**
Craig Carey-Clinch has been active in motorcycling public policy and road safety issues since the early 1990s. After a spell as director of public affairs with the Motorcycle Action Group, he spent 10 years with the MCIA, heading its political function before becoming MD of Rowan Public Affairs in 2009, where he continued to represent MCIA on public policy matters and also undertook a number of different projects in the motorcycle world. In 2021, he ended his work for MCIA after being appointed executive director of the National Motorcyclists Council.

Craig has been involved with several motorcycle policy and safety initiatives. These include, among others, the IHIE Motorcycle Infrastructure Guidelines, similar European guidelines, the early period of BikeSafe and the development of the 2005 Government Motorcycle Strategy. He has sat on several government committees and has extensive European and international experience.

FACILITATOR | **SAUL JEAVONS**
Before becoming a Director of The Transafe Network, Saul Jeavons was formerly Head of Investigations and Risk Management at the Transport Research Laboratory (TRL), where his role included responsibility for road safety, collision investigation, and fleet safety teams, as well as on-scene management of rail crash incident teams.

Prior to his time at TRL he was Road Safety Manager of a leading private community safety consultancy having previously worked as an Area Road Safety Officer in a highway authority, also working in the Accident Investigation & Prevention Engineering and Safety Audit team.

SETTING LOCAL SPEED LIMITS – DEVELOPING GUIDANCE ALIGNED TO THE SAFE SYSTEM

MARGARET WINCHCOMB | DEPUTY EXECUTIVE DIRECTOR, PACTS |
DR SUZY CHARMAN OBE | EXECUTIVE DIRECTOR, ROAD SAFETY FOUNDATION (RSF)

This workshop will set the scene by explaining existing speed management approaches across the country, with examples drawn from the expertise and experience of members of the Safe System Network.



This will be followed by a time for discussion about how guidance, based on a set of core principles, can serve local transport authorities to deliver benefits for the public.

FACILITATOR | **MARGARET WINCHCOMB**
Margaret Winchcomb is a Chartered Civil Engineer with a passion for transport, focused on people. Since joining PACTS in 2021, Margaret has led the charity's research and policy work.

Within her role as Deputy Executive Director, Margaret leads the charity's engagement with its over 115 member organisations and delivers on wider aims set out in PACTS 2022 strategy, which she was involved in drawing up.

FACILITATOR | **DR SUZY CHARMAN OBE**
Dr Suzy Charman OBE is a leading expert on the Safe System, with over 20 years' experience. In her role at RSF, Suzy leads the United Kingdom Road Assessment Programme and is a recognised thought-leader on speed management and infrastructure safety.



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NOTES



EXHIBITION SHOWCASE

TUESDAY 24 & WEDNESDAY 25 NOVEMBER

ACUSENSUS UK

Acusensus are world leaders in distracted driving enforcement solutions, having invented, patented and delivered the world's first operational solutions.

The company was founded in 2018, with the objective to develop a practical solution that would help to address the menace of drivers who are distracted by their hand-held mobile devices or are not wearing a seatbelt. Since then, the company has gone from strength to strength, with almost 500 employees globally and multiple year contracts across three continents.

'Heads Up' combines AI software with dedicated imaging and processing hardware, allowing authorities to identify and capture violations, 24/7 and in all weather conditions. Operational solutions are now widely used across most of Australia, with further projects taking place across the US and Europe. Dedicated relocatable trailers can be used to deliver driver behaviour change over a wide area, supported by fixed infrastructure locations where required.

Acusensus continues to grow its presence in the UK market and has now delivered hundreds of projects across the entire UK, using a fleet of 'Heads Up' relocatable trailers. To date, 23 UK police forces have used the technology and over half of them have actively prosecuted mobile phone and seatbelt offences, proving that the technology is fit for purpose.

The UK's first long term, fully enforced project has been operational with Vision Zero South West and Devon & Cornwall Police for three years, proving that the solution can be operationally used as part of a road safety strategy. This project has proved itself to be extremely effective, showing both short-term and long-term driver behaviour changes.

Between 2023 and 2025, mobile phone and seatbelt detections have dropped by 80% and at each individual site, detections fall by between 30% and 50% per month, thus proving that a relocatable solution has a huge impact on poor driver behaviours.

If you want to address the 'fatal four' behaviours, Acusensus technology is a proven and cost neutral approach, reducing the number of drivers distracted by their mobile phone or not wearing a seatbelt.

'Heads Up' – changing behaviours, saving lives.

CONTACTS
E: uksales@acusensus.com
www.acusensus.co.uk

AG PROMOTIONAL PRODUCTS

We supply high-quality promotional merchandise for road safety campaigns. With thousands of products available, however, finding the right one can be a challenge. That's where I can help.

By asking a few simple questions, I can quickly understand your objectives and recommend the most relevant, engaging and cost-effective ideas – saving you time and ensuring you only consider products genuinely suited to your campaign. Who is your target audience? Drivers, pedestrians, cyclists, motorcyclists, children, teenagers or older road users?

What do you want the product to achieve? Should it carry a serious message, be practical and functional, or perhaps include an element of fun? What branding is required? Your logo, council crest or other artwork?

What's your budget, quantity and deadline? These details allow me to focus on products offering the best value that can be delivered on time.

With that information, I can narrow down thousands of possibilities to a manageable selection tailored to your campaign.

"Steve does his research, is very knowledgeable and always goes the extra mile."
Suzanne Aldridge, Hertfordshire Road Safety Partnership

"You're not just choosing something from a catalogue – he's there helping you find what's right for you."
Sarah Collins, Cheshire West and Chester Council

"He takes time to listen to our concepts and comes up with suggestions on how we can bring them to life."
Kim Wye, Surrey RoadSafe

"Steve takes the hassle away… and comes back with some great ideas."
Andy Ford, Oxfordshire Fire & Rescue Service

CONTACTS
Steve Gold | E: steve@agproducts.co.uk
T: 01295 259608 | 07932 164663
www.agproducts.co.uk

AGILYSIS

Agilysis is a leading transport safety consultancy who provide strategic support and data platforms to local authorities, road safety partnerships and roads policing throughout Great Britain and across the globe.

Specialising in Safe System methodology, we have supported national governments and transport authorities to develop and deliver on new strategies to help them achieve their Vision Zero goals.

We have an extensive track record of working with public and private sector clients to deliver perceptive and relevant studies using state of the art techniques, including multidimensional data mining, socio demographic segmentation, geo-spatial methodology and contextualisation.

With access to a wide variety of datasets such as live and historical connected vehicle data, the Agilysis team provide insightful and rigorous analysis of trends in road traffic collisions and the people involved in them.

At Agilysis we have the ambition to create safe and sustainable communities for all. Our experienced team have been working together on innovative projects for over a decade.

We are absolutely focussed on understanding 'what works', using evidence from all available data sources, as well as published research.

As both researchers and practitioners in social marketing, we also understand the practical requirements of those delivering training, campaigns and public relations exercises.

Our principles are therefore directed towards ensuring that realistic, effective interventions can deliver outputs and outcomes for clients.

CONTACTS
Martin Taylor | E: Martin.taylor@agilysis.co.uk
T: 01295 731 827 | www.agilysis.co.uk

AISIN ROADTRACE

RoadTrace by Aisin offers innovative, risk-based analysis of road networks, leveraging real driving behaviour data to identify high-risk areas even before crashes occur using connected vehicle data.

Since the emergence of connected vehicles in the mass market over the last decade, RoadTrace has been at the forefront of developing new ways to enhance road safety.

Our technology computes, clusters, and prioritises millions of raw connected vehicle data points to highlight the most severe Areas for Investigation (AFI) for county/local councils and road operators. This approach has been validated and accepted, demonstrating a strong correlation between harsh braking clusters and real collisions on UK roads.

RoadTrace has been actively developing its business model in the UK, working closely with local authorities, Transport Scotland, National Highways and the Department for Transport. These collaborations ensure that our insights are tailored to meet the specific needs and challenges of those responsible for UK roads, fostering safer roads nationwide.

Innovative Technology: RoadTrace employs advanced AI techniques and existing connected vehicle data to detect unusual and potentially dangerous driving patterns.

Aisin's Heritage and Expertise: Aisin, a $30bn company and the fifth largest automotive Tier-1 supplier and a leading mobility company, brings its extensive automotive and geolocation heritage to the RoadTrace solution.

Global Recognition: RoadTrace's technical global white paper has been approved, marking a significant step in our mission to reduce road deaths and prioritise maintenance and asset management for highways authorities and road operators.

CONTACTS
E: wesley@qimanagedservices.com | www.roadtrace.eu

B3 CREATIVE

With "Children & Road Safety Education in Schools" being a key session this year, it's a great pleasure for B3 Creative to exhibit at the Conference once again.

We specialise in helping organisations communicate with children, youth and their carers. Much of that work has focused on road safety and we have worked with numerous road safety officers and associated organisations.

Children and young people can be a hard-to-reach audience. But B3 Creative is here to help you create road safety education campaigns young people notice, engage with and remember.

As Liz Brooker MBE of Lewisham Council's Road Safety team said: "B3 Creative really know their market. They always come back with something that exceeds my expectations."

Our road safety projects include:

- Road safety activity booklets for primary schools, tailored to three different age groups
- Active travel initiatives in primary schools, led by pupils themselves
- Clean air and no idling campaigns for primary schools
- Banners and engaging booklets for Junior Citizenship events
- Magazines to help Year 6 pupils prepare for the transition to secondary school.

With growing concerns about young people's mobile phone use, including its potential to distract them from road safety, now is a good time to reconsider the role of print as an effective communication channel.

Come and talk to us about how print can help your road safety messages for children get noticed and remembered!

CONTACTS
James Marsh, Managing Director
T: 07798 526 349
james@b3creative.com
www.b3creative.com

CHARLES ENDIRECT

Charles Endirect is a leading manufacturer and supplier of electrical components and equipment, for use in street lighting, highway, electric vehicle charging, rail and construction industries.

We have been delivering products to UK and international markets since 1984.

We are a founder member of the Highway Electrical Manufacturers & Suppliers Association (HEMSA) and an active member of the Highway Electrical Association (HEA). We are also a member and supporter of the Institution of Lighting Professionals (ILP) and an ISO 9001:2015, ISO 14001:2015, ISO 45001:2018 Quality Accredited organisation with all areas of the company operating stringent quality control systems.

Our experience and expertise give us the edge to manufacture and supply some of the most innovative, high specification and robust products available in the market.

- Feeder Pillar Shells
- Pre-wired Distribution Cabinets
- In-ground Distribution Equipment
- Isolators
- Earthing Products
- Belisha Beacon Equipment
- Passive Safe Disconnection
- Photocells
- Smart City Central Management
- Bespoke Design and Metalworks

As a family-owned organisation, we know how important good customer service is. Our Customer Services Team and Area Sales Managers can offer help and advice. Based in the UK and retaining high levels of stock for our standard ranges enables us to despatch in one to two working days and offer a next working day service if time is of the essence.

CONTACTS
E: info@charlesendirect.com | +44 (0)1963 828 400
www.charlesendirect.com

CLEARVIEW INTELLIGENCE

For over 50 years, Clearview Intelligence has helped road authorities create safer, greener and smarter transport networks through innovative technology and data-led solutions.

We work with local authorities, National Highways, transport operators and contractors to reduce risk, improve network performance and support Vision Zero ambitions.

Road safety is at the heart of what we do. Our SolarLite® range of solar-powered active road studs enhances road delineation and visibility in challenging conditions, helping drivers navigate more safely at night and in poor weather. Proven to improve driver guidance and reduce the need for conventional street lighting, SolarLite delivers a sustainable solution that enhances safety while lowering energy consumption and carbon emissions.

Our Connex® intelligent detection platform provides accurate, real-time monitoring of vehicles, pedestrians and cyclists using advanced sensing technologies, including LiDAR and AI-powered analytics.

Supporting these solutions is Insight®, our cloud-based data management platform, bringing together data collection, device management, visualisation and reporting in a single secure environment.

By combining intelligent infrastructure, trusted data and decades of transport expertise, Clearview Intelligence delivers practical, proven solutions that help road authorities reduce casualties, improve resilience and create safer roads for all users.

CONTACTS

Ralph Bates (Head of Business Development England and Wales) | E: ralph.bates@clearview-intelligence.com
T: 07525 619 399

Ashley Morrell-Swain
E: ashley.morrell-swain@clearview-intelligence.com
T: 07814 254854

COLLINGWOOD LEARNING

Collingwood Learning is dedicated to creating impactful educational experiences for both young people and adults. The organisation's mission centres on using creativity, storytelling, and innovative learning methods to drive social and behavioural change. At the heart of Collingwood's work is a belief that learning should be engaging, dynamic, and memorable.

Collingwood delivers a wide range of educational programmes, combining live and digital formats to suit diverse audiences and settings. Their work includes live theatre-based sessions and interactive workshops that provide in-person engagement, often within schools or community spaces.

Among these initiatives are innovative road safety programmes, tailored for specific age groups. Dead End, aimed at older students (Years 11–13), uses immersive theatre to challenge risky behaviours such as drink-driving and speeding. Split Second, for Year 7 students, combines live performance and workshops to highlight the dangers of distraction and poor decision-making. A brand-new digital programme for Year 9, inspired by real stories from young people, encourages students to reflect on their own experiences and make safer choices on the roads.

'This was a good way to learn about road safety because it showed what would happen instead of just saying it, and it made me realise the consequences that could occur without having to actually experience them ourselves.' - Year 11 Student

Come and visit Collingwood at the exhibition to discover more about these unique road safety programmes and explore how creative learning can inspire safer choices for young people.

CONTACTS

Katy May | katy@collingwoodlearning.com
Collingwood Learning Solutions Ltd.
Bridge Mills, Huddersfield Road, Holmfirth, HD9 3TW
T: 01484 681025

DRIVING FOR BETTER BUSINESS

Driving for Better Business is an award-winning, free programme from National Highways to help employers in both the private and public sectors reduce work-related road risk, control the associated costs and improve compliance with current legislation and guidance.

Our online tools and resources help you evaluate practices, strengthen culture, enhance performance and demonstrate leadership.

Our mission is to improve safety and reduce risk for all those who drive or ride for work, by promoting good management practice and demonstrating the significant business benefits.

Working closely with local road safety professionals is one of our key strategies for improving work-related road safety. With your local knowledge, contacts and enthusiasm, and our resources and support, we hope to help you engage local businesses more effectively and share with them the resources to support improvements in both driver management and driver behaviour. Our aim is to help you make a positive impact on your own local road casualties that involve people driving for work.

Getting local businesses to sign up to the Driving for Better Business programme is the first step in improving awareness and knowledge about work-related driver safety.

We have worked with a number of regional partners to improve business engagement through:

- Events at business parks and industrial estates
- Police engagement with commercial vehicle drivers at roadside compliance stops
- Fire service engagement with businesses during commercial premises fire inspections
- Partnership involvement with business networks such as Chambers of Commerce
- All partners engagement with their own supply chains

Register for the road safety partner toolkit for free.

CONTACTS
E: support@drivingforbetterbusiness.com

FIRSTCAR

FirstCar has been publishing award-winning road safety education publications for almost two decades. Each year, over 1 million new drivers come into contact with the FirstCar brand.

Since 2012, we have worked in partnership with DVSA to publish FirstCar Theory and FirstCar Practical. Printed quarterly, around 1 million copies are distributed annually via theory and driving test centres, meaning the majority of new drivers in the UK receives our magazines. Paid for by advertising, these editions also offer road safety teams the chance to insert localised content, signposting learners to regional initiatives, post-test training and campaigns. Reader feedback shows the impact - 89% learn something new, 88% believe they are safer drivers, and 93% say they will adapt their driving behaviour.

We also run The Honest Truth campaign, which equips driving instructors to deliver structured road safety messages during lessons. Backed by an instructor app, coaching resources and engaging Gen-z presented films, The Honest Truth helps ADIs embed discussions on 10 key risk areas into everyday training. With each instructor teaching around 40 learners annually, local road safety teams can fund participation at a cost of just £2.70 per learner – enabling measurable educational interventions at scale.

FirstCar produces award-winning safe road user magazines such as the Young Driver's Guide, FirstBike, DriveOn, The Parent's Guide, RideOn and Ultimate Guide to Cycling. In 2015, we produced world's first VR crash car experience with Leicestershire Fire and Rescue Service and continue to develop film and share best VR best practice though the Immersive Community Education (ICE) Hub. We also run Young Driver Focus event annually alongside the RAC Foundation and Road Safety GB.

Our motto is 'helping road safety teams do more with less'. And as a small business that grew from a sixth-form common room, if there's one thing we know, it's how to be resourceful.

CONTACTS:
James Evans | james@firstcar.co.uk | 0203 468 1339
www.firstcarmedia.co.uk

SPONSOR

GEM MOTORING ASSIST

Founded in 1932, GEM has built a proud history of supporting motorists while championing practical action to reduce risk and save lives on UK roads.

Its work extends well beyond its membership, reflecting a clear commitment to safer travel for everyone - whether travelling by car, on foot, by cycle, motorcycle or horseback.

GEM is widely recognised as one of the UK's most proactive motoring organisations in the road-safety field. It campaigns for safer driving behaviours, supports evidence-led initiatives and works with partners across the sector to tackle issues including driver fatigue, distraction, inappropriate speed and the protection of vulnerable road users.

A notable part of GEM's contribution is its creation of Blue Light Aware, the popular free road-safety resource designed to help drivers respond safely, calmly and appropriately when emergency vehicles approach. The resource offers clear guidance and training materials that support safer interactions between the public and the emergency services, helping to protect responders and other road users alike.

Through the GEM Road Safety Charity, the organisation also funds innovative projects and supports initiatives that inform, educate and inspire safer choices on the road. GEM values partnership, working alongside emergency services, driving instructors, policymakers, enforcement agencies, educators and community organisations to turn shared road-safety ambitions into practical action.

As a dedicated supporter of the National Road Safety Conference, GEM is proud to stand alongside fellow advocates in pursuing a shared vision: safer roads, safer journeys and fewer people harmed on our roads.

CONTACTS:
www.motoringassist.com

GOOD EGG SAFETY & TYRESAFE

Good Egg Safety CIC is a multi-award-winning, not-for-profit organisation dedicated to protecting children and families and reducing preventable road casualties.

For nearly 25 years, we have developed evidence-based, independently evaluated programmes that turn road safety knowledge into practical action. Our work spans child seat safety, young drivers, older drivers and young riders, combining robust data, engaging education and real-world intervention.

As strong advocates of Vision Zero and the Safe System approach, we work with local authorities, emergency services, healthcare, education and other expert partners to deliver measurable impact. At this year's exhibition, we're proud to be sharing our stand with TyreSafe, showcasing how partnership working can tackle multiple risks at once and help create safer vehicles and safer people, ultimately leading to safer journeys.

TyreSafe is the UK's leading charity dedicated to improving tyre safety and reducing incidents caused by illegal and poorly maintained tyres.

TyreSafe works to empower road users with practical tyre safety knowledge and encourage safer maintenance and driving behaviours. Its vision is zero harm to road users caused by illegal or poorly maintained tyres.

Over the last five years, an average of 163 people per year have been killed or seriously injured in incidents involving defective tyres. More than six million tyres are also estimated to have illegal tread annually in the UK.

Through a combination of education, campaigning, research and partnership working, TyreSafe is working to make tyre safety a fundamental part of safer motoring and help make UK roads safer for everyone.

CONTACTS:
Christine Fitzgerald | christine@goodeggsafety.com
Kevin Harris | kevin@goodeggsafety.com
goodeggsafety.com

Emma Burley | eburley@tyresafe.org | www.tyresafe.org

HORIZONT

Horizont Traffic Safety UK – Safer Streets, Active Travel & Traffic Management Solutions

Horizont Traffic Safety UK supplies local authorities, highways teams, contractors, and traffic management providers with a comprehensive range of road safety, traffic calming, and active travel solutions.

As part of the established Horizont Group, with more than 75 years' experience in traffic safety, we combine proven European product development and manufacturing with UK stock, local support, and fast delivery.

Our growing range for councils and highways teams includes:

- Cycle Lane & Active Travel Solutions – modular Guide Kerb systems for creating and protecting cycle lanes, traffic segregation, and safer road layouts.
- Traffic Calming – modular speed bumps, speed stops and associated products for car parks, residential areas, access roads, and other low-speed environments.
- Chapter 8 Traffic Management Equipment – a comprehensive range including traffic cones, barriers, road signs, supplementary plates, warning lamps, and temporary traffic control equipment.
- Road & Street Works Safety – practical products designed to improve visibility, segregation and safety for highways teams, contractors, pedestrians, and road users.
- Lighting & Warning Systems – including ConeFix and sequential warning lamps, Street Flares, and other high-visibility safety solutions.

Why Horizont?
European manufacturing expertise • UK stock holding • Next-day delivery available • Dedicated UK support • Proven traffic safety products

Whether you are delivering a new cycle infrastructure scheme, traffic-calming project, highways maintenance programme or temporary traffic management requirement, talk to the Horizont team about how we can support your next project. Visit us to see our Cycle Lane Guide Kerb, traffic-calming, and Chapter 8 road safety range.

CONTACTS:
T: 01626 331188 | E: sales@horizonttrafficsafety.co.uk
horizonttrafficsafety.co.uk

ILM SOFTWARE

ilm Software – Modernising School Crossing Patrol Management

ilm Software is delighted to be exhibiting at the National Road Safety Conference 2026, where we will be showcasing our new School Crossing Patrol Management System, designed specifically to support local authorities in managing this vital road safety service.

School Crossing Patrol services can be complex to coordinate. Authorities need to manage patrol staff, crossing sites, operating times, absence and cover arrangements, training, compliance, equipment, warning lights, site assessments and the day-to-day challenge of ensuring crossings are appropriately staffed.

Our new platform brings these activities together within one modern, easy-to-use system, giving managers and supervisors a clear view of their service and the information they need to make informed decisions.

Built using the latest web and cloud technologies, the system supports the complete School Crossing Patrol function, including patrol and site management, session scheduling, absence and cover, mobile and standby patrols, training and skills, DBS information, uniform and equipment, health and safety, site surveys, case notes and management reporting. School crossing warning lights can also be managed within the system, including locations, operating schedules, inspections, maintenance and faults.

The platform recognises that every local authority operates its service differently. It provides a central, auditable source of information while reducing reliance on spreadsheets, disconnected systems and manual processes.

Visit ilm Software at the exhibition to see the system in action and discover how modern technology can help transform the management of School Crossing Patrol services.

CONTACTS:
Zak Al Hassani | zak@ilmsoftware.com | 07721 421495
www.ilmsoftware.com

SPONSOR

JENOPTIK

Jenoptik is the global leader in the supply and support of average speed enforcement.

Having first invented ANPR over 40 years ago our work on thousands of camera installations has enabled our products and services to continually evolve to provide the best achievable solutions.

Over 500 temporary and permanent SPECS installations have been operated around the UK, delivering significant reductions in collisions and casualties, whilst improving traffic flows, capacity and emissions. By controlling average speed, driver behaviour is modified over a large area or length of road, resulting in safer driving conditions, more reliable journeys and reduced vehicle emissions. Jenoptik designed solutions typically deliver a >70% KSI reduction, when installed as part of a casualty reduction scheme; this on average saves more than £1.6m in casualty costs, per site, per year.

Jenoptik are the only average speed supplier that understands how to deliver solutions that work – we are the most experienced and successful supplier, with our products and services constantly evolving to make our customers' roads safer, smoother, greener and fairer.

Want to know more? Talk to one of our highly experienced Account Managers.

CONTACTS:
www.jenoptik.com

KELTIC

Always Here For Your Everyday School Crossing Patrol Needs.

We love chatting with all our School Crossing Patrol customers new and old at the NRSC.

We would love for all customers to pop over to us for a chat, it would be great to hear how your uniforms are wearing, and any feedback regarding our school crossing patrol uniforms you may want to discuss.

We are here throughout the year for anything you may need, either being at the end of the phone, or you are more than welcome to visit our offices here in the West Midlands. We're regularly on the road all around the UK and would love to pop in for a coffee and a chat with you, to see how your school crossing patrol wear is wearing.

At NRSC 2026, we will have on our stand our popular full STOP Range of uniforms including our range of jackets, sign and accessories. All our jackets and accessories are made from 100% recycled fabric.

CONTACTS:
Amanda Timmis | 08450 666699 | scp@kelticclothing.co.uk
W: www.kelticclothing.co.uk

KING SCIENTIFIC

For over two decades, King Scientific has been a trusted partner to UK local authorities, delivering rigorously tested, high-visibility school crossing patrol uniforms and equipment.

As a family-owned business, our mission goes beyond supplying apparel – we provide peace of mind, ensuring every patrol officer is visible, protected, and confident in all weather conditions.

At this year's road safety conference, we proudly showcase our 2026 SCP portfolio, including statutory garments and innovative extras that enhance wearer comfort, public image, and staff retention.

Our flagship winter coat offers unrivalled protection with 100% waterproof, windproof, breathable fabric and genuine 3M reflective tape. For warmer months, our redesigned summer coat provides lightweight compliance with mesh ventilation and reflective tipping. We also supply prescribed RA1 and Diamond Grade SCP signs, exclusive hi-vis headwear, over-trousers and premium winter-lined gloves.

To complement our SCP range, we feel we can also empower your pedestrian and cycling training programmes with our range of EN & ISO certified garments such as children's waistcoats and a full range of adult hi-vis garments. We are already a dependable partner for many local authorities who are delivering the Bikeability scheme.

We are delighted to be exhibiting after a few years away and are looking forward to meeting again with old friends and new.

CONTACT:
Stephen King | T: 01924 412995
E: scp@kingscientific.co.uk | W: www.kingscientific.co.uk

LIFESAFER

LifeSafer provides active in-vehicle safety technology designed to prevent unsafe driving behaviour through direct intervention.

Our Intelligent Speed Assistance (ISA) provides active speed control using real-time vehicle location and speed-limit data. Rather than simply warning or recording speeding, LifeSafer ISA intervenes at the point of driving, limiting acceleration to prevent the vehicle from exceeding the applicable speed limit. The system continuously adapts as the vehicle moves between different speed-limit zones.

Our Alcohol Interlock technology applies the same preventative principle to drink-driving, preventing a vehicle from starting when alcohol is detected and supporting both rehabilitation and compliance programmes.

LifeSafer solutions can be deployed across a wide range of vehicle types, either as retrofit installations or integrated during vehicle conversion and build. LifeSafer also has experience working directly with OEMs, supporting the integration and deployment of in-vehicle safety technology globally.

The technology is only part of the solution. LifeSafer provides an actively managed service around every system, designed to maintain performance and maximise the safety outcome throughout the life of the programme. Systems are continuously supported, maintained and monitored, with technical support, system and map updates, reporting and compliance information helping operators keep the technology effective.

With more than three decades of experience and millions of interlocks installed, LifeSafer brings established expertise in both alcohol interlock and intelligent speed assistance, with global experience supporting road-safety programmes across a wide range of applications.

From preventing speeding to preventing drink-driving, LifeSafer puts preventative intervention directly into the vehicle - supporting safer driving behaviour and safer roads

CONTACTS:
Dan Graham (Head of Business Development UK & Ireland)
dan.graham@scramsystems.com | +44 (0)7432 661135

Marco Piccinini (VP/GM EMEA, APAC, LATAM)
marco.piccinini@scramsystems.com | +39 335 6453781

NIRA DYNAMICS

NIRA Dynamics – Turning connected vehicle data into proactive road safety

At NIRA Dynamics, we believe road safety should be based on what is actually happening on the road – not only on historical accident statistics, periodic surveys or assumptions.

Millions of connected vehicles generate continuous information about how drivers, vehicles and roads interact. NIRA transforms this real-world vehicle data into actionable road safety intelligence, helping road authorities identify emerging risks, understand driver behaviour and prioritise interventions before incidents occur.

Our Road Safety solution provides a continuously updated view of the road network, combining indicators such as speed behaviour, harsh braking, grip and road surface conditions to reveal locations where the safety margin may be decreasing. This enables road authorities to move from reactive analysis to proactive prevention: identifying potential high-risk locations, understanding what is contributing to the risk, and directing resources towards the roads where action can have the greatest impact.

But identifying risk is only part of the challenge. Connected vehicle data can also help authorities measure the effect of an intervention. Changes to speed limits, signage, road layouts, maintenance or other safety measures can be evaluated using real traffic behaviour before and after implementation – creating an objective feedback loop for continuous improvement.

At NRSC 2026, NIRA will demonstrate how connected vehicle intelligence can support a new approach to road safety:

- Identify risk. Prioritise action. Measure the impact. Improve continuously.

With more than 2 million connected vehicles contributing data, NIRA turns everyday journeys into a continuously evolving picture of road safety – helping authorities make better-informed decisions and supporting the ambition of Vision Zero. NIRA's current company material describes this connected fleet as turning movement into measurable intelligence and cites 2M+ connected vehicles contributing data.

CONTACTS:
www.niradynamics.com

ONE TASK

One Task develops AI enforcement cameras that tackle the dangerous driving behaviours behind the most serious harm on our roads, including speeding, failure to wear a seatbelt and driver distraction.

Founded in 2017 and based in Australia and the Netherlands, the company delivers the complete solution, from the camera and its custom lighting through to the mobile deployment platforms that carry it.

At the heart of the offering is MobiCam. The system captures high resolution images using One Task's custom infrared flash and analyses them with AI, delivering industry leading image quality and detection accuracy in all weather and lighting conditions, day and night. Sharper evidence means more confident enforcement and fewer disputed offences. And because detection is driven by AI on a single hardware platform, the same system can be applied to new offence types as enforcement priorities evolve.

MobiCam is in active operational use in both Australia and the Netherlands, where One Task operates its mobile systems across the entire country. Millions of vehicles have been processed to date, helping authorities target enforcement where it matters most and drive lasting change in driver behaviour.

One Task is now bringing this proven technology to the UK and would welcome conversations with police forces, local authorities and road safety partnerships interested in piloting the system. Visit our stand to see MobiCam up close.

MobiCam by One Task. Clear evidence. Changed behaviour. Safer roads.

CONTACTS:
E: contact@onetask.com.au | W: www.onetask.com.au



PROJECT CENTRE

We work with local authorities across the UK on road safety and active travel: safety audits and casualty analysis, junction and corridor design, School Streets, 20mph and safer cycling schemes, and the engagement that keeps them in place once they're built.

Because we're part of Marston Holdings, we also deliver the enforcement side: camera monitoring and moving traffic enforcement. We are one team for design, consultation, and compliance.

Our recent work includes School Streets across London boroughs, the Lower Lea Crossing active travel scheme and road safety improvements near Rochester Bridge for Medway Council. Come and talk to us and we'll give you an honest view of whether a scheme is worth doing and what it would take.

Project Centre, part of Marston Holdings.

CONTACTS:
www.marstonholdings.co.uk/projectcentre

REDSPEED

Safer roads, smarter solutions, protected communities.

Redspeed are committed to revolutionising road safety through the integration of cutting-edge computer vision and advanced camera technology. Our mission is to create safer roads for everyone by providing innovative solutions for traffic management and enforcement.

Our Sentio range seamlessly integrates with our 720 software, enabling efficient, data-driven offence processing. 720 offers many features and customisable filtering options. Security is paramount, with encrypted data, secure deployment and remote data backup, all within an intuitive user interface.

CONTACTS:
For sales enquiries contact us at sales@redspeed-int.com.

ROAD SAFEY FOUNDATION

The Road Safety Foundation (RSF) is a UK charity founded in 1986 which advocates for safe and healthy mobility through the adoption of a Safe System.

Our recent work focuses on:
- Identifying investment packages likely to give high returns and analysing the safety performance of roads over time.
- Providing the approach, tools and training necessary to support road authorities in taking a proactive approach to road risk reduction.
- Undertaking research to progress knowledge and policy.

Over the last 20 years, the charity has maintained a particular focus on safer road infrastructure through the establishment of the European Road Assessment Programme and the development of the International Road Assessment Programme (iRAP) and its protocols for measuring infrastructure safety. The RSF is responsible for leading the Road Assessment Programme in the United Kingdom, and its work serves as a model of what can be achieved, with key research and innovation being replicated in RAP programmes across the world.

Recently, the charity has:
- Supported the business case for DfT's Safer Roads Fund and then carrying out surveys, support and modelling underpinning the investment of £185 million on nearly 100 local A roads in England
- Provided support and technical insight to National Highways and Welsh Government in their strategic road iRAP initiatives
- Undertaken an independent review for the Office of Rail and Road into how National Highways prioritises investments to improve safety outcomes on the strategic road network
- Led the Older Drivers Task Force report with government support to develop the national Older Driver Strategy Supporting Safe Driving into Old Age

At NRSC 2026, RSF will be hosting a workshop on Safe System Fatal Review Panels and will be presenting on:
- Early Insights from a New Study on Neurodivergent Children and Road Safety
- Making a Compelling Business Case for Road Safety Investment in Competitive Times

CONTACTS:
E: suzy.charman@roadsafetyfoundation.org
www.roadsafetyfoundation.org

RSMA

Originally established in 1976 the RSMA is one of the largest specialist trade bodies in the Highways sector and has played a pivotal role in the development of the UK road marking industry.

With a membership spanning the UK, Europe and beyond we are able to draw on a host of industry experts.

We work with a number of Government bodies and industry partners to ensure our collective voice brings recognition, development and change to underpin our vision.

Primarily created to represent the voice of our members and the industry, we have now gained a strong reputation for training, standards and safe systems of work. We were the first specialist skills sector to develop a Specialist Applied-Skills Programme ensuring safe operatives for our members and across the wider industry. It is our aim to promote our industry as a key component of a safe and effective highways network.

CONTACTS:
For more information about our membership or training enquiries please contact info@rsma.co.uk or call us on 01427 610101

SPONSOR

SMARTSTART

Smart Start LLC ("Smart Start") is a global leader in products and services to control behaviour that negatively impacts road safety.

In addition to setting the standard in alcohol monitoring technology® with alcohol interlocks and portable alcohol monitoring devices deployed in programmes for drink driving offenders, Smart Start is excited to introduce intervening ISA (Intelligent Speed Assistance) technology for use in preventive and rehabilitative programmes targeting high risk speeding offenders. SpeedAware™ prevents a vehicle from exceeding the posted speed limit, monitors user compliance, and notifies administering authorities if a violation occurs.

Established in 1992, Smart Start and its affiliates are currently involved in road safety-related offender programmes in the US, Canada, Australia, New Zealand, France, Belgium, Italy, Sweden, Finland, Denmark and Lithuania. Locally, our goal is to become the United Kingdom's trusted partner in road safety technology.

CONTACTS:
www.smartstartinc.com

SOMO

SoMoCo: bring behavioural science thinking into your everyday work

What drives behaviour - and how can understanding it help you tackle transport and road safety challenges?

SoMoCo turns insight into action. We work with organisations to understand the behaviour of everyday road users, identify what drives their choices, design interventions to change their behaviour, and evaluate the results.

SoMoCo is an award-winning behavioural science consultancy specialising in transport, mobility and road safety. This year, we launched a new digital course exploring how to apply behavioural science thinking to transport and road safety. It is created to help you and your team approach familiar challenges with fresh thinking.

Whether you want to develop your team's understanding through our new course or discuss consultancy support for a specific challenge, come and talk to Nicola and Holly.

CONTACTS:
somoco.co.uk | hello@somoco.co.uk | 07958 766809

THE RIOT ACT

The Riot Act delivers engaging, contemporary road safety education using theatre, workshops, competitions and film projects.

We motivate, inspire and educate young people through projects that surprise, challenge and create lasting impact.

For over 15 years we have designed and delivered road safety interventions for all ages - reaching over 30,000 students across more than 1,500 schools per year! Nationwide we work with over 40 clients, councils and organisations and every programme is bespoke and tailored to our client's needs, ensuring messages resonate and drive meaningful learning.

Our reputation in schools is second to none; teachers and school leaders consistently praising our ability to hold attention and inspire change. Behind each project is our experienced team of creatives, who develop the content with you, and project managers who undertake all school bookings on your behalf as well as designing and implementing a full evaluation.

By combining creativity, professionalism and genuine care for young people, we continue to redefine what effective road safety education and learning looks like.

CONTACTS:
Dan Hobson | Dan@theriotact.co.uk | 07766 661920
www.theriotact.co.uk | @theriotactuk

TMS CONSULTANCY

Established in 1990, TMS Consultancy has spent over 35 years helping to make UK roads safer. We have delivered more than 20,000 Road Safety Audits and over 2,000 training courses for clients across the UK, Ireland and internationally.

As independent experts, our mission is simple: to deliver practical solutions that make roads safer and reduce casualties. We work with developers, local authorities and engineering consultancies, and pride ourselves on being responsive, reliable and easy to do business with.

Beyond audits and training, we offer Workplace Transport Risk Assessments, Safety Assessments, Cycle and Mobility Audits, Collision Investigation Studies, giving clients a single, trusted partner across a range of road safety needs.

Come and talk to the team at our stand to discuss your next Road Safety Audit, training requirement or project.

CONTACTS:
Jessica Waldron, Director
E: jwaldron@tmsconsultancy.co.uk

Richard Cook, Director
T: 024 7669 0900

TRAFFIC TECHNOLOGY

Traffic Technology designs, supplies, installs and commissions solutions for monitoring vehicles, cycles and pedestrians, alongside carriageway safety technologies.

As a leading provider of multimodal monitoring technology, road safety equipment, specialist support services and data visualisation tools, we help transport authorities, infrastructure operators and partners turn accurate transport data into better decisions, safer roads and more effective investment.

Our expertise spans radar-based detection and classification, traffic monitoring, road safety solutions, intelligent displays and data collection technologies. We provide reliable, actionable data that helps customers understand network usage, identify emerging issues, measure interventions and target resources effectively.

We also operate an extensive Service & Repair Centre, providing specialist repair, refurbishment and maintenance of vehicle-counting and traffic-monitoring equipment from multiple manufacturers. This offers a cost-effective alternative to replacing ageing equipment, helping customers extend asset life, reduce capital expenditure, minimise downtime and protect existing investment.

Established in 2004, Traffic Technology has developed a strong reputation within the traffic data collection and road safety sectors. We specialise in radar detection systems and were the first UK company to introduce vehicle classification using aboveground radar technology.

Our expertise and understanding of the UK market have enabled partnerships with international technology companies to introduce and support innovative products in the UK.

Now part of the Eco-Counter Group, we combine established UK expertise with global technology and experience to deliver innovative transport and road safety solutions.

Ultimately, we help customers make informed decisions, improve safety, optimise network performance and achieve greater value from infrastructure and technology investment.

CONTACTS:
Philip Tomlin
+44(0)1280 818656 | +44(0)7976 391860
pt@traffictechnology.co.uk | www.traffictechnology.co.uk

TRL

TRL's holistic road safety offer combines data analytics, behavioural insights, cloud-based collision analysis software, in-depth collision investigation and vehicle technology expertise to help create safer roads.

From strategy through to implementation, we work with local and national governments, transport agencies and industry partners to deliver measurable safety improvements that save lives.

In addition, TRL's Smart Mobility Living Lab in London is one of Europe's most advanced urban transport test environments. It enables organisations to evaluate a wide range of transport technologies and services—from road safety solutions to connected and automated vehicles, in a complex, real-world setting.

Visit the TRL team at our stand at the National Road Safety Conference to discover how we can help make your road network safer.

CONTACTS
E: enquiries@trl.co.uk

VIVA CITY

At VivaCity, our mission is to help cities make sustainable travel an available and safe choice for everyone, by providing high quality transport data to boost Vision Zero and Net Zero goals.

Utilising cutting edge AI-powered computer vision, VivaCity sensors gather anonymous multimodal data on transport modes, traffic flow and travel patterns. This data is being used by over 160 local authorities across the UK, Ireland, Europe, North America, Australia and New Zealand, to support strategic decision-making, and to build smarter, safer and more sustainable cities.

VivaCity's Smart Road Safety solutions include our multi-award-winning Near Miss technology, a range of high quality road safety datasets such as speed, classified counts and tracks (road user trajectory lines), and new innovations including Red Light Running and Yielding technology. These road safety tools are designed to complement KSI & Stats19 data, offering the real-time insights that identify where, when and why incidents are occurring, before they happen. The insights help road safety and active travel professionals make more evidence-based strategic, targeted and proactive decisions and investments.

CONTACTS:
info@vivacitylabs.com | www.vivacitylabs.com

SPONSOR

WAYMO

Waymo is an autonomous driving technology company with a mission to be the world's most trusted driver.

Since 2009, Waymo (formerly the Google Self-Driving Car Project) has been focused on improving people's access to mobility while saving thousands of lives now lost to traffic crashes.

Waymo currently operates a 24/7 commercial ride-hailing service in several major US cities with complex urban environments, without a human safety operator behind the wheel. The company is also testing in Tokyo and its fleet of fully electric Jaguar I-Paces are coming to the UK. The company's technology is a combination of advanced sensors (lidar, cameras, radar), sophisticated artificial intelligence, and extensive real-world and simulated driving data. This approach is rooted in the belief that an ever-vigilant, non-distracted autonomous system can ultimately eliminate human error, which is the primary cause of traffic collisions.

Waymo has accumulated more than 100 million driverless miles in US cities and provides hundreds of thousands of weekly trips to riders.

Waymo's driving data, when independently analysed by reinsurer Swiss Re, suggests a significantly lower crash rate compared to human drivers in the same operating areas. The Waymo Driver had a 91% reduction in crashes resulting in a serious injury or worse and an 80% reduction in all injury-causing crashes.

Waymo continues to share extensive datasets to promote transparency and aid the Vision Zero goal of eliminating traffic deaths and serious injuries.

CONTACTS:
waymo.com

SPONSOR

WESTCOTEC

Westcotec designs, manufactures and installs innovative intelligent traffic safety and smart city solutions that help authorities make roads safer, influence driver behaviour and understand risk across their networks. Founded in 2001 and employee owned since 2018, Westcotec is marking its 25th anniversary in 2026.

Westcotec's portfolio includes vehicle activated signs, speed indication devices, variable message signs, collision avoidance systems, pedestrian and cycle detection, ANPR solutions, over-height detection and flood warning technology. Products can be fixed, portable, solar, solar & wind, or mains powered, with bespoke options for individual sites. Solar/Solar & wind powered systems reduce the need for trenching, cabling and grid connections, supporting quicker deployment, less disruption and lower carbon delivery.

Data is central to Westcotec's approach, with systems able to record traffic flows, vehicle classifications and speeds, helping customers identify risk patterns and assess the effectiveness of interventions. Information can be accessed through the 'Westconnect' platform or integrated into existing systems through an open API, supporting wider transport, enforcement and road safety decisions.

Westcotec's Automatic Speed Watch Camera is a flexible, rapidly deployable tool for gathering intelligence about speeding vehicles. It can capture vehicle registration number, make, model, colour, speed, date and time, and operate alone or alongside compatible Westcotec equipment. It gives authorities a practical way to understand local speed issues and support targeted enforcement.

As Westcotec enters its next 25 years, it is developing technology for more connected transport systems, guided by the recently published national Road Safety Strategy. Its V2X work is intended to complement roadside infrastructure, enabling compatible vehicles to receive safety information about hazards ahead while signs remain vital for all road users.

CONTACTS:
01362 853124 | sales@westcotec.co.uk
www.westcotec.co.uk

WIZZARD THEATRE

Multi Award-Winning T.I.E Company Wizard Theatre has been working in schools, colleges and theatres for over 25 years, delivering unique thought-provoking shows and workshops.

"Absolutely brilliant! – Cleverly done & scripted! Not only loved by the children but thoroughly enjoyed by the staff as well."
Uxendon Manor Primary School

We have been delivering safer travel messages for numerous councils up and down the country every year, including Brent (20+ years), Manchester (5 years+), Hillingdon (15+ years), Camden, Kensington & Chelsea, Barnet and most recently Chester & the Wirral.

"We rarely see something of this quality so age-appropriate!" Donnington Primary School

Our 3 regular Road Safety programmes - On The Right Road (Year 1 to 4), Staying Safe (Year 5 & 6 Transition) & Taking the Lead (Year 5 & 6) - are hugely popular, with many schools booking us direct as part of their yearly curriculum.

"Just beautifully put together! Well-paced, intuitive to the children's needs - Excellent." Sudbury Primary School

Come and talk to us in the exhibition area and enter our draw to win a FREE workshop for a school of your choice in your area.

"I can't thank the team enough for their visit yesterday. Everyone agreed that they were amazing and loved the performance and Year 4 loved their workshops. The children were enthralled and found it so funny yet informative at the same time. They were such a lovely team and so friendly from the start. What was nice also, was that our SEND children were totally engaged and loved it too. Very professional. Thanks once again."
Helen, Sacred Heart Catholic Primary School - Wirral

CONTACTS:
info@wizardtheatre.co.uk | 0800 583 2373
07973 304061 | www.wizardtheatre.co.uk

YUNEX TRAFFIC

Yunex Traffic is a global leader in enforcement solutions, intelligent traffic systems and service provision.

By rethinking and improving mobility, our aim is to make roads safer, air cleaner and towns and cities better places. Our solutions, expertise and experience make a significant difference to the UK's roads and communities. We design, develop, deliver cutting edge technology to ensure the safe, sustainable and efficient movement of traffic.

Our enforcement solutions are deployed worldwide, with over 6,000 enforcement cameras in operation across both the UK's Strategic Road Network and in over 50 towns and cities, supporting civil and criminal enforcement applications as well as free flow tolling and the enforcement of Clean Air Zones. The majority of London Boroughs use our class leading ANPR and video analytics to enforce bus lanes, yellow box junctions, school streets and a variety of other moving traffic contraventions, with an increasing number of authorities outside London also choosing our civil enforcement solutions. London's Ultra Low Emission Zone, as well as Clean Air Zones in Birmingham, Sheffield, Newcastle and Portsmouth use our enforcement cameras.

Formerly the ITS Business of Siemens Mobility, Yunex Traffic is now a separately managed company of the Mundys Group. We are 3300 employees, active in over 40 countries worldwide. In the UK, we build on an unrivalled and distinguished history spanning many decades - innovating, developing and manufacturing solutions for our customers that make a real contribution to society

CONTACT:
Greg Allen | greg.allen@yunextraffic.com
www.yunextraffic.com/uk



ATTENDEES

A		
Adams	Leanne	Medway Council
Ahmed	Fatima	London Borough of Hounslow
Almond	Kevin	Dept of Infrastructure, Isle of Man Government
Armstrong	Nicola	Doncaster MBC
Arndtz	Emily	Motability Operations
Astin	Bekki	Bath & North East Somerset Council
B		
Bailey	Sarah	Kent County Council
Balsamini	Dan	Scorpion Automotive
Banks	Louise	Doncaster MBC
Barela	Wojciech	Health & Safety Executive
Barnard	Ema	Ove Arup & Partners
Barnes	Antonia	National Highways
Bartholomew	Victoria	East Sussex County Council
Bartlett	Gary	Leeds City Council
Bartrum	Sally	Stennik, Conference Organiser
Bennett	Alison	London Borough of Brent
Biddulph	Marie	National Highways
Blakeley	Anna	WSP
Blakeman	Kerry	Transport for West Midlands
Blockley	Fiona	Leicestershire County Council
Blythe	David	The William Merritt Disabled Living Centre
Boardman	David	Bath & North East Somerset Council
Booker	Emily	Gloucestershire County Council
Boorman	Wendy	Kent County Council
Bourne	Mike	TyreSafe
Bowie	Frances	Taylor Bowie
Bowie	Sarah	Taylor Bowie
Boxall	Sarah	DVSA
Braddy	James	Motability Operations
Bradley	Angharad	National Highways
Brannen	Emily	Keele University
Bridgens	Elizabeth	Wiltshire Council
Brooker MBE	Liz	Lewisham Council
Brown	Damon	Barnsley Council
Bryan	David	TSO
Burgin	Simon	Cambridgeshire County Council
Burrows	Melanie	St Helens Borough Council
Burt	Stephen	Sheffield City Council
Bustamante	Apple May	Suffolk County Council
Byrne	Michael	Leicester City Council
C		
Cairns	Maria	Queen's University Belfast
Carey	Scott	National Highways
Carpenter	Patrick	Dorset Council
Carroll	Peter	Tendo Consulting
Castano	Hernan	London Borough of Southwark
Castle	Kate	Warwickshire County Council
Chadderton	Rachel	Safer Roads Greater Manchester
Charlesworth	Stewart	Scorpion Automotive
Chatten	Holly	Knowsley Council
Clapham	Phillip	Bradford Metropolitan District Council
Clark	Stacey	London Borough of Hackney
Clarke-Jones	Prentiss	Office of Rail & Road
Clee	Helen	East Sussex County Council
Clough	Hamish	Lancashire County Council
Collings	Matt	South Yorkshire Police
Cook	Richard	TMS Consultancy
Cook	Ian	Stockport Council
Cooper	Aubrey	Bradford Metropolitan District Council
Cooper	Andy	WSP
Coulthard	Mark	Safer Roads Humber
Cowling	Nick	Somerset Council
Crook	Merrick	Stockport Metropolitan Borough Council
Cross	Elaine	St Helens Borough Council
Crouch	Loren	Bath & North East Somerset Council
Cunningham	Emma	Queen's University Belfast
Curson	Thomas	WSP
Curtis	Graham	Lewisham Council
D		
Dagnall	Julie	Child Seat Safety
Darbinson	Lianne	East Riding of Yorkshire Council
Davies	Ben	TTC
Davis-Johnston	Steph	Westmorland & Furness Council
de Peyer	William	Tendo Consulting
Dearman	Bradley	SYFR
Deeley	Jane	Wiltshire Council
Delaney	Karen	Safer Roads Greater Manchester
Di Loreto	Claudia	WSP
Di Salvo	Sarah	UKROEd
Dickinson	Ruth	Tyne & Wear Fire Service
Dickson	Freyja	Safer Roads Greater Manchester
Dilley	Sophie	Brake
Divall	Darren	Transport for West Midlands
Durand	Charlotte	Alder Hey Children's Hospital
E		
Eckley	Lindsay	The Road Safety Trust
Elias	Felix	DVSA
Evans	Colin	National Highways
Evans	Stephen	West Midlands Police
F		
Fadden	Jan	Yunex Traffic
Fidler	Elliot	DfT
Floodgate	Nikola	Kent County Council
Floyd	Chris	EVRI
Folland	Vicky	Vicky's Driving Tution

Ford	Andy	Oxfordshire County Council Fire & Rescue Service
Fowler	Stewart	Kent County Council
Franklin	Kealie	ARTSM
Freeman	Louisa	Derbyshire County Council
Frost	Joanne	Derbyshire County Council
Furniss	John	Sheffield City Council
G		
Gainford	Ian	DVSA
Gale	Jennifer	Wokingham Borough Council
Garrigan	Kate	Leicestershire & Bedfordshire Fire & Rescue Services
Gatti	Mario	PGRSA
Gibson	Martin	Doncaster MBC
Giles	Tina	Wiltshire Council
Gilliver	Charlotte	National Highways
Glasgow	Troy	Bermuda Government (Transport Control Department)
Godfrey	Stephanie	Bedfordshire Fire & Rescue Service
Gore	Ruth	Safer Roads Humber
Graham	Laura	DfT
Grayson	Jess	SYFR
Griffiths	Jacqui	DVSA
Guest	Duncan	Nottingham Trent University
H		
Hafezparast Moadab	Nima	Central Bedfordshire Council
Hallewell	Madeline	DVSA
Hammond	Katie	Bradford Metropolitan District Council
Hann	Richard	BCH Police
Hannigan	Bob	DVSA
Harford	Dave	Transport for West Midlands
Hartley	Kathryn	National Highways
Harvey	Vicky	DfT
Heaton	Claire	BCP Council
Henderson	Mark	National Highways
Hepworth	Lauren	University of Liverpool
Hill	Amelia	TMS Consultancy
Hinchcliffe	Alex	SYMCA
Hiscox	Alan	British Horse Society
Hope	Sarah	TfL Sarah Hope Line
Horne	Robert	SYFR
Horton	Joanne	Via East Midlands
Hoten	Hayley	Staffordshire County Council
Hubbard	Sunny	DVSA
Huckle	Debbie	London Borough of Brent
Hunt	Nick	Wakefield Council
I		
Ibidapo-Obe	Oye	Gloucestershire County Council
J		
Jackson	David	Road Safe NI
Jacobs	Holly	Suffolk County Council
James	Norm	Kier Infrastructure
Jenkins	Mark	Nottingham City Council
Joemon	Anu	DVSA
Johnson	Elizabeth	Buckinghamshire County Council
Johnston	Robert	Warwickshire County Council
K		
Kingham	Claire	Hertfordshire County Council
Kirkham	Liz	BLT Driver Training
Knight	Jason	Lancashire County Council
Krastev	Simeon	Office of Rail & Road
Kyriacou	Eleni	Essex County Council
L		
Lane	Amanda	DVSA
Larsen	Hannah	Suffolk County Council
Lawson	Steven	Stockport Metropolitan Borough Council
Lee	Andrew	Rotherham MBC
Lee	Wing Sum	Hong Kong SAR, Transport Department
Leeds	Rhiannon	Safer Roads Greater Manchester
Lewis	Sarah	National Highways
Lewis	Matthew	Mott MacDonald
Lewis	Mason	WSP
Logan	Duncan	North Wales Police
Long	Patrick	Merton Council
Lonsdale	Kate	North Lincolnshire Council
Loudwill	Steven	Icoco Club
Lovatt	Stuart	TyreSafe
Lowe	Matt	SYMCA
Loxley	Dana	Warwickshire County Council
Luker	Helen	DVSA
Lush	Damian	BCP Council
M		
MacDonald	Matthew	Transport for West Midlands
Macleod	Gillian	Leeds City Council
Malagoni	Max	DfT
Malik	Nazneen	Barnsley Council
Marple-Horvat	Dilwyn	Manchester Metropolitan University
Marshall	Nicola	SYMCA
Martin	Louise	Staffordshire Safer Roads Partnership
Mawson	Brad	Safer Roads Greater Manchester
McAuley	Karen	Lancashire County Council
McCarthy	Phil	Bedfordshire Police OPCC
McDermott	Brendan	Kyndryl Ireland
McGarry	Adrian	National Highways
McGee	Darren	Kyndryl
McIntosh	Laura	London Borough of Harrow
McIver	Stuart	Merseyside Police
McLean	David	National Fire Chiefs Council
McMillan	Russell	Brighton & Hove City Council
Millard	Keith	Kier Infrastructure
Miller	Cathy	DfT
Miller	Karl	University of Nottingham
Mills	Christopher	Cambridgeshire & Peterborough Combined Authority
Ming	Jason	Bermuda Road Safety Council
Moore	Stacey	Bedfordshire Fire & Rescue Service
Morris	Rebecca	Nottingham Trent University
Munro-Hedley	Dominique	Gateshead Council
Murray	Connor	Department for Infrastructure (NI)
Murray	Rebecca	Leeds City Council
Myhill	Ian	Portsmouth City Council
Nicholas	Keya	DVLA
N		
Noble	Jon	WSP
Norton	Helen	National Highways
O		
O'Brien	Graham	DVSA
Oliver	Zena	Via East Midlands
Orchudesh	Rob	Private Delegate
Outerbridge	Craig	Bermuda Road Safety Council
Outerbridge	Hezekiah	Bermuda Government (Transport Control Department)
Oxley	Tim	Hertfordshire County Council

P		
Pantall	Mandy	Dorset & Wiltshire Fire & Rescue Service
Park	Emma	Staffordshire County Council
Parker	Paula	East Riding of Yorkshire Council
Partridge	Laura	Norfolk County Council
Pascoe	Liem	Dyfed Powys Police
Payne	Des	British Horse Society
Peacock-Smith	Lucy	Surrey RoadSafe
Pearson	Spencer	SYMCA
Pepper	Yvonne	West Mercia Police
Pickett	Ellen	Ove Arup & Partners
Pillai	Julie	Wokingham Borough Council
Procter	Simon	Surrey RoadSafe / Surrey Police
R		
Raby	Chris	Wakefield Council
Rands	Robert	North Wales Police
Rawlings	Nick	Stennik, Conference Organiser
Rawlings	Simon	Stennik, Conference Organiser
Redding	John	Bradford Metropolitan District Council
Rees	Vicki	Sussex Police Road Safety Team
Rees	Claire	DfT
Reide	Julie	Safer Roads Greater Manchester
Remmington	Paul	National Highways
Rigby	Adam	Fletchers Solicitors
Robert	Dr Vivian	Coventry City Council
Robins	Allan	Hull City Council
Robinson	Alistair	Transport for West Midlands
Russell	Darren	DVSA
S		
Sabbar-Bailey	Sara	Norfolk County Council
Salas	Armando	SACBE
Samuel	Carys	National Roads Policing Coordination Centre
Saunderson	Kathryn	DVLA
Scadeng	Daniel	Lancashire County Council
Schofield	Sarah	Tyne & Wear Fire Service
Scott	Lisa	National Highways
Seaman	Edward	Stennik, Conference Organiser
Sedgwick	Neill	Somerset Council
Setter	Anthony	Badingham Limited
Shaw	Jon	Suffolk County Council
Shaw	Matt	VivaCity
Sheppard	Lizzy	University of Nottingham
Simpson	Helen	Leicestershire County Council
Sinker	Andy	Andy Sinker's Driving School
Slater	Peter	Gateshead Council
Slee	Jonathan	Durham County Council
Smith	Mark	SYMCA
Smith	Lorna	Kent County Council
Smith	Marie	Medway Council
Sorrell	Jayne	The William Merritt Disabled Living Centre
Stacey	Scott	Surrey RoadSafe / Surrey Police
Stewart	Colin	DVSA
Studley	Loraine	DVLA
Swan	Dr. R Wayne	Bermuda Road Safety Council
T		
Talbot	Scott	Nottingham City Council
Tate	Peter	Durham Police
Tattersall	Laura	DVLA
Taylor	Sarah	SLR Consulting
Teasdale	Sally	Bradford Metropolitan District Council
Thomson	James	Westmorland & Furness Council
Thorp	Cllr Paul	Rotherham Council
Thring	Alice	Nottingham City Council
Tidswell	Kelly	Dorset & Wiltshire Fire & Rescue Service
Tinsley	Cllr Adam	Rotherham Council
Toft	Rachael	DVLA
Tomlinson	Chelsea	NRPCC
Trevallion	Alice	Transport for West Midlands
Tseng	Chieh-yin	South Gloucestershire Council
Tugwell-Smith	Emma	Sussex Police Road Safety Team
Tunnacliffe	Andrew	Barnsley Council
Turnbull	Carla	South Gloucestershire Council
Turner	Ian	Calderdale MBC
U		
Uttley	Amanda	Surrey RoadSafe
V		
Varnsverry	Paul	PVA-PPE Group
Vickers	Karen	Sheffield City Council
W		
Wade	Tsedale	Bermuda Government (Transport Control Department)
Walker	Ian	Barnsley Council
Walter	Poppy	DfT
Walters	Chloe	Confused.com
Walton	Curtis	Lancashire County Council
Ward	Jayne	City of York Council
Waterhouse	Claire	Child Seat Safety
Way	Christopher	Leeds City Council
Westby	Amy	SYMCA
Whitehouse	Steve	Liverpool City Council
Whitehurst	Sam	Doncaster MBC
Whittle	Daniel	TSO
Whittock	Esther	West Midlands OPCC
Wilkinson	Faith	DfT
Wilkinson	Mel	Avon Fire & Rescue Service
Williams	Cathryn	Shropshire Fire & Rescue Service
Williams	Jessica	DVSA
Williams	Jennifer	Nottingham City Council
Williams	David	Kent County Council
Williamson	Debby	South Gloucestershire Council
Wingate	Jack	North Lincolnshire Council
Wojcik	Kaja	Suffolk County Council
Woodruff	Naomi	Essex County Council
Y		
Yang	Yue	University of Leeds
Yates	Matthew	Driver First Assist
Yildirim	Julie	Wakefield Council
YU	Chung Him	Hong Kong SAR, Transport Department
Zitver	Laura	RAFT

ROAD SAFETY GB MANAGEMENT

Bratley	Jackie	Road Safety GB
Cannon	Fay	Road Safety GB
Cubbin	Dr Will	Road Safety GB
Foster	Nicola	Road Safety GB
Gibson	James	Road Safety GB
Howlett	June	Road Safety GB
Hughes	Rhian	Road Safety GB
Merison	Sam	Road Safety GB
Smith	Bill	Road Safety GB
Young	Philipa	Road Safety GB

SPEAKERS

Alford-Longley	Marcus	Warwickshire County Council
Armstrong	James	Ordnance Survey
Atkin	Dr Christopher	Nottingham Trent University
Beard	Dr George	TRL
Bogdanowicz	Tom	London Cycling Campaign
Box	Dr Elizabeth	ECM Research Solutions
Burley	Emma	TyreSafe
Butterfield	Laura	DfT
Carey-Clinch	Craig	National Motorcyclists Council
Castermans	Thierry	Aisin RoadTrace
Chapman	Dr Sam	The Floow
Charman OBE	Dr Suzy	Road Safety Foundation
Close	Steve	Connected Places Catapult
Creole Rees	Matthew	Confused.com
Crook	Tony	Lancashire County Council
Cubbin	Dr Will	Road Safety GB
Dawber	Dr William	Imperial College London
Dixon	Amy	Foresight North East Lincolnshire
Doyle	Kerry	Surrey Fire & Rescue Service
Duffy MBE	Heidi	National Young Rider Forum
Edwards	Jo	Warwickshire Road Safety Partnership
Edwards	Ian	New View Consultants
Fawcett	Lee	Newcastle University
Flower	Jonathan	University of West of England
Flower	Nigel	Devon County Council
Fosdick	Tanya	Agilysis
Foster	Nicola	Road Safety GB
Fylan	Prof Fiona	Leeds Beckett University
Gibson	James	Road Safety GB
Goncalves	Rafael	University of Leeds
Hassall	Jamie	PACTS
Hawley	Dr Carol	University of Warwick
Heard MBE	Rob	Road Safety & Older Drivers Consultant
Helman	Dr Shaun	TRL
Henry	George	Transport Scotland
Higginbottom	David	Driver First Assist
Hope-Smith	Dr Holly	SoMoCo
Howard	Dr Claire	DVLA Medical Advisory Panel for Vision Disorders
James MBE	Janis	Good Egg Safety CIC
Jeavons	Saul	TranSafe Partnership
Jones	Beth	Leeds Beckett University
Jowett	Lee	Knowledgeablee Instructor Training
Jowett	Tara	TMS Consultancy
Kamla	Dr Jwan	JWAnalytics & Consulting
Keaney	David	Coventry City Council
Kinnear	Dr Neale	Affective Mobility
Knowles	Mick	Knowledgeablee Instructor Training
Kunar	Dr Melina	University of Warwick
Lee	Dr Yee Mun	University of Leeds
Lieberman	Dr Mira	Sheffield City Council
Longworth	Amy	Via East Midlands
Madigan	Dr Ruth	University of Leeds
Martin	Dr Phil	TRL
Matthews	Joe	Newcastle University
McMahon	Leanne	NFCC
Meadowcroft	Adam	Stockport Council
Mensah	Priscilla	Waymo
Mohammed	Nadeem	Transport for Greater Manchester
Morris	Prof Andrew	Loughborough University
Mshari	Eman	Kings College London
Mullen	Prof Caroline	University of Leeds
Nannini	Brandy	Smart Start
Nunoo	Nii Okai	Norman Rourke Pryme
O'Hern	Dr Steve	University of Leeds
Ozturk	Ibrahim	University of Leeds
Parry	Tim	Claremont
Patel	Imari	TfL
Phillips	PC Matthew	Thames Valley Police
Poulter	Prof Damian	University of Greenwich
Procter	Steve	Wheels of Welcome
Pullinger	David	East Riding of Yorkshire Council
Revell	Rosie	Leeds Vision Zero
Roach	Jason	University of Huddersfield
Robert	Namrine	Wheels of Welcome
Robert	Vivian Dr	Coventry City Council
Rose	Autumn	Via East Midlands
Sanders	Dr Peter	NIRA Dynamics
Sharpe	Kester	East Riding of Yorkshire Council
Staton	Dr Matt	Agilysis
Tranter	Matthew	DfT
Turrell	Julie	East Riding of Yorkshire Council
Waldron	Jess	TMS Consultancy
Walton	Bruce	Agilysis
Wass	Nicola	SoMoCo
Weedon	Cleo	VivaCity
Weekley	Dr Jill	TRL
Wengraf	Dr Ivo	RAC Foundation
Winchcomb	Margaret	PACTS
Woodthorpe	Pete	University of Leeds

SPONSORS

Aspinall	Dave	Jenoptik
Foxon	Laura	National Highways / DfBB
Harvey	Chris	National Highways / DfBB
Luckhurst	James	GEM Motoring Assist
Marples	Ian	Smart Start
Mensah	Priscilla	WAYMO
Nannini	Brandy	Smart Start
Pyta	Victoria	National Highways / DfBB
Samways	Olly	Westcotec
Spinks	Chris	Westcotec
Starkie	Gill	GEM Motoring Assist
Turner	Simon	National Highways / DfBB
Ward	Laura	GEM Motoring Assist
Wengrow	Abigail	WAYMO
Whittle	Roger	Jenoptik
Wilbourne	Venezia	GEM Motoring Assist

EXHIBITORS

Åbom	Lisa	NIRA Dynamics AB
Al Hassani	Zak	ILM Software
Angus	Reece	Aisin RoadTrace
Aujla	Charn	VivaCity
Bellotti	Ross	Hotline Horizont
Burley	Emma	TyreSafe
Collins	Geoff	Acusensus
Dutton	Laura	RSMA
Evans	James	FirstCar
Evans	Chris	Redspeed International
Evans	Jo	TRL Software
Ferris	Steve	Agilysis
Fielder	Emily	Keltic
French	Nathan	Charles Endirect
Fuller	Kate	Road Safety Foundation
Gold	Steve	AG Promotional Products
Gold	Jill	AG Promotional Products
Graham	Dan	LifeSafer
Hamilton	Leon	Wizard Theatre
Harris	Kevin	Good Egg Safety
Hill	Steve	Redspeed International/Hazen.ai
Hobson	Steve	Clearview Intelligence
Hobson	Dan	The Riot Act
James	Neal	Traffic Technology
King	Stephen	King Scientific
King	Alison	King Scientific
Kono	Vitor	VivaCity
Laing	Stewart	Yunex Traffic
Lierenfeld	Tim	Traffic Technology
Marsh	James	B3 Creative
Martin	Sam	Agilysis
May	Katy	Collingwood Learning
McCredie	Alexander	One Task
O´Riordan	Claire	NIRA Dynamics AB
Piccinini	Marco	LifeSafer
Read	Alan	Charles Endirect
Richards	Lindsay	Collingwood Learning
Robinson	Ollie	The Riot Act
Rogers	Sarah	Project Centre
Ryce	Dharyll	Project Centre
Scott	Andy	Charles Endirect
Storrs	Richard	FirstCar
Tomlin	Philip	Traffic Technology
Waldron	Jess	TMS Consultancy
Watt	Cameron	One Task
Williss	Chris	Yunex Traffic
Winch	Louise	Project Centre
Zia	Amir	ILM Software

NOTES

NRSC 2027

BACK TO BRIGHTON! | 16–17 NOV

THE UK'S LARGEST DEDICATED EVENT FOR ROAD SAFETY PROFESSIONALS



Having been to the north of England this year, we thought it only fair to move south in 2027!

As such, we are returning to Brighton for a third time, but a different venue: Doubletree by Hilton Brighton Metropole.

Strategically positioned on Brighton seafront, the Hilton hotel has 24 meeting rooms, including four exhibition halls, 321 guest bedrooms, and a health & beauty suite with pool.

The conference will be launched on the Road Safety GB newsfeed early in 2027. In the meantime, for more information or to register your interest in attending or exhibiting at NRSC 2027, contact Nick Rawlings by email: nickrawlings@roadsafetygb.org.uk.

We look forward to seeing you there!

nationalroadsafetyconference.org.uk