



ROAD SAFE NI Ltd

TRUSTEES' REPORT

for the year 1st April 2022 to 31st March 2023

COMPANY INFORMATION

1. Reference and Administration

Full name of Charity: Road Safe NI Ltd is a registered charity (100370) and a private company limited by guarantee without share capital (NI066075).

Charity Registered office: 48 Copperthorpe, Drumahoe, County Londonderry, Northern Ireland

Trustees serving 2022-23: Mrs Patricia Martin, Mr David Jackson

Chairperson: Mr David Jackson

Vice Chairperson: Mr Alwyn Warnock

Treasurer: Mr Peter Melarkey

Secretary: Mrs Patricia O'Neill (Non-executive member)

Principal Banker: Danske Bank, PO Box 183 Donegall Square West, Belfast, BT1 6TS

Insurance Brokers: William Kerr & Co Ltd, 16 Church Street, Kilrea, Coleraine, BT51 5QU

The trustees are attentive to the Charity Commissions public benefit guidance and have taken it in to account when making any decision to which the guidance was relevant.

Purposes

The purpose is stated under clause 3 of Road Safe NI's Memorandum of Association.

The Charity's Objects / Classifications are:

The Advancement of Education of the public in Northern Ireland in relation to road safety (education) so as to reduce casualties, prevent road traffic collisions and **the Advancement of Health and the Saving of Lives** through road safety education and supporting those affected by road traffic collisions and any other charitable purpose or activity permitted by law.

Objectives

The direct public benefits which flow from this purpose are in relation to increased knowledge and awareness of road safety risks and improvements in all road user behaviour/skills contributing to a reduction in casualties and prevention of road traffic collisions. Road Safe NI consider every road user to be a vulnerable road user and our main objective is to reach as many road users as possible, in particular the high risk groups and the most vulnerable road users through a diverse range of road safety educational programmes across Northern Ireland.

Road Safe NI Charity have two distinct charitable purposes; to save lives through educating road users on road safety and improving health through support for people that have been affected by road traffic collisions. The Charity continues to grow and develop and has been fortunate to attract significantly experienced and valued volunteers to support our work. Our volunteers are passionate about road safety, are motivated to help facilitate change and are committed to addressing the road safety needs of communities across Northern Ireland.

Road Safe NI continues to grow and develop and are delighted to have experienced another busy year developing and managing new and innovative, impactful road safety programmes and developing new road safety resources both in local council districts and across Northern Ireland. We have built upon previous years successes and further developed a diverse range of services, programmes, events and campaigns, ensuring that community need is at the forefront of all decision making. Road Safe NI have strengthened existing partnerships with statutory, private and voluntary sector organisations and have developed new partnerships which have enabled the Charity to meet the needs of our beneficiaries through a collaborative approach.

Road Safety Programmes

NI Road Safety Awards

Road Safe NI were delighted to host the annual Northern Ireland Road Safety Awards and held the ceremony in the prestigious Cultra Manor, Holywood in November 2022. The Awards recognise the contribution of individuals and organisations who have worked to improve road safety in their communities and a total of 12 awards were presented including schools, emergency services, voluntary, public and private sectors.

Northern Ireland Primary Schools Road Safety Quiz

Road Safe NI invite all Northern Ireland Primary Schools to enter their local quiz heat in each local council district every year. The 2023 Quiz was sponsored by local and national businesses and supported by the eleven local District Councils and Policing and Community Safety Partnerships (PCSP's). The eleven Council area heats across Northern Ireland took place in January and February 2023 and the Quiz finals took place in March in Cookstown. Road Safe NI contacted every Primary School in Northern Ireland and invited them to nominate one quiz team of four P7 pupils to represent their primary school. The top two teams in each council qualified for the Quiz Finals and prizes were awarded to the top teams in each of the 11 heats and the final.

In 2023 there were a total of 880 children that participated in the Quiz Heats. The table quiz covers both road safety and general knowledge questions. This ensured that key road safety messages were delivered in an interesting and engaging format. Prizes were given to the top 3 teams at each Heat plus every child that participated received a certificate and road safety bookmark.

Educational Videos for Key Stage 1, 2 and 3.

Road Safe NI were delighted to receive funding of £10,000 from the Police Property Fund Road Safety Grant Scheme to develop 4 educational videos to ensure that every school / community group throughout Northern Ireland has access to high quality, free road safety educational resources. Road Safe NI make all educational videos available through our youtube channel; Roarys Road Trip; Park Safety with Roary; Roary Crosses the Road and 'Get Your Head Out of Your APPS'.

Distribution of 'Street Smart Road Safe' Kids Highway Code Book to P5 children in Northern Ireland.

Road Safe NI were fortunate to receive funding from six District Council's to purchase another 15,000 copies of our children's road safety book and volunteers delivered the books to primary schools throughout Northern Ireland, with help from partner organisations; PSNI, NIFRS and local PCSP's.

Road Safety Magazine

Road Safe NI published a 3rd Edition of Road Safety magazine in November 2022 and continue to publish 2 magazines annually, a spring edition and a November edition. Between November 2022 and January 2023, 2000 copies of the magazine were delivered to petrol stations and businesses (free of charge) throughout the region.

Road Safety Workshops

Road Safe NI continue to deliver road safety talks across council districts to primary schools, secondary schools, colleges, community groups including young people and older people. Road Safe NI have now produced a diverse range of educational videos that are utilised by our volunteers and our partners in PSNI, NIFRS, Primary and secondary Schools throughout Northern Ireland during the facilitation of road safety workshops and talks.

The Arrive Alive Drive Project in partnership with EA.

The Project was awarded funding again by the Education Authority in Autumn 2022 due to the success of the pilot project in 2021, when Road Safe NI teamed up with the Newry District Youth Service (part of the Education Authority) to design and deliver a road safety project 'The Arrive Alive Drive' aimed at young people in the local area that are at risk of committing road traffic offenses. The project supported the participants to learn and understand the rules of the road along with interact with emergency services and families bereaved and affected by road traffic collisions. The project ran for 6 months and all participants received the reward of their driver theory test paid for along with 8 driving lessons each.

Hi-Vis Vest Campaign

In the Autumn of 2022, Road Safe NI, Newry Mourne & Down Committee distributed 600 hi-vis vests to community groups, walking and running groups, primary schools and individuals across the district and beyond.

Road Safety Educational Documentaries

The charity continues to promote our two short educational documentaries 'The Paulie Project' and Work Drive, Stay Alive aimed at young drivers and people driving for work purposes respectively. The Documentaries are utilised during road safety workshops in schools, groups and corporate training events.

Support Services

The Road Ahead Support Group continues to support people affected by road crashes. The Road Ahead Support Group and Service can offer support to anyone that has been affected in any way by a road crash. Between April 2022 and March 2023 the group supported 83 families, those bereaved, survivors of road crashes, those who have suffered life changing injuries, witnesses to crashes, family members suffering PTSD in the aftermath, some that were bereaved and some that were not. There continues to be a significant demand on the need for support from the group, which has developed further services including signposting and referral to specialist support services, monthly support groups, peer mentoring, twice a month drop in service, minimum of two therapeutic workshops per month. The group buys in specialist trauma counselling from four different trauma counselling practices. The counselling is offered free to service users and Road Safe NI, Newry Mourne & Down Committee allocate monies raised through fundraising to cover the costs of the counselling sessions.

In November 2022 the annual memorial day for road victims was held on world remembrance day for road victims both via an online memorial service (viewed 510 times on youtube channel) and a candlelight vigil in Newry which was attended 140 individuals. Road Safe NI were very honoured to have the amazing Emily Flanagan (The Voice Kids semi-finalist) sing at the memorial event.

Social Media

The Road Safe NI continue to post relevant road safety advice and messages on a daily basis across all social media platforms, including Facebook, Instagram, LinkedIn, Twitter and during the financial year, the main Road Safe NI Facebook page achieved over 12,000 followers. In 2022 one post alone reached 522,380 people.

A Collaborative Approach / Partnership Working

Road Safe NI recognise the importance and value of working collaboratively with all stakeholders, supporters and champions of road safety within the public, private, voluntary and community sectors and with local communities and individuals.

Road Safe NI strapline 'Working Together Saves Lives' reflects our belief that a collaborative approach and working together through the sharing of ideas, best practice, developing collaborations, identifying current gaps in road safety education and support in Northern Ireland, identifying solutions and planning forward through the development of stronger collaborations across the statutory, voluntary and private sectors, we can together maximise the potential to reduce preventable, road traffic collisions across Northern Ireland, ultimately sharing the road to zero and protecting and saving countless lives.

Road Safe NI continue to develop strong partnerships with statutory organisations such as the PSNI, NIFRS, Department for Infrastructure, Police Property Fund, Schools and the eleven District Councils and Policing and Community Partnerships (PCSP's) across Northern Ireland, who have supported and financed a significant number of Road Safe NI educational programmes over the past few years, including the 'Street Smart, Road Safe' children's road safety book campaign, 'The Paulie Project' Documentary, Educational Videos for Key stage one, two and three children, the Primary Schools Poster Competitions, the Primary Schools Road Safety Quiz Heats, the Vehicle Safety Check Event, the Free Hi-Vis Vest Campaign, Young Driver Enhanced Skills Course and the Senior Driver workshops and the Speeding Campaign.

Road Safe NI have developed strong partnerships and support from the private sector and continue to work closely with organisations that have supported our work over the past year, such as Crash Services Ltd, Charles Hurst, Drivetech, JMK Solicitors, U105, Traynors, Applegreen, Hankook, All 3 Studio, Riveridge, BUNZL, New Driver NI and Dennisons.

Road Safe NI work closely and network with other charities and voluntary organisations to develop and deliver bespoke road safety educational programmes to vulnerable groups, and also support people that have been impacted by road traffic collisions. Road Safe NI volunteers work closely with relevant charities to signpost people affected by road traffic collisions to the relevant community specialist support services such as Davina's Ark,

Community Advice NI, Cruse Bereavement, Clanrye Group, St. Vincent De Paul, Head Injury Support, The Crisis Café.

Financial Position

The Charities current financial position stands at **£12,369.73** in our bank account at the end of March 2023. This money as in previous years was raised through fundraising, grants and sponsorship from various private and statutory sector sources to help us fund our road safety activities.

During the financial year April 2022 – March 2023 Road Safe NI raised £2,945 through fundraising / donations; £7,344 through grant funding and £22,844 through corporate sponsorship for specific road safety programmes.

Road Safe NI have no outstanding debt and no money outstanding owed to us. We are careful to ensure we have the funding in place before planning events so that we do not have a deficit.

Our plans for the year ahead will be to build on our previous successful events and developments and we are actively seeking additional financial assistance from sponsors and grants to support us to sustain our work. We are registered with the Fundraising Regulator and are putting a significant emphasis on fundraising over the next financial year to enable the Charity to develop and grow further to assist us to reach more road users and ultimately save more lives.