Brake the road safety charity
Introduction

Globally, road death and injury is now recognised as an international catastrophe, with 1.2 million deaths on roads every year. It is the biggest killer of young people. In both the UK and New Zealand (where Brake has branches) casualties are rising. Traffic kills in more than one way; it’s a major contributor to climate change and air pollution, causing many more millions of deaths due to respiratory disease.

Brake’s vision is a world where there are zero road deaths and injuries, and people can get around in ways that are safe, green, healthy and fair. This is known as vision zero. Brake’s mission is to inspire, inform and engage all people to take action, including government, organisations and communities, in furtherance of vision zero, and to help relieve the suffering of people bereaved or seriously injured in road crashes.

We are three-quarters of the way through a Decade of Action for Road Safety globally, and the good news is there is growing political support for our cause, including in the UN Sustainable Development Goals. Our work is, put simply, vital. Every death is one death too many.

Brake is a research-led charity with knowledge-sharing at its heart. The road safety services we provide are rooted in collecting and disseminating information about effective crash prevention with our target audiences, who can make a real difference through grassroots action, particularly organisations operating fleets of vehicles, and community organisations, inclusive of schools and pre-schools.

Our public affairs campaigns, promoted through government and parliamentary channels and the media, are fuelled by our research findings too, enabling us to shout out about the issues that matter, for example slow speeds and segregated cycle paths.

The victim support services we provide to bereaved and injured people, and the professionals supporting them, provide information and advocacy, as well as emotional support, helping people with a wide range of challenges, from financial problems to traumatic grief reactions. This work benefits from our project Sudden, which collates and shares best practice information among support professionals on helping people suddenly bereaved.

Brake’s flagship events such as Road Safety Week, which we coordinate in the UK and New Zealand, aim to be open access and enable all people to feel part of our movement and campaign. Efforts by these people to raise awareness and influence changes where they live and work, and at a policy level are vital. Road safety matters to everyone, and affects everyone.

One fundamental way people can support our cause and work is through fundraising. Without the amazing and generous support of our corporate backers, grant givers and community fundraisers, Brake would not exist. Thank you for your continued and growing support for our essential work.

I hope you enjoy reading about our achievements in 2016.

Mary Williams OBE
Chief executive
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Working with communities to make a difference, and shouting out in the media

Road Safety Week, annually coordinated by Brake, took place in the UK in November 2016, with the theme Make the Pledge (slow, sober, secure, silent, sharp, sustainable). The theme aimed to raise awareness of drivers’ behaviours that are central to causing fatal and serious injury crashes. We worked with partner organisations, companies and communities to organise successful media and road safety events across the UK on this theme.

In 2016 Brake continued to inspire people in the UK to get involved in the cause and work for change within their family groups and communities, with a continued and particular emphasis on working with schools and early years educators to convey these messages. Brake’s Giant Walk took place in the UK in June 2016, with more than 25,000 primary-age children across the UK participating in group walks from their school gates to celebrate walking and raise awareness of the importance of driving slowly and avoiding driving around schools and communities. Brake’s Beep Beep! Day continued to engage early years educators and children under the age of 8, with more than 18,000 early years children taking part in a fun, educational road safety day for children and parents that promotes key messages such as holding hands and belting up in cars.

More than 7,800 educators, community groups, companies and road safety professionals registered online to get involved. All of them had access to our free online action pack, full of guidance, posters, banners, interactive resources, selfie boards, factsheets, and assembly plans and activity sheets for schools. This work was partially funded by the UK’s Department for Transport and commercial sponsors.

People across the UK promoted the ‘Make the Pledge’ theme with social media photos, activities and events, as well as publicising the road safety issues that matter most to them.

Brake also ran a Road Safety Week in New Zealand, achieving 814 online registrations to take part – a good result for the charity in a country with a population of only four million people. We also continued to maintain www.roadsafetyweek.org, a website cataloguing and celebrating Road Safety Weeks and other road safety initiatives across a range of nations.
As children get older, they use roads more independently and are more at risk. Roads are the single biggest killer worldwide of young people. In 2016, we reviewed our Engaging Young People courses, primarily considering the latest research by health academics and transport psychologists in leading universities. Further to this review, it was decided that our work with young people, which had outcome goals of improving attitudes, needed to change. A period of research was undertaken that led to the conclusion we needed to inspire, inform and engage young people and develop new projects that would enable them to deepen their knowledge and campaign. These projects are being developed in 2017.

Reaching out through traditional media and digital channels is an important aspect of our grassroots campaigning. We have a particular focus on this in the UK. Across the year, we achieved 615 stories in the national media (inclusive of broadcast and print, inclusive of consumer media). We achieved a further 5,355 stories in regional media, and more than 12,000 Twitter followers.

More than a million people were reached by our Facebook posts and a third of a million visited our UK website.

**In numbers...**

- 7,800+ people registered to take part in Road Safety Week
- 25,000+ primary school children took part in Brake’s Giant Walk
- 615 stories in national media
- 5,355 stories in regional media
- 12,000+ Twitter followers
Brake aims to help the professional development of fleet managers working in the arena of road safety and sustainable travel. This is a target audience for the charity due to the capacity of these professionals to affect positive road safety changes due to the large number of fleet vehicles on our roads. Because fleet managers can set rules and manage their employees, it is possible to effect change more directly through fleet managers than through other routes. We achieve this through our project Brake Professional, housed at www.brakepro.org, aiming to share and promote expertise and best practice. At present our key membership groups are in the UK and Australasia but we are continually gaining professional members in other nations too.

A thrust of our Brake Professional project continued to be professional development events, increasingly aiming for global reach through webinars. More than 450 fleet managers participated in these events held globally and in the UK: 171 fleet managers from the UK, New Zealand and a range of other countries – including Malaysia, India, Canada and Oman – attended our webinar learning events on using telematics, effective speed management and vehicle safety developments; a further 287 attended our UK conference on fleet safety management and our UK seminars on introducing and evaluating a road risk management programme, and other topics including crisis management in the event of a crash and providing support to affected people from an employer perspective. A further 56 fleet managers received “train the trainer” training enabling them to deliver Brake’s Pledge Campaign in their workforce, raising awareness among their drivers about poor driver behaviours that cause casualties.

Brake additionally developed the Brake Professional Fleet Safety Awards scheme in the UK and New Zealand, encouraging international participation and achieving more than 400 attendees, helping inspire and motivate organisations to prioritise road risk management.

Brake Professional produces in-depth but plain English downloadable guidance reports for fleet managers. In 2016, we produced guidance on reporting and recording incident data, and managing road risk if you are a small or medium-sized organisation. We continued to publish webcasts, this year on topics including saving money through fleet safety management, and on maintenance and vehicle safety. We also published our annual survey for members on their approaches to road risk management, helping them to benchmark their performance.
Supporting people bereaved and seriously injured in road crashes

Brake in the UK retained Ministry of Justice funding, alongside other sponsor giving, to enable us to run our UK road crash victim support helpline (which is accredited by the Helplines Partnership Standard) as well as provide and regularly update our support literature for bereaved and seriously injured victims.

In 2016 the Brake helpline for road crash victims secured funding from a range of organisations (25 in total) including the Ministry of Justice; the Foreign and Commonwealth Office; Police and Crime Commissioner regional offices; and a number of corporate supporters. This funding, along with charitable giving from communities and individuals, enabled Brake to develop and continue to run its UK road crash victim support helpline.

In 2016 the helpline provided a range of complex, often extensive support for 546 victims, mostly bereaved and a minority seriously injured. We additionally supported 116 professionals who contacted the helpline seeking information and help in delivering care to bereaved and injured road crash victims.

The support provided through the helpline often involves multiple contacts with the caller by phone and/or email and advocacy on behalf of the caller. As well as providing vital emotional support, we fought for the rights of callers to wider support, information, care and practical help within their communities, which involved liaising with other people, such as the police, lawyers, and mental health providers. This work also included fighting for the rights of callers to be upheld, for example their right to be heard in a court case.

In 2016 we continued to distribute systematically, through police forces, our comprehensive guides for people bereaved by road death (more than two copies per death), including different versions for people bereaved in England and Wales, Scotland and Northern Ireland. These guides are regularly updated and provide essential information about coping with grief and practical and procedural issues ranging from organ donation to criminal prosecutions. In both the UK and New Zealand we also distributed our picture book guide for children bereaved by road death. The distribution of these guides is, in itself, a time-consuming activity, involving constant and close liaison with police forces to ensure distribution is handled correctly at the time of death and in all cases.

We also continued our professional development conferences, seminars and training for police, health and NGO professionals who have contact with bereaved and seriously injured road crash victims.

Brake volunteers, bereaved in road crashes and trained by Brake, deliver training input sessions to police forces around the UK, explaining the needs of families to police officers being trained to be family liaison officers, or receiving refresher training. In 2016 we delivered such training to officers from 15 forces. We also ran our first UK webinar for police officers about support of road crash victims. We delivered our annual UK conference for police family liaison officers, attended by 120 delegates, sharing best practice family liaison officer care. We also delivered a UK seminar on caring for people with brain injuries (a major outcome following road crashes), attended by 42 care professionals from various backgrounds.

In numbers…

546 road crash victims got support from the Brake helpline
15 police forces attended training sessions
70,000 people visited the Sudden website
Brake’s project Sudden aims to deepen knowledge and share best practice regarding supporting people suddenly bereaved. This project enables the charity to learn and share with other practitioners and academics, to inform our care of (and their care of) people suddenly bereaved. In 2016 we connected with 217 sudden bereavement professionals and educators through two webinars and three seminars on topics including substance abuse and caring for suddenly bereaved children. The project is growing: in 2017, numbers of hits on our Sudden website doubled to 70,000 and our sudden bereavement bulletin has nearly 900 subscribers.

The Sudden project also directly helps people bereaved by sudden death. Through the sudden bereavement professionals we connected with, we distributed more than 3,700 copies of our two guides for adults and children about coping with sudden death.

www.suddendeath.org
Research and public affairs campaigning for policy change and investment in the UK

Research, and communication of the findings of research, is central to Brake’s activities. We “are what we know”. In 2016 our media coverage in the UK continued to be fuelled to a significant degree through the continued production and publicising of reports on Brake surveys of road users and their behaviour, attitudes and views on policy, including on the topics of head restraints, morning-after drink driving, use of smart phones when driving, speeding in 20mph zones, the drink drive limit, drug driving, eating at the wheel and new driver restrictions.

In 2016 we also continued to produce our flagship e-newsletter for road safety professionals around the globe, rebranded as Vision Zero, summarising some of the most urgent road safety and sustainable transport research and initiatives happening around the globe to inspire and help others in their quests to save lives and the planet.

Brake continues to campaign for road safety and victim support policies and investment in the UK. In 2016 we did this through consultation responses and meetings with relevant authorities, particularly at a domestic level in the UK.

In July 2016, the charity launched its UK Roads to Justice campaign. A Brake survey of people in the UK, released to the media, demonstrated widespread support for tougher justice. Five bereaved families joined the charity at a photo call to call for robust charges and tougher sentences against killer drivers, alongside the wreckage of Joseph Brown-Lartey’s car which was sliced in two by a speeding driver. In December 2016, the government announced a consultation on sentencing of driving offences and penalties relating to causing death or serious injury.
Brake continues to be funded by a mixed income stream of community fundraising, donations, grants, sponsorships, and our Brake Professional membership scheme. We are continuing to work to generate more support from all income streams to enable growth.

In 2016 we had a small shortfall of income compared with expenditure of £58,748 (2015 – Surplus £45,150) which was met from our reserves. This is the first time Brake has had such a shortfall and we are working to prevent it recurring through financial constraints and enhancing income where possible in 2017. Total Incoming resources fell slightly from £1,338,296 in 2015 to £1,302,197 in 2016 (£36,099, 2.6%). This was due in part to a change in accounting periods for some of our funders. In addition, there was a substantial one-off donation in 2015 which could not be repeated in 2016. We are aware that Brake is not in a unique situation to have a shortfall, 35% of CEOs at charities in the UK report they needed to dip into their reserves to fund their charities in 2016.

Our expenditure on fundraising and administration is reviewed monthly and strictly controlled, and we have continued to maintain modest reserves.

Brake focuses its fundraising efforts on two key income streams: corporate fundraising and community fundraising. These income streams collectively generate 38% of our income. We employ two community fundraisers and four corporate fundraisers, all of whom are managed by Brake’s development director. In 2016, for every £1 donated to Brake, 81p was directed towards our charitable services and the remaining 19p was directed to generating vital funds for the future.

We do not work with any commercial participators or professional fundraisers.

Brake ensures it conforms to all recognised fundraising standards. We are a member of the Fundraising Regulator and the Institute of Fundraising. Brake has a six-point Fundraising Promise that it abides by as follows:

- We are committed to high standards
- We are honest and open
- We are clear
- We are respectful
- We are fair and reasonable
- We are accountable

Our fundraising complaints policy is available through our website and on request to members of the public. This policy clearly states the steps we will take, should we receive a complaint about our fundraising practices. These steps include external investigation should it become necessary. To date, Brake has never received a complaint about its fundraising practices.

We recognise that due to the nature of our work, it is inevitable that our fundraisers will come into contact with people who are vulnerable and not able to make informed decisions about their giving. Brake has a vulnerable supporters policy in place to support our fundraisers in identifying vulnerable people and to give them guidance on how to manage situations as they arise. Additionally, we follow all current data protection laws and implement changes to our administration systems as and when legislation changes to ensure the protection of the public, including vulnerable people, from unreasonable intrusion on a person’s privacy, unreasonably persistent approaches or undue pressure to give. We do not buy or sell data, including contact lists, nor do we cold-call members of the public to request money. Additionally, Brake abides by strict confidentiality practices in relation to our helpline callers and is accredited by the Helpline Association. Helpline callers are never approached for donations at any point during their contact with Brake.

1 https://fundraising.co.uk/2017/02/28/chief-executives-warn-18-percent-charities-struggling-survive/#.WWyD-OmQyHt
Our fabulous fundraisers

Brake’s fundraising support during 2016 was incredible, with over 480 people raising money for us. Our fundraisers took part in an amazing variety of activities to raise money for us, from marathon runs, abseiling, parachuting and bake sales, to body waxing and even a hugely successful conker tournament.

The majority of our fundraisers are bereaved and are raising funds with the sole purpose of preventing other families from going through the heartache they have experienced. As well as raising funds for us, the events they participate in help to raise awareness of Brake’s work within communities.

Corporate fundraising

We are immensely proud of our partnerships with organisations that respect and value our work, and who show their commitment to road safety. Our corporate supporters not only provide us with financial donations to support our work, they also help promote Brake’s key messages to their staff, clients and the communities they work with, enabling us to further our reach.

Our corporate supporters come from a wide range of industry sectors and include legal, insurance, logistics and delivery companies, as well as general, public-facing consumer brands that recognise the need to work with Brake to promote corporate social responsibility. To find out more about corporate partnerships with Brake, please visit www.brake.org.uk/partnership-opportunities
Administration and plans for future periods

Brake is now at the end of the second year of a five-year strategy 2015–2019, which outlines our vision, mission, values, strategic aims and objectives. This strategy contains a commitment to growth, and a commitment to retaining our focus as a communications and campaigning charity, working to engage and activate people, and additionally providing victim support.

Part of this strategy is to continue with a careful and cautious approach to managing finances, in order to provide a stable base for continuing to deliver and grow our services, projects and schemes in furtherance of our vision.

Another key aspect of our administration is continually striving for efficiency in our working practices, through the development of standard operating procedures and a target-driven approach to our efforts. Everyone across the Brake team works to targets. We also have a central focus on our people, and have spent significant time in 2016 developing further our small team into more effective structures enabling more streamlined management.

Brake has risk assessment and risk management processes consistent with good management practice. We benchmark these against industry standards. Risk can be defined as the combination of the probability of an event and its consequences.

Risks can be positive and relate to the taking of opportunities and can be negative and relate to undesirable outcomes. Brake is risk averse when it comes to the protection of our reputation and the safety of our people and will take managed risks in respect to investing in our work and in developing the organisation to have greater impact.

The charity trustees have given consideration to the major risks to which Brake is exposed and satisfied themselves that systems or procedures are established in order to manage those risks.

Brake classifies risk within the following categories – operational, financial, governance and legislation.

Statutory responsibility for the management and control of Brake rests with the Board of Trustees. The Trustees delegate day-to-day risk management to the chief executive and directors and holds them to account for ensuring that the right processes are in place to fulfil their statutory role. Trustees have processes in place to ensure that the executive team have accurately assessed the risks and their consequences, identified risks are being monitored and managed, policies and procedures are in place and that the risk register is reviewed regularly.
## Accounts

**Brake year end 31.12.16**

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<tr>
<th></th>
<th>2016</th>
<th>2015</th>
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<tbody>
<tr>
<td><strong>Income</strong></td>
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<td>Road safety activities</td>
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<td>Victim support activities</td>
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<td>285,454</td>
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<td><strong>Investment income</strong></td>
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<td><strong>Total income</strong></td>
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<td><strong>Cost of generating funds</strong></td>
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<td>Road safety activities</td>
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<td>Victim support activities</td>
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<td><strong>Net gain on investments</strong></td>
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<td><strong>Balance sheet</strong></td>
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<td><strong>Total reserves</strong></td>
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A full set of accounts can be obtained by contacting the Brake office.