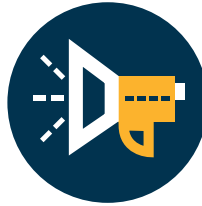


No one should be killed or hurt on a road

Our three-year strategy to stop road crashes, reduce harm when a crash happens and help every road victim get the support they need, for as long as they need it.



Every day, on average, five people die on UK roads and 82 are seriously injured.



Every day, five families get the devastating news that a loved one has died, and many more find out that someone they love has received catastrophic, life-changing injuries.

At Brake, we know that every road death is preventable, and we understand the solutions that can stop crashes and prevent harm when a crash happens.

Our vision is a world where no one is killed or hurt on a road.

Until our vision becomes a reality, we commit to campaigning to stop crashes on our roads and reduce harm when a crash happens, and to helping every family affected by road death and injury to get the support they need, for as long as they need it.

Over the next three years we commit to:

1. Campaigning for known solutions that will have the biggest impact on stopping road crashes, reducing harm and supporting victims.

We aim to change legislation and Government policy so we can all use roads safely, whoever we are and however we travel. We will work collaboratively to strengthen our evidence base, raise awareness and build a critical mass of support.

2. Running education programmes to improve knowledge, develop and enhance skills, and shift attitudes towards road safety and active travel.

We will champion the solutions that we know will have the biggest impact on stopping road crashes and reducing harm. We aim to embed a culture of road safety with all road users, in schools, workplaces and other communities.

3. We will deliver a sustainable, accessible national pathway for road victim support (National Road Victim Service).

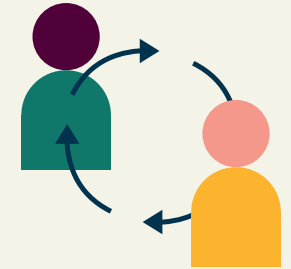
We will work to establish sustainable and multi-year funding streams to support the delivery and growth of the National Road Victim Service.

We will work collaboratively with other road victim support providers and stakeholders in the interests of road victims.

How we plan to deliver

We will...

- Invest in and develop our brilliant and dedicated team.
- Provide the right systems, support and policies so everyone can do their jobs efficiently, happily, safely and well.
- Work collaboratively with organisations and individuals who can help us work towards our goals.
- Use lived experience of road victims to understand and communicate the true impact of road death and injury.
- Build and expand Brake's supporter base, targeting long-term strategic partnerships with funders.



What success looks like

We'll know we've achieved success during this strategic period if, in three years:

- UK Governments have put safety at the heart of all strategic decision-making related to transport and have introduced, or made a clear commitment to measures that will stop crashes and reduce harm.
- Road safety education has been made compulsory for all schoolchildren.
- Road deaths and serious injuries in the UK begin to show a significant and sustained reduction.
- All families affected by road death and serious injury, whatever their postcode, are able to access effective, trauma-informed, emotional and practical support, according to their needs.



Support us Please help us continue our vital work. To find out more, donate, volunteer or partner with us, contact our friendly team.

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