



Caring for road victims and making roads safer for everyone



Our impact in 2020-2023

Contents

- 1** About Brake
- 2** What we've achieved: 2020–2023
- 3** Delivering effective public affairs and communication campaigns for change.
- 4** Delivering projects for safe and healthy mobility that enable people to work with us and grow our network of champions.
- 5** Delivering our National Road Victim Service to provide quality-standard care to bereaved and seriously injured road crash victims.
- 6** Having the funds and systems we need to achieve growth.
- 7** Achieving new and improved digital solutions.
- 7** Ross Moorlock appointed chief executive of Brake
- 8** Support us



About Brake

Since 1995, Brake has been working to stop the tragedy of road deaths and serious injuries in road crashes, make streets safe and healthy places for all, and support road crash victims.

- We give families specialist emotional and practical support to help them cope with the trauma of road death and injury.
- We help the professionals supporting those families to understand their needs so they can provide better support.
- We challenge the Government to adopt solutions that are known to prevent road crashes and reduce harm if a crash does happen.
- We empower people to speak up for their right to make safe and healthy journeys, whoever they are and however they travel.
- We help people understand how they can use roads safely to protect themselves and others.
- We help organisations to learn about, and manage, work-related road risk.

Our vision is a world with zero road death and injury, where we can all move in a safe and healthy way, whoever we are and however we travel.

This report provides an overview of how we worked towards our vision from 2020-2023, helping to make roads safer for everyone and providing vital support for road victims.

www.brake.org.uk



What we've achieved: 2020-2023

**Between 2020 and 2023,
we delivered against
the following strategic
objectives:**

- 1** Delivering effective public affairs and communication campaigns for change.
- 2** Delivering projects for safe and healthy mobility that enable people to work with us and grow our network of champions.
- 3** Delivering our National Road Victim Service to provide quality-standard care to bereaved and seriously injured road crash victims.
- 4** Having the funds and systems we need to achieve growth.
- 5** Achieving new and improved digital solutions.



What we've achieved: 2020–2023

1 Delivering effective public affairs and communication campaigns for change.

Our campaigns called for evidence-based solutions to address key areas of road risk.

We developed and strengthened our campaign calls for:

- A zero-tolerance approach to alcohol when driving.
- A ban on hands-free phone use when driving.
- Progressive licensing for young and newly qualified drivers.
- 20mph speed limits on roads in built-up areas.
- Mandatory safety features for all new vehicles.
- The establishment of a Road Collision Investigation Branch.
- Enforcement and criminal justice – robust and just punishments.

We received widespread coverage in national and local media, and gained support from influential decision-makers.

We conducted original research to understand public opinion and analysed Government statistics to highlight the true extent of road deaths and injuries. Our victims' voices videos revealed the lived experience of the people behind the numbers.

We responded and contributed to industry consultations, including the roads policing review.

We collaborated with an alliance of road safety experts to produce a campaign report advising Government on its plans for a road safety strategy.

What we've achieved: 2020-2023

2 Delivering projects for safe and healthy mobility that enable people to work with us and grow our network of champions.

We inspired, informed and helped people to champion our important cause in their families, schools, where they live, and at work, and campaign for change.

2,649 early years educators representing **153,779** children took part in a Beep Beep! Day to teach road safety basics to very young children.

1,658 primary schools representing **250,456** children took part in Brake's Kids Walk to shout out for their right to make safe and healthy journeys where they live.

20,679 individuals and organisations signed up to take part in our biggest annual road safety campaign, Road Safety Week. Together, they told us they would reach **52.3 million** people through their activities.

3,300 fleet professionals, in **99** countries, representing many **millions** of drivers and vehicles, were able to access free and low-cost resources and events to help them learn about, and manage, work-related road risk through our Global Fleet Champions project to stop crashes and reduce pollution caused by road vehicles.

100 organisations and individuals were recognised and rewarded for their outstanding commitment to road safety at our UK Fleet Champions Awards.

10,962 people joined our 'MyBrake' society engagement hub to get free resources and help in choosing and achieving a road safety goal.

What we've achieved: 2020-2023

3 Delivering our National Road Victim Service to provide quality-standard care to bereaved and seriously injured road crash victims.

We supported more road victims than ever before, thanks to funding from Government, Police and Crime Commissioners, and corporate and community donations. We expanded our National Road Victim Service to reach more people and provide more care – online, over the phone and face to face.

- **4,291** road victims received emotional and practical support from Brake's specialist caseworkers to help them cope with the trauma of road death and injury.
- We printed and distributed **17,214** Brake support packs to help bereaved and seriously injured families and friends understand the complex, unfamiliar procedures that often follow a serious road crash, and cope with their grief.
- We printed and distributed **4,039** Brake picture books, with simple language and pictures to help bereaved children understand what happens when someone dies in a road crash and talk about their feelings.
- **296** police officers from **40** forces got information to help them provide better support to road victim families through signing up to a new police family liaison digital hub on the Brake website.
- **1,529** police officers from **35** forces received training from Brake about the needs of road victims and the work of the National Road Victim Service.
- **185** support professionals attended our inaugural After the Crash conference to understand what excellence in post-crash care looks like.
- We launched the UK's first Independent Road Victim Advocate (IRVA) role in Warwickshire in 2020 and have since added another **20** IRVA roles across England, Scotland and Wales. We now provide dedicated, on-the-ground support for road victims in Scotland and all ten regions of England and Wales. Support for road victims in Northern Ireland is provided online and over the phone.
- We supported people suddenly bereaved by other causes too. In 2020 and the first three months of 2021, Brake delivered the Sudden service, to help people bereaved by any unexpected cause, including Covid. Thanks to Government and other grant funding, we were able to help almost **2,000** suddenly bereaved people across the UK, and distribute guidance for bereaved people and the professionals helping them, such as hospital workers, GPs and teachers.

What we've achieved: 2020-2023

4 Having the funds and systems we need to achieve growth.

We continued to seek and develop successful and sustainable income streams, ensuring that income exceeded our expenditure needs, and striving for reserve levels of a minimum of six months.

We followed best practice in our project management procedures and protocols, to ensure we delivered high-quality work, on time and within budget. We developed our human resource management, to attract and retain the best people. We continued to grow and develop our use of IT, and worked on the development of our CRM systems to support our services and campaigns.

We maintained good governance through compliance with charity and employer laws, and mitigated risk through policies and procedures appropriate to our activities.

- Organisations donated an incredible **£2,644,000** to support our projects, services and campaigns.
- Our fabulous fundraisers raised **£1,083,000** through fundraising events and donations, many in memory of a loved one who died or was injured in a crash.
- Generous grant givers also provided **£2,841,000** to help fund our vital work supporting road victims.

Supporting our staff

We invested in our team as well, putting measures in place to support them during the pandemic and beyond.

We embedded a new employee assistance programme, accessible to all members of staff and their families.

We also increased annual leave entitlements, and introduced a new death-in-service benefit for all staff.

We are now a fully remote working charity, with all members of staff working from home.

Brake is passionate about creating an inclusive workplace that values diversity. We don't want our staff to 'fit' our culture, we want them to enrich it. With that in mind, we setup an equality, diversity and inclusion working group to help us continue our development in this space.

What we've achieved: 2020-2023

5 Achieve new and improved digital solutions.

We introduced new, improved digital solutions to reach and engage with more people through our websites, CRM system and social media platforms.

- In 2020 we launched a new Brake website with a society engagement hub 'MyBrake'.
- **1.3 million** users viewed **1.7 million** pages on the Brake website at www.brake.org.uk.
- **174,400** resources were downloaded by **42,950** users.
- **19,000** people received regular email bulletins about Brake activities.
- **51,782** people followed Brake's social media channels on Facebook, LinkedIn, X (formerly Twitter) and Instagram.

In 2023 we launched a new cloud-based CRM system with features to support and enhance all types of fundraising across the charity.

Ross Moorlock appointed chief executive of Brake

In December 2023, Brake announced Ross Moorlock as the charity's new chief executive, following the retirement of founder and chief executive Mary Williams OBE in April 2023.

Mary established Brake in 1995 to prevent road crashes and support road victims. Over the next 29 years, she led the charity's growth to a national and globally recognised organisation, renowned for campaigning for positive change and safe roads for all, and delivering the award-winning National Road Victim Service across the UK.

Ross joined Brake in 2017. He held the position of interim CEO for nine months before being appointed to lead the charity. Prior to this, he was chief operating officer at Brake for four years, and business development director for two years.

Ross brings a steadfast determination and a wealth of experience to the role of chief executive and is well placed to lead Brake into and through its next strategic period.

Brake also welcomed four new trustees to the Board in 2023. Lucy Haines, Peter Allen, Simon Bradbury and Mark Byard further strengthen our fantastic Board and we are delighted to have them.

Support us

Together we can make roads safer for everyone

Please help us continue our vital work campaigning to end road death and injury, and helping every family affected by road death and injury to get the support they need for as long as they need it.

To find out more, donate, volunteer or partner with us contact our friendly team.

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