

*Our strategy for growth...*  
***creates safe  
journeys for all***

## Our manifesto

Every life matters. Every journey counts. And every road user (pedestrian, rider, or driver) has a part to play in making the roads safer for us all.

## Our role is simple



To give people the skills they need to stay safe on the road



To influence the policies that create safer roads

## We do this through



Education



One-to-one coaching



Campaigning



## Our sponsors

We will deliver our strategy with the support of our community to include:



## Our purpose

The **advancement** of road safety for all users

## Our vision

A society where all road users can **safely** and **sustainably** use the public highways together

## Our mission

To be a **force for good** with **education** and **skills development** at the core

**'Safer roads for all' is our one and only purpose. And we will continue working together, with road users - current and future, to create one IAM RoadSmart, and safe journeys for everyone.**

**IAM RoadSmart: Safe journeys for all**

## Our strategy

We are placing the charity at the centre of everything we do, promoting our services to business, and focusing on fundraising initiatives to drive revenue, enabling us to deliver against our five pillars below:



**Growing the brand name and corporate identity to be recognised nationally**, with an increased presence and authoritative voice in the policy and campaigning space. We will:

- place road safety at the heart of all we do
- elevate our policy and campaigning activity to make an impact on road safety issues nationally to include static road death numbers and the evolution of on-road and in-vehicle technology
- invest in fundraising initiatives that will help grow our community and raise awareness of our role as a national charity



**Increasing skills development, knowledge share, competency**, and on-road confidence through education and coaching. We will:

- make road safety skills and education up to date, relevant and accessible to all
- diversify and refresh educational tools and products to engage existing and new audiences
- reflect new road safety challenges, embracing new learning styles and technologies, engaging with those who put the most drivers and riders on the road and those who use the road for a living



**Developing a broad diverse and inclusive community** of passionate national road users. We will:

- continue to support road users of all abilities (licence holders) and backgrounds
- be inclusive, recognising those that have passed the advanced test demonstrate the highest level of skill that is up-to-date and relevant, as well as those that choose not to take the advanced test but still have a passion and interest in road safety
- provide support to enable our community to ensure it is sustainable and that it can continue to deliver key services



**Promoting a well-led, progressive, ethical charity**: We will:

- be well-run and sustainable, supported by effective leadership, governance, systems, and infrastructure
- monitor effective stewardship of resources and assets to ensure the charity has an impact on improving road safety
- work to mitigate any negative impacts we may cause



**Embracing being digital to the core**. Enabling and simplifying our service and offerings, growing our reach and enriching the community experience. We will:

- transform using best-in-show technology to support our growth and diversification ambitions, measuring our progress and deliverables along the way
- work with IT experts, providers, and originators to adopt and apply tried and tested, 'plug and play' market solutions in delivering for our customers and members.
- modernise the charity with new and innovative products and experiences