

## Our heritage



Formed in 1956  
as the Institute of  
Advanced Motorists

Grew into the  
UK's largest road  
safety charity



Over 60 years'  
experience educating  
and upskilling drivers  
and riders



### 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

## Our values



GREEN



FUN



ETHICAL



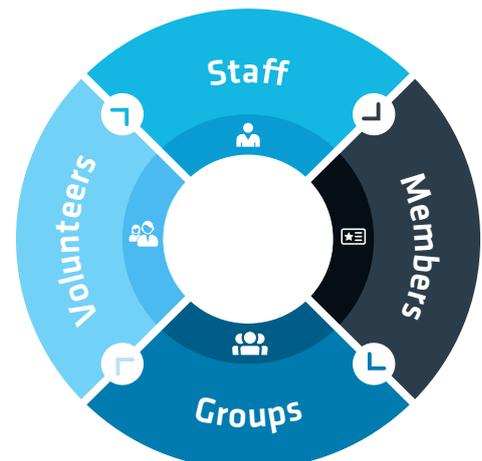
DIVERSE AND  
INCLUSIVE



INNOVATIVE  
AND BOLD

## Our delivery

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



# Becoming a force for good

## In our strategy, we are focused on:



**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 impact on road safety issues in the UK
- address challenges such as static road death numbers and the evolution of on road and in-vehicle technology



**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 road users across the UK. We will:

- support an increasingly diverse community of road safety experts across the United Kingdom
- 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** that lives and breathes by its culture and behaviours. 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 and continuously measure our progress and deliverables
- 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