


SPRING CONFERENCE


THE ROLE OF TECHNOLOGY IN THE DELIVERY OF THE SAFE SYSTEM



IMPROVING ROAD SAFETY AND THE
PRACTICAL DELIVERY OF THE SAFE SYSTEM
APPROACH

11 MARCH
2025

 9:30 AM
3:30 PM

 AVIVA OFFICE, RIO ROOM,
LONDON

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AGENDA

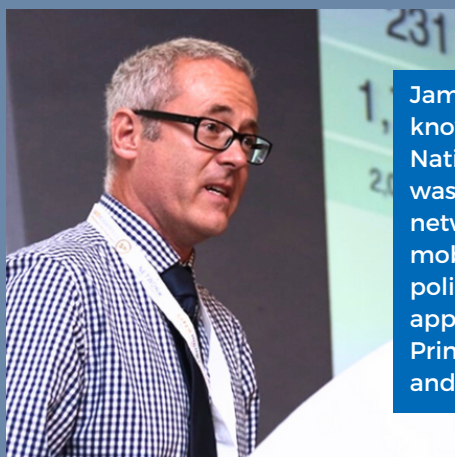
Time	Topic	Speaker
9:00	Registration	
9:30	Welcome	Jamie Hassall, PACTS
	Keynote from Minister	Lilian Greenwood MP
	Welcome from sponsor	Gary Jackson, Aviva
<i>9:45-11:20 Session 1: Safe Vehicles, Chair: Nick Reed</i>		
9:45	Intro	Nick Reed, Reed Mobility
9:50	What are the key vehicle safety technologies and how long will it take to see the benefits?	Richard Cuerden, TRL
10:05	What does the next 10 years look like for vehicle safety and progress with commercial vehicle safety	Matthew Avery, Euro NCAP
10:20	Bus safety	Alix Edwards, Apollo Vehicle Safety
10:35	Honda's Vision Zero	Patrick Keating, Honda
10:50	Future technologies: the risks to vehicle safety	Tom Leggett, Thatcham
11:05	Panel Q&A	
11:20	Tea and coffee break	
<i>11:35 - 12:35 Session 2: Safe Roads & Roadsides / Safe Speeds, Chair: Nick Reed</i>		
11:35	Can technology help with identifying and prioritising interventions?	Suzy Charman, Road Safety Foundation
11:50	National Highways: New ways to manage road hazards	Alex Weedon, Catapult
12:05	Enabling faster responds to critical incidents	Michael Vardi, Valerann
12:20	Panel Q&A	
12:35	Lunch break	
<i>13:20 - 14:25 Session 3: Safe Road Users, Chair: Max Sugarman</i>		
13:20	Intro	Max Sugarman, ITS UK
13:25	The role of insurance products in encouraging safe road users	Katy Simpson, Aviva
13:40	Seatbelts & Mobile phones	Geoff Collins, Acusensus
13:55	AI supporting collision prevention	Brett Gascoine, Samsara
14:10	Panel Q&A	Speakers

14:25-15:25 Session 4: Pre and post-collision, Chair: Max Sugarman

14:25	Can data predict road collisions?	Lorna Payne, Aisin Mobility
14:40	Using technology and AI to assess large networks.	Richard Owen, Agilysis
14:55	How can Technology inform travel choice so more people choose safer and greener options?	Beckie Faulkner, WSP
15:10	Panel Q&A	Speakers
15:25	Sum Up/ Closing Words	

OPENING REMARKS

JAMIE HASSALL EXECUTIVE DIRECTOR, PACTS



Jamie is a seasoned road safety professional who brings a wealth of knowledge, experience, and contacts to the role. He moves from National Highways where he has built up over 20 years of experience. He was responsible for improving driver compliance on the strategic road network and led trials of new equipment to detect close following, and mobile phone and seatbelt offences. He has worked closely with the police, DVLA and many other leading stakeholders. Innovative approaches to driver compliance earned him and his team a second Prince Michael International Road Safety Award. He is a civil engineer and vice-chair of the ITS(UK) Enforcement Working Group.

GARY JACKSON HEAD OF MAJOR & COMPLEX CLAIMS FOR MOTOR AND CASUALTY, AVIVA



Gary is Aviva's Head of Major & Complex Claims for Motor and Casualty. He has over 30 years of experience in the insurance industry dealing with high value and complex personal injury claims, and leads Aviva's technical claims team in respect of motor damage claims. He is a member of the ABI's Personal Injury Committee, as well as being a member of the International Underwriting Association's Casualty Claims sub-group. He has been working closely over the past 18 months with the ABI, the IUA and FOIL on issues relating to the Personal Injury Discount Rate. He has an active interest in all aspects of road safety both from a vehicle technology and RTA personal injury/fatality perspective.

SESSION ONE

Safe Vehicles

CHAIR



DR NICK REED FOUNDER, REED MOBILITY

Dr Nick Reed is the founder of Reed Mobility, an independent research consultancy on the future of mobility, working across public, private and academic sectors to deliver transport systems that are safe, clean, efficient, ethical and equitable. In November 2021, he was recruited to a three-year part-time role as National Highways' first ever Chief Road Safety Adviser, developing their strategy for eliminating death and serious injury on the strategic road network.

He has since been appointed to the DfT Science Advisory Council, supporting the Chief Scientific Adviser in their work for the department. In addition to PACTS membership, Nick is a chartered scientist, fellow of CIHT and trustee of RoadSafe, Brake and the Road Safety Trust.

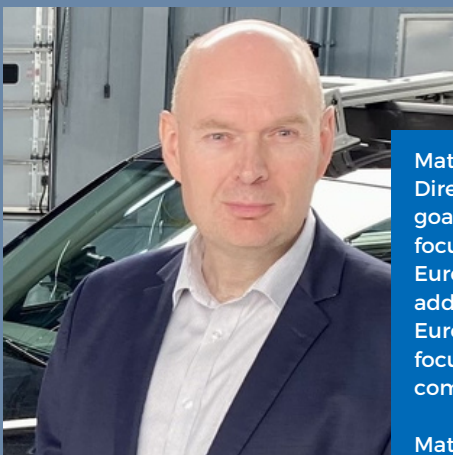
SPEAKERS



RICHARD CUERDEN

DIRECTOR, TRL ACADEMY

Richard leads TRL's Technical Strategy, ensuring that the business is fit for the future, and as part of this he is responsible for the associated investment and thought leadership activities. Richard has 30 years' experience leading a diverse portfolio of transport research and consultancy projects, and champions clean, safe and accessible mobility solutions.



MATTHEW AVERY

DIRECTOR OF STRATEGIC DEVELOPMENT, EURO NCAP

Matthew has worked in vehicle safety for 35 years. Now as Strategic Development Director for Euro NCAP his role is focussed on developing new strategic safety goals for the organisation in its pursuit of its 2030 vision zero objective. His current focus is the implementation of a new Heavy Goods Vehicle program that will see European Trucks independently safety tested for the first time. Designed to address the growing number of vulnerable road user and car occupant crashes on European roads involving heavy commercial vehicles, the suite of tests will initially focus on active safety measures but move into passive safety in the future complimenting the commercial van tests already in the program.

Matthew spent 35 years as Director of Research at Thatcham Research in the UK where he was instrumental in new whiplash tests subsequently adopted by consumer rating schemes globally. He then turned his attention to Active safety and was a pioneer in the development of tests for Car and Pedestrian AEB as well as Lane Support Systems integrated into Euro NCAP testing since 2014. Educated at Bournemouth University, Matthew has received numerous international awards for his vehicle safety work including the Prince Michael of Kent Road Safety Award, the NHTSA Special Award and the Automotive Safety Council's, Pathfinder Award. Matthew regularly appears on TV and radio promoting vehicle safety issues encouraging all to take a safer route.



DR ALIX EDWARDS

PRINCIPAL ENGINEER, APOLLO VEHICLE SAFETY

Dr Alix Edwards is a Principal Engineer at Apollo Vehicle Safety. She has been working in vehicle safety and standards development for 24 years, developing innovative standards, regulations and consumer testing programs to help improve the safety of the vehicles we travel in.

Her focus has been on buses since 2016, and she has led the research programme developing Transport for London's world-leading Bus Safety Standard, launched in 2018. This provides safety measures that will help drivers to avoid crashes, and to protect bus drivers, passengers and other road users if a collision should occur. This standard is challenging to the bus industry, yet kept realistic by extensive use of stakeholder engagement. In 2023 it was recognised with a Prince Michael of Kent Road Safety Award.



PATRICK KEATING

HEAD OF GOVERNMENT AFFAIRS, HONDA MOTOR EUROPE LTD

Patrick is Head of Government Affairs at Honda Motor Europe. In this role, he leads Honda's engagement with senior political stakeholders across the EU and in the UK, as well as representing Honda in trade and industry associations, with a focus on trade, environment, and sustainability issues. An experienced public affairs professional, Patrick has worked with a range of organisations - from large corporations such as ExxonMobil and Imperial Brands, to smaller companies and trade associations - to deliver effective government relations and corporate communications campaigns across the EU, UK and Africa. Patrick holds a BA in History and Philosophy from McGill University and an MA in European Public Administration from KU Leuven.



TOM LEGGETT

VEHICLE TECHNOLOGY MANAGER, THATCHAM RESEARCH

As the vehicle technology manager at Thatcham Research, Tom and his team gather insight and intelligence regarding current and future technology fitted to vehicles. This technology could relate to automation, connectivity, safety, repair, electrification and security. Working closely with vehicle manufacturers, technology suppliers, legislators and insurers, he interprets the meaning of these new technologies to influence research projects and agendas within Thatcham Research.

SESSION TWO

Safe Roads & Roadsides / Safe Speeds

CHAIR: NICK REED

SPEAKERS



SUZY CHARMAN

EXECUTIVE DIRECTOR OF THE ROAD SAFETY FOUNDATION (RSF)

Suzy is the Executive Director of the Road Safety Foundation (RSF) and a leading expert on the Safe System, with over 20 years of experience. In her role at RSF, Suzy leads the United Kingdom Road Assessment Programme and is a recognised thought-leader on speed management.

Prior to this, Suzy served as Head of International Road Safety at TRL and before that played a pivotal role in the establishment of the International Road Assessment Programme (iRAP). Suzy is also a Trustee for the Rees Jeffreys Road Fund and is a judge for several prestigious road safety awards.

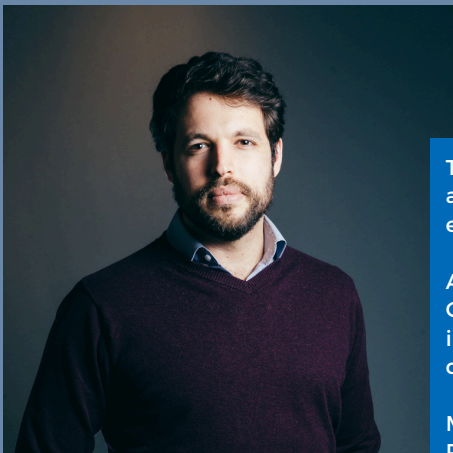


ALEX WEEDON

EXECUTIVE DIRECTOR, CATAPULT

Alex is a specialist in the commercialisation of innovation with 20 years of experience in complex markets, from biopharm and medical devices to intelligent transport and smart cities. As a specialist in IP, commercial and public procurement law, I have negotiated and overseen thousands of agreements related to the commercialisation of technology and supported many businesses on their journey to market.

Understanding the regulatory and practical barriers to new market entrants, Alex and his team have supported hundreds of high-tech, high-growth businesses, helping them to win commercial traction, enter new markets and raise over £500m in investment in four years. Alex has also pioneered the improvement of public sector innovation procurement and supported the creation of new investment funds



MICHAEL VARDI

CBO, VALERANN

Throughout his career, Michael has retained his passion for enabling private and government organisations to undergo digital transformation through extracting value from data for efficient data-driven decision making.

As a member of the Transportation and Logistics Industry Practice at Boston Consulting Group, Michael gained a wealth of expertise in the mobility industry whilst working on a range of projects in freight, autonomous and connected vehicles areas in the Middle East, Europe and the US.

Michael was a scholar at Tel Aviv University where he got his BSc in Philosophy and Politics and a Blavatnik scholar at London Business School where he was awarded his MBA degree.

SESSION THREE

Safe Road Users

CHAIR: MAX SUGARMAN

CHIEF EXECUTIVE, ITS UK



Max Sugarman is Chief Executive of Intelligent Transport Systems UK, the national voice of the transport technology industry. He manages the strategy and direction of the organisation, representing the sector to government and stakeholders and making the case for the value of intelligent transport. He is also a member of the Connected Places Catapult Freight Innovation Cluster Advisory Board and Innovate UK's BridgeAI Programme Advisory Board.

He has around a decade of experience working in transport, innovation and communications. He has previously worked at the Catapult Network, where he supported the nine Catapult innovation centres on cross-cutting policy issues and political engagement, and as Public Affairs & PR Director at the Railway Industry Association (RIA), the leading UK trade body for rail suppliers, where he led an award-winning communications function. He has previously worked at the Institution of Civil Engineers, at a corporate communications agency in the City, at London City Hall and at the House of Representatives in the US. He has a diploma in professional PR, is a Chartered PR Practitioner and was Chair of the Chartered Institute of Public Relations (CIPR) Public Affairs Group from 2021 to 2023. In 2023 he was recognised as one of the Outstanding Leaders of the Year in the CIPR Volunteer Awards. Max is passionate about transport and the role it plays in people's lives, in supporting economic growth and reaching net zero.

SPEAKERS



KATY SIMPSON

AVIVA

Katy Simpson has over 20 years of experience in the insurance industry, specialising in telematics insurance since 2015. She is dedicated to leveraging technology to enhance customer experiences, reduce claims, and improve road safety. As a leader in telematics innovation, Katy is constantly exploring new ways to integrate cutting-edge solutions into the insurance sector



GEOFF COLLINS

GENERAL MANAGER, ACUSENSUS UK

Geoff is the General Manager for Acusensus UK, responsible for bringing the award winning 'Heads-Up' distracted driving solution to the UK. The AI based camera system has already been trialed in 19 UK police regions on more than 150 occasions, identifying drivers who are distracted by their mobile phone or are not wearing a seatbelt. He also acts as Chair of ITS UK's Enforcement Forum.

With over two decades of enforcement system experience, he has been involved in the design, implementation and monitoring of over 500 such projects, giving an unrivalled understanding of the factors behind the successful operation of a large-scale enforcement project, including a number of award winning schemes. Geoff is a Chartered Engineer, a member of the IET and a fellow of CIHT.



BRETT GASCOINE

CLIENT DIRECTOR, SAMSARA

Having spent 20 years in Marketing Technology & Consultancy, Brett chose to make the move across to road safety technology for the betterment of his children. A father of twin girls, Brett wanted to help make the roads safer and more sustainable and chose Samsara as the way to do this.

Over the last two years Brett has advised many of the UK's largest fleets on how to significantly reduce incidents. Brett has also spoken at many events on accident prevention and how AI can change the way we drive.

SESSION FOUR

Pre and post-collision

CHAIR: MAX SUGARMAN

SPEAKERS



LORNA PAYNE

MANAGER OF THE EUROPEAN BUSINESS, AISIN ROADTRACE

She has been working in digital transformation for automotive multinational Tier-1 AISIN since 2018, developing market-driven opportunities for connected vehicles and safety systems, including Driver Monitoring Systems and Intelligent Speed Assist.

Over the last 4 years, Lorna has led the creation and market development of AISIN's RoadTrace, a range of solutions bringing the automotive and highways industries closer together. She is particularly passionate about driving change where new connected technologies can improve safety for road users.

Lorna's background is in Innovation Management in the automotive, mobility and other industry sectors. She holds a Bachelor of Arts degree from the University of Birmingham.



RICHARD OWEN

CHIEF EXECUTIVE, AGILYSIS

With over 20 years of experience leading road safety organisations and establishing a reputation as a leading expert in speed management, Richard plays a prominent role in the UK and overseas promoting and delivering the safe system. Specialising in data analysis, visualisation, and enforcement management, Richard is very knowledgeable about UK road legislation relating to speed. He created the CrashMap website in 2011 and has been working on national speed limit maps in the UK and Europe since 2012, helping technology companies and vehicle manufacturers access up-to-date information about legal speed limits.



BECKIE FAULKNER

ASSOCIATE DIRECTOR, WSP

Beckie Faulkner is an Associate Director at WSP in Intelligent Infrastructure (Operations and Safety), with eighteen years of experience in the transport sector. She joined WSP after a decade at National Highways, where she led significant change programmes and front-line operations in the Traffic Officer Service. Beckie is known for her strong interpersonal skills, dedication, and passion for safety. She provides technical consultancy in risk management, immersive testing, and emergency preparedness within National Highways and Local Authorities. Beckie champions cultural change and is passionate about effective Equality, Diversity and Inclusion integration. She also serves as Vice Chair of the Women in ITS forum for ITS UK and as an EDI Ambassador for CIHT.

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