ACHIEVING our vision
For over 40 years, PACTS has championed transport safety in the UK Parliament and across the world. We have demonstrated that an alliance of Parliamentarians, working with a wide range of stakeholders in the private, public and NGO sectors, can make a real difference.

PACTS has much to be proud of, but our work is far from done. To say the UK has some of the safest roads in the world is no comfort to the tens of thousands of our fellow citizens killed or injured each year. Nor is it good enough for those who are deterred from travelling because they are concerned about the dangers that may be involved, whether their journeys are by road, rail or air. We believe in safe transport for all. We must raise the bar.

I am delighted that PACTS has reviewed its vision and strategic aims. We believe in partnerships, passion and professionalism to deliver real change. We will continue to work with all those who share our vision.

Forewords

Barry Sheerman MP
President of PACTS
We are living in a time of great change, of which some is predictable and much remains uncertain. It is important that PACTS is well positioned to respond to evolving situations if it is to continue to build successfully upon its strong legacy in transport safety since its inception four decades ago. As a charity, it is vital that we target our resources efficiently and effectively to maximise our impact in helping to shape the transport safety agenda across the UK. In that way, we maintain our reputation as an organisation that punches well above its weight.

PACTS prides itself in the quality of its governance making it fit for purpose, business like, and in line with best practice for comparable charities. Supported by the PACTS Board we are increasingly ambitious and focused in contributing to better transport safety outcomes, remaining relevant to our membership while being able to attract a new and more diverse cohort of stakeholders. We will continue to provide expert advice reflecting the evolving transport system and new technological developments, through well researched and evidence-based advice and reports. Together this has been the basis for our successful track record of driving through transformative change.

We are always looking to grow our membership and strengthen our links with the UK Parliament and Government, and the devolved authorities and administrations, to best enhance impact. Moreover, we stand ready and able, when opportunity offers, to share our unique experience and expertise with others worldwide.

As Chair of PACTS, I am both proud and privileged to help manage this exciting journey, in partnership with our members and stakeholders, so that we are nimble enough to navigate our way through this time of unprecedented change and make a real difference in improving transport safety.
Introduction

Since its formation in February 1982, PACTS purpose and methods have evolved and developed alongside the world in which it operates. Modes of transport, their design and use have changed, often for the better, but new challenges have emerged, and people continue to be killed and seriously injured. With over 1,800 people dying on UK roads, on average, each year, over the last decade – more than twice the number of deaths from homicides and terrorism combined – there is a moral imperative to strive to achieve a safe transport system for all.

It has been demonstrated that transport casualties are preventable, with most progress being made in aviation and rail sectors. Even on the roads, while traffic volumes are 150% greater than they were 40 years ago, there has been a 70% reduction in fatalities in Great Britain. There is, however, no room for complacency given the number of casualties we continue to see every year.

In the long term, PACTS has the vision of a transport system free from death and life-changing injury. By 2030, PACTS calls for there to have been a 50% reduction in road deaths. That is the ambitious target espoused by the United Nations, the World Health Organisation, Transport Scotland and some UK local authorities, and supported by the UK Government at the UN. PACTS will continue to be a proactive advocate for improved safety by identifying and promoting effective, evidence-based interventions for road, rail and air transport.

Across the transport sector, PACTS plays a unique role by bringing together safety professionals and legislators to identify and promote research-based solutions to safety problems. We started as an informal group of Parliamentarians, road safety professionals, casualty surgeons and academics focused on changing the seat belt law and gradually expanded our remit to other transport safety matters. In the late 1980s, following several fatal commercial and industry aircraft crashes, PACTS became engaged in aviation safety. In the 1990s, PACTS began to address rail safety, which enabled it to contribute to the significant technological and structural safety changes that followed. Now we have over 100 member organisations spanning all these modes of transport.
Approaching our 40th anniversary year, the PACTS Board of Trustees decided that a review of strategy would renew and reinstate PACTS priority aims and lay out how they could be achieved. An independent survey of views of PACTS members was undertaken, followed by a workshop for the Board and key advisers. The aim was to review our mission and methods, and to articulate them clearly. The role of our members was fundamental. The process was led by the PACTS Policy and Research Committee.

Much of the feedback and discussion indicated high levels of satisfaction with PACTS, regarding its remit, its methods and its impacts. Perhaps inevitably, there was support for doing more – of almost everything! – and few suggestions for things to drop.

There was also recognition that the world of transport safety and the context in which it operates have changed greatly. Powers and responsibilities are now more devolved within the UK; and since the UK’s departure from the EU, some have returned to the UK.

After several decades of progress, the last decade has seen a flattening of performance and social and technological change, such as self-driving vehicles, micromobility, mobility as a service and gig working, are creating new safety challenges.

Everyone has a role in making transport safe. We hope that this short document explains clearly what PACTS is about – its vision, purpose, approach and strategic aims, and the important role of PACTS members and advisers within it. Much of the successful work we have already been undertaking continues, but there are areas where we should be placing more emphasis. Delivering those ambitions, in partnership where possible, will be the challenge for PACTS Board and staff in our fifth decade.

Unique features of PACTS

- A multi-modal transport safety body covering road, rail and air.
- Strong links with the UK Parliament.
- Focused on Parliamentarians, government, professionals and key stakeholders.
- A broadly-based organisation of members drawn from many sectors.
- An independent charity – no financial or sectoral interests.
**Vision**

A transport system free from death and life-changing injury, in which all users feel safe.

**Charitable objective**

To protect human life through the promotion of transport safety for the public benefit.

PACTS believes that policymakers should aim to ensure all forms of travel and transport are free from death and life-changing injuries. This approach is likely to minimise slight injuries too. PACTS recognises that fear of injury may be a serious deterrent to vulnerable users, and we support policies to reduce danger in all modes.
We exist to give independent, authoritative advice on transport safety and promote priorities to Parliamentarians, the Government and other stakeholders who are involved in transport policy across the UK.
Our strategic approach is to:

1. Engage with, advise and, where appropriate, to influence Parliamentarians, the Government, our members, other stakeholders and the public.

2. Identify and pursue key policy objectives with campaigns and advocacy.

3. Promote transport safety in the wider policy agenda, particularly sustainability and public health, to support safety policies with co-benefits and recognise and resolve tensions with other objectives.

4. Collaborate with others who can help realise our vision.

5. Undertake or commission research where there is a need to collate or add to the knowledge base to influence policy.

6. Embed equality, diversity and inclusion values and principles in all aspects of our work (including membership and Board representation), and consider vulnerabilities and dangers experienced by everyone who uses the transport system.

7. Play our part in helping other countries to reduce death and life-changing injury in their transport systems.

8. Plan and manage our resources and operations so that we pursue our ambitions while retaining the capacity to respond to issues and opportunities as they arise.
We have four strategic aims to achieve our vision:

1. **Proactively** influencing change
2. **Growing** a valued and well supported membership
3. **Securing** strong parliamentary participation and engagement
4. **Identifying** and researching the right subjects at the right time
PACTS has a track record of influencing change leading to improvements in transport safety at home and abroad; from pioneering work on seat belt legislation forty years ago, and the co-creation of the European Transport Safety Council in 1993 with its many achievements which have improved UK road safety, to more recent work on issues such as adoption of the Safe System approach, new ways of analysing road casualty statistics and most recently the establishment of a Road Safety Investigation Branch.

Our working parties provide world-leading knowledge and expertise for effective horizon scanning, identifying emerging issues and disruptive technologies. The active engagement of serving politicians connects this professional and academic expertise with evolving societal issues in the public policy landscape. Our ability to recognise incipient risks or emergent mitigation measures allows us to prioritise important research, introduce new analytical approaches and provide thought leadership on the key policy issues.

Not least in view of our ambitious vision, we will proactively pursue the most effective ways to promote the right issues at the right time and press for the changes that are needed. We will strive to ensure that safety is a priority on all agendas related to transport policy.
We will continue to influence change through:

- **Evidence-based policy**
  Central to PACTS vision is the ability to promote policy options that align with the latest research and evidence. This requires PACTS to lead on evidence gathering, synthesising existing research or drawing on international expertise to inform effective policy development for the UK. We maintain close contact with Department for Transport officials, academics, industry and private sector specialists, police forces, medics and the media to provide evidence-based policy advice, to identify safety issues early in the policymaking process and to contribute solutions.

- **Strategic partnerships**
  To be most influential, numerous organisations and individuals must operate collaboratively and collectively to press for change. Rigorous evidence needs to be combined with powerful narrative building alongside demonstrable, institutional and community support. Through its membership and strategic alliances, PACTS has been highly effective at engaging with safety professionals, academics, business and civil society to achieve the highest impact.

- **Political engagement**
  Proactively influencing change necessitates detailed engagement with ministers, politicians and officials in the UK Parliament, devolved administrations and sub-national bodies. Both individually and as a co-opted member of delivery boards and advisory groups, PACTS maintains strong links with government ministers and senior officials. We are pleased to provide the secretariat to the All-Party Parliamentary Group for Transport Safety. By providing authoritative data through tools such as the Constituency Road Safety Dashboard, we support MPs, local politicians and local government to reduce casualties across the transport sector.

- **Communicating our message**
  Transport safety is a touchstone issue in many communities rightly concerned about the quality, accessibility, equity, sustainability and safety performance of transport networks; consequently, it generates significant levels of correspondence for politicians and much debate in the media. Through its media relations, communications strategy and public affairs work, PACTS is widely regarded as an authoritative and active contributor to debate on important safety issues. We will continue to operate our well-respected programme of conferences, workshops and lectures to promote awareness and debate around key research and policy issues of the day. Communications will be further enhanced with an enhanced digital communications strategy. Our focus is politicians, stakeholders and the media.
Growing a valued and well supported membership

Over many years, PACTS has successfully maintained a strong membership of organisations that has underpinned its mission, extended its influence and expertise. Subscriptions from members contribute substantially to the resources the charity requires to effectively undertake its activities. We aim to maintain and grow a valued and well supported membership.

PACTS has over 100 members, from the public, private and voluntary sectors, that form our Council of Members and working parties, all with an interest in transport safety issues. The majority relate to road transport although we also have a valuable rail expertise capability and some expert support from the air safety sector. We welcome new members to increase our range and depth of expertise and aim to expand membership where we have little or no representation, for example the bus and freight sectors.
To grow our membership, we will:

- **Recruit more widely across transport and related sectors**

  A survey of the existing membership revealed support for strengthening PACTS activities across rail and a wider spectrum of policy areas such as health and sustainable transport to achieve our transport safety vision. Similarly, we are keen to explore how we might usefully build on our existing relationship with the Air Safety Group. These activities would broaden our sphere of influence and diversity while developing greater sharing of ideas and learning across modes.

- **Enhance our engagement with the devolved authorities and administrations**

  PACTS has recognised that its membership, and subsequent influence, within the geographies of the devolved administrations of Scotland, Wales and Northern Ireland is not adequate for the increasingly devolved nature of transport safety. PACTS aims to rectify this by exploring new opportunities to expand its membership and activities in these jurisdictions.

- **Strengthen our fundraising, communications and promotional capabilities**

  Given the importance of a stable and engaged membership, there is a need to strengthen and develop the fundraising, communications and promotional capacity and experience of the Executive and the PACTS Board. This approach will help retain current members, as well as grow the organisation.

- **Enhance engagement with our membership**

  We will enhance engagement with the membership through a range of measures, including the exploitation of digital technology and media platforms, to enable the transfer of knowledge with and between members. We will demonstrate the value of membership to existing and potential individual members.
Parliamentarians recognise PACTS as a leading, independent source of trusted, technical advice on transport safety. We have a reputation for, and understand the importance of, strong, positive engagement with Parliamentarians, politicians and officials in the Government. Our recent strategy review indicates that we have the capability to develop more wide-ranging and effective impact by refreshing the ways by which we reach out, inform, persuade and enlist support.

We look to engage with Members of the UK Parliament, the Scottish Parliament, the Welsh Assembly and the Northern Ireland Legislative Assembly, seeking to inspire them to share our vision of safe transport for all, while recognising that Scotland has led the way. We look to encourage them all to deliver ambitious reductions in transport casualties, in line with the UK’s international commitments, working to reduce road deaths by 50% by 2030, towards a long-term vision of zero deaths, supported by increased investment in transport safety.
We will build stronger parliamentary participation and engagement by seeking to:

- Engage with select committees and all-party parliamentary groups where transport safety matters are relevant to their agendas.

- Enhance our engagement with the devolved authorities and administrations, and elected mayors, providing advice and support, and growing our membership more evenly across the UK.

- Increase Parliamentarians’ awareness of transport safety needs through briefings, parliamentary debates, parliamentary questions and select committee submissions.

- Engaging with Police and Crime Commissioners in England and Wales, the Scottish Police Authority and the Northern Ireland Policing Board, as they tackle roads policing issues.

- Encourage Parliamentarians to attend our conferences and Council of Members’ meetings to raise their awareness and promote discussion about transport safety matters.

- Involve, on the PACTS Board, at least one current or recent member of the UK Houses of Parliament, Scottish Parliament, Welsh Assembly or Northern Ireland Assembly.

- Continue providing the secretariat to the All-Party Parliamentary Group on Transport Safety.
Identifying and researching the right subjects at the right time

Researching the right subjects at the right time supports PACTS overarching aim to identify and promote effective policy and measures towards transport systems free from death and life-changing injury.

Research and knowledge transfer is a key element of best practice in transport safety. In support of effective transport safety activity, a large body of multi-disciplinary science and knowledge is available. This can help to direct public resource and professional activity appropriately and away from practice that is known to be ineffective.

We aim to provide informed advice in response to opportunities presented by the Parliamentary agenda, for example in Government Bills, public consultations and select committee inquiries. By accessing the global knowledge base, together with knowledge and expertise available within PACTS, we can provide succinct, accessible information to facilitate the translation of transport safety research into policies and operational practice.
We will effectively target our research by:

- Identifying and researching key elements of transport safety which relate to the prevention and reduction of death and life-changing injury in transport collisions.

- Providing thought leadership and bringing together in briefings and reports existing knowledge with recommendations for effective transport safety.

- Disseminating this through PACTS conferences, webinars etc and speaking at events organised by others.

- Identifying gaps in current knowledge – particularly around new developments and their impacts such as autonomous vehicles, electric-mobility and new technologies – and making recommendations for action orientated research.

- Exploring and articulating the synergies and tensions between identified transport safety priorities and other societal objectives to realise co-benefits and minimise conflicts, and thus enabling others to improve business cases and make better use of public resource.

- Exploring and promoting routes to implementation of a Safe System approach towards road travel free from death and life-changing injury.

- Making best use of the multi-disciplinary expertise within the PACTS Council of Members, our technical working parties and the wider community.
A Safe System Approach

PACTS is a strong advocate for implementing Safe System. This best practice approach is adopted by a growing number of authorities for preventing deaths and life-changing injuries on our roads. It acknowledges that even responsible people sometimes make mistakes that can lead to death and life-changing injury and that speed, road design, vehicle design, road user standards and their enforcement and post-crash response all contribute. Safe System aims to manage the magnitude of crash forces on the human body to remove the potential for death or life-changing injury by proactive planning and design. It encompasses the needs of all road users, regardless of how they are travelling. PACTS believes that a systemic approach is essential to achieving our vision for safety across all modes of transport.
Our behaviours are to

Seek to **serve** Parliamentarians and our members.

Take a strategic view and **provide leadership** on transport safety thinking.

Be **relevant** to current priorities and debate.

Be **practical** and focused on effective, realistic and sustainable transport safety solutions.

Ensure our views are underpinned by **rigorous**,* evidence-based* practice.