

Voices for Road Safety

VFRS Publication 001

The Charter

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Our Purpose

Voices for Road Safety exists to bring communities, organisations, professionals and decision-makers together to help reduce deaths and serious injuries on Britain's roads through collaboration, evidence and shared experience.

Our Vision

A future where every community can travel, work, exercise and enjoy Britain's roads with confidence because they are designed, managed and used as safely as possible.

Our Mission

To help authorities make informed road safety decisions by combining lived experience with research, engineering, education and partnership.

Our Values

Evidence before opinion.
Collaboration before confrontation.
Respect for every road user.
Celebrate good practice.
Support continuous improvement.
Communities at the heart of road safety.

Who We Bring Together

Drivers, young drivers, driving instructors, horse riders, carriage drivers, cyclists, motorcyclists, walkers, ramblers, joggers, dog walkers, farmers, residents, emergency services, local authorities, charities, researchers and industry.

Our Commitments

1. Base publications on reliable evidence.
2. Clearly distinguish facts from proposals.
3. Listen to every community.
4. Share successful case studies.
5. Promote practical, evidence-led solutions.

Guiding Principle

Bringing Communities Together for Safer Roads.

Closing Statement

Every statistic represents a person, a family and a community. Voices for Road Safety exists to ensure that experience, evidence and collaboration help prevent future tragedies while creating roads that everyone can use with confidence.