



The importance of sharing victims' voices



Rebecca Morris, Head of Communications,
RoadPeace, the national charity for road crash victims

About me:

- Former journalist
- Road safety marketing and PR specialist for 20 years
- Derbyshire Safety Camera Partnership, Road Safety Support, RoadPeace
- Director of Vision Zero Communications



What I'll cover:

- What is RoadPeace?
- Amplifying victims' voices
- Our campaigns:
 - The RoadPeace Challenge
 - Fix Our Broken Justice System
 - Crash Not Accident
 - When Lives Collide
- How can you help?



What is RoadPeace?

What is RoadPeace?

- RoadPeace is the national charity for road crash victims, providing support to people bereaved or seriously injured in road crashes in the UK
- We offer support via our helpline, befriender service, local groups and online meetings
- We engage in evidence-based policy and campaigning work to fight for justice for victims and reduce road danger



What is RoadPeace?

- Founded in 1992 by Brigitte Chaudhry MBE - a bereaved mother whose son was killed by a red light offender in 1990
- The driver was only fined £250 for 'a minor traffic offence'
- She realised that:
 - Road victims are not treated in the same way as victims of other crimes
 - Road crime is not seen as 'real crime'



Amplifying victims' voices

Amplifying victims' voices



Many RoadPeace members say:

- They want to be heard
- They want to campaign for change
- They want to channel their grief into something positive
- They want to prevent others from experiencing their trauma



Amplifying victims' voices

Evidence shows that real life stories:

- Make information more 'contextual and meaningful, so the audience is more likely to engage'
- Have power to evoke people's emotional responses, to impact people's beliefs and to model behaviours'



Think Cancer Research ads and other charities

Our campaigns

RoadPeace Challenge

The RoadPeace Challenge



- Now in its fourth year
- Emergency services, bereaved families, communities – Making a united stand against road harm together
- Week of action every May
- Now on the NPCC/NFCC roads policing operations calendar
- Almost £140,000 raised for RoadPeace so far!



The RoadPeace Challenge

- RoadPeace Challenge 2023



The RoadPeace Challenge



The RoadPeace Challenge 2024:

- Collectively walking, running, cycling or horse riding 1,766 miles during week of action (May 13-19, 2024)
- To honour the 1,766 people reported killed on UK roads in 2022
- Counting down from 1,766 to zero – to reflect Vision Zero



The RoadPeace Challenge



Purpose of the RoadPeace Challenge:

- Raise awareness about the unacceptable number of road deaths – 5 every day in UK
- Raise awareness about the incredible work of the emergency services
- Raise money for RoadPeace, to ensure that we can continue to provide our vital support



The RoadPeace Challenge



How you can get involved:

- Sign up to take part:
www.roadpeace.org/roadpeace-challenge/sign-up-to-the-roadpeace-challenge-2024
- Corporate sponsorship opportunities:
Show your support for local emergency services taking part – enquire:
rebecca.morris@roadpeace.org



Fix Our Broken Justice System

Fix Our Broken Justice System



- In 2022, the maximum sentence for causing death by dangerous driving was increased to **life imprisonment**
- Yet nobody has been sentenced to life despite appalling examples of driving
- Case of Frankie Julia Hough. Judge said: “Worst driving ever seen.”



Fix Our Broken Justice System



@robymvinter
Fri 7 Jul 2023 15:56 BST



Connor Chapman jailed for minimum of 48 years for murder of Elle Edwards

Chapman sentenced to life for killing of Edwards, 26, outside pub in Wallasey on Christmas Eve



Elle Edwards, an 'innocent bystander', was killed when she was hit by two bullets. Photograph: PA Media

The man who shot Elle Edwards outside a Merseyside pub on Christmas Eve has been sentenced to life in prison with a minimum term of 48 years at Liverpool crown court.

By Rahmah Ghazali
Published 19th Jul 2023.



Driver who killed former Hollyoaks star Frankie Hough in motorway crash jailed for 12 years

A 22-year-old man has been sentenced to 12 years in prison after pleading guilty to killing former Hollyoaks actress Frankie Hough in a motorway crash last May.



A BMW driver who killed former Hollyoaks actress Frankie Hough in a motorway collision was given a 12-year prison sentence. Adil Iqbal pleaded guilty to murdering Frankie, who was 18 weeks pregnant with her third child, on May 13 on the M66 near Bury, Greater Manchester.

Fix Our Broken Justice System



- Launched in September 2023 on BBC Breakfast with four bereaved families
- All were killed by drivers with previous motoring convictions, who all received lenient sentences



**Charlotte-Sky
Naglis**



Lillie Clack



**Lisa & Paul Carter
and Jade Mace**



**Frankie Julia
Hough**

Fix Our Broken Justice System



The campaign is calling for:

- Longer sentences for dangerous drivers
- Greater use of lifetime driving bans
- Immediate suspension of driving licences after serious crashes
- Tightening conditions for Exceptional Hardship
- Victims' rights to be put first



“There can be no justice
without peace, and
there can be no peace
without justice.”

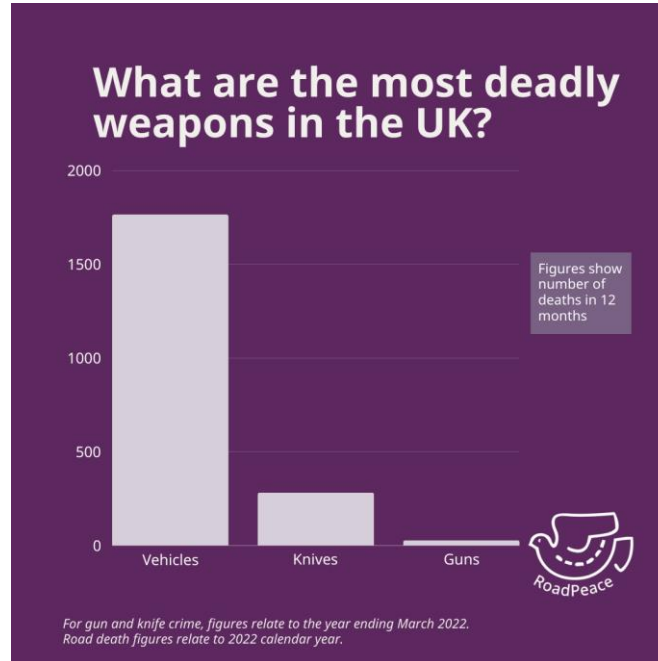
— **Martin Luther King Jr.**

#FixOurBrokenJusticeSystem

Fix Our Broken Justice System

Ultimately, we are asking for:

- Road crime to be treated as real crime
- For death by dangerous driving to be dealt with on a par with offences involving other 'lethal weapons'



Crash Not Accident

Crash Not Accident

- ‘Accident’ suggests it was was unintentional and beyond control
- One RoadPeace member once said: “The word accident is a description with an excuse embedded within it”
- ‘Collision’ or ‘crash’ are far more appropriate until the facts of the case are known



Crash Not Accident

- RoadPeace support the Road Collision Reporting Guidelines
- Department for Transport has now agreed that it will no longer use the word 'accident'
- Still working on National Highways!
- And BBC Radio...



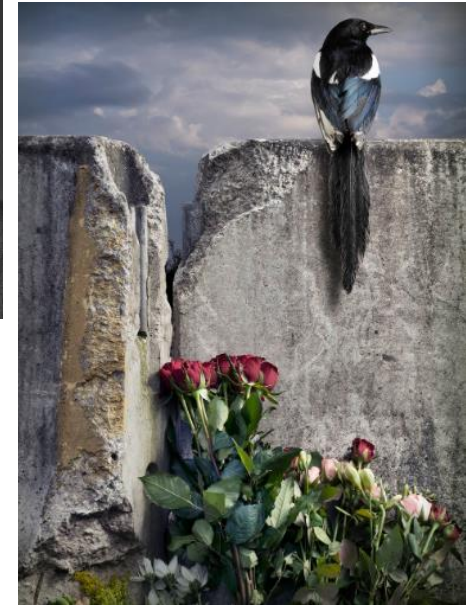
When Lives Collide

When Lives Collide

- Sharing victims' voices through photography
- Two national exhibitions 30 years apart
- Photographer Paul Wenham- Clarke, from AUB
- Returning to Birmingham in July 2024



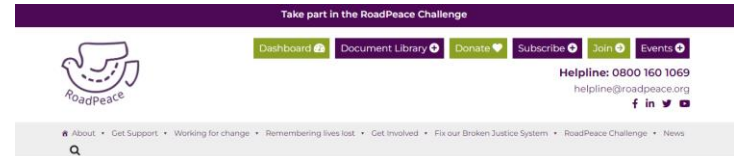
When Lives Collide



How can you help?

How can you help?

- Sign up to take part in the RoadPeace Challenge 2024
- Become a corporate sponsor of the RoadPeace Challenge 2024
- Don't use the word 'Accident'
- Tell people about RoadPeace



Welcome to RoadPeace, the National Charity for Road Crash Victims

We provide information and support services to people bereaved or seriously injured in road crashes, and engage in evidence-based policy and campaigning work to fight for justice for victims and reduce road danger.

[Learn More](#)



Watch our video to learn more about the support we provide

www.roadpeace.org

How RoadPeace Helped



Thank you

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