

- **Compliance statement & Apologies for absence:**

Stuart Jackson

- **CJAM update:**

Christine Joyce; Jason Simms

- **Finance/Membership:**

Christine Joyce; Jason Simms

- **TyreSafe.org members' area:**

Jason Simms

- **Communications results 2017:**

Jason Simms

- **Tyre Safety Month 2017:**

Christine Joyce; Jason Simms

- **Tyre Safety Month 2018:**

Christine Joyce; Jason Simms

- **Forthcoming campaigns:**

Christine Joyce; Jason Simms

- **Forthcoming activities:**

Christine Joyce; Jason Simms

- **Part worn tyres & Trading Standards:**

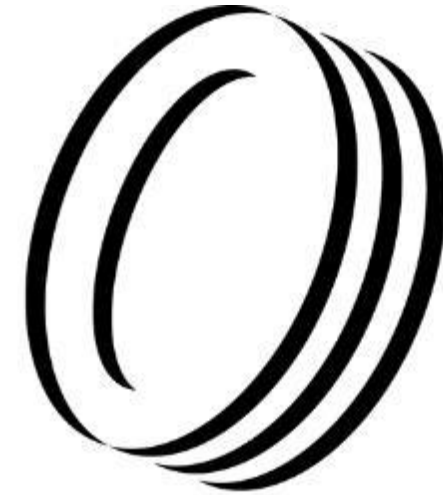
Christine Joyce; Jason Simms

- **Any Other Business:**

Chaired by Stuart Jackson

SAFE TYRES SAVE LIVES

Meeting of steering committee members of the TyreSafe CIO



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SAFE TYRES SAVE LIVES

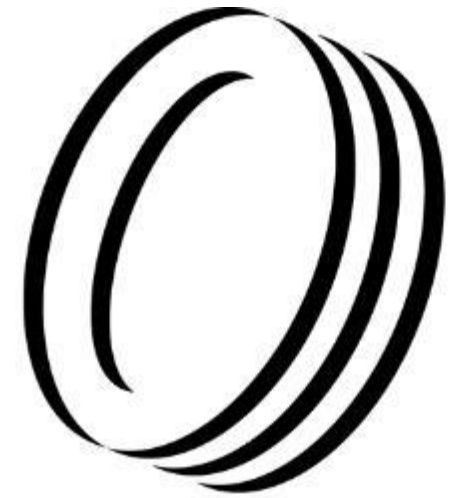
11 January 2018

Compliance statement & Apologies for absence

Stuart Jackson, Chairman



SAFE TYRES SAVE LIVES



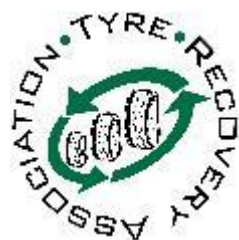
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CJAM update

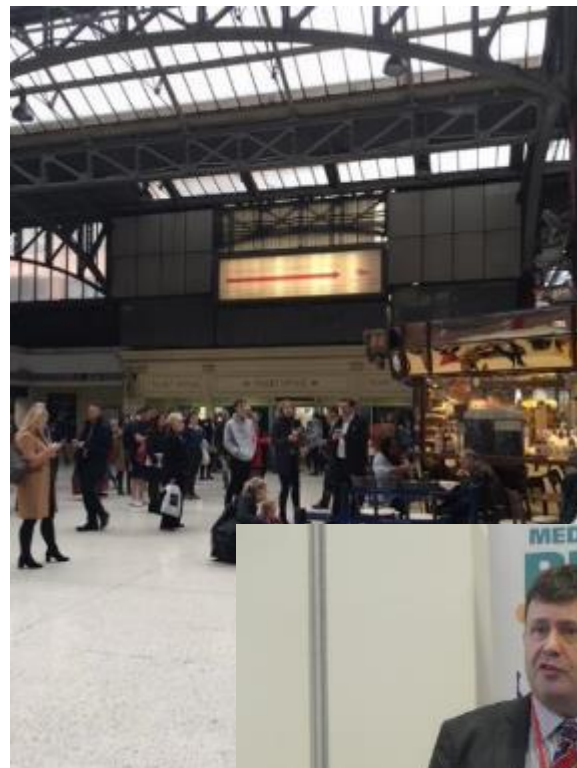


CJAM update

We are
barleylands



CJAM update



Discover a New you

Mark Newey is a mental health expert who's helped thousands of stressed commuters and busy professionals achieve a healthier, happier work-life balance. His revolutionary seminar 'Liberation' is coming to Cambridge soon. Book now and begin your journey towards a new life that you'll love



The Liberation Seminar

Get off from stress, anxiety and depression

Friday 18:15 to 20:45 or Saturday 17th November 9:15 to 11:45

Venue: Anglia Ruskin University

markneweymethod.com

#NeweyYou
markneweymethod.com



Boston Place IVF clinic, just a few baby steps from Marylebone station

Boutique IVF care, just over 100m from this station

Boston Place
bostonplace.co.uk

Embarking on IVF? Experience first class

Boutique IVF care, just a few baby steps from this station

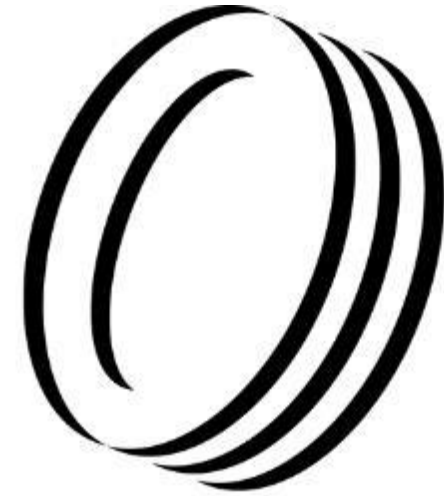
Boston Place
bostonplace.co.uk

Finance/Membership

Christine Joyce



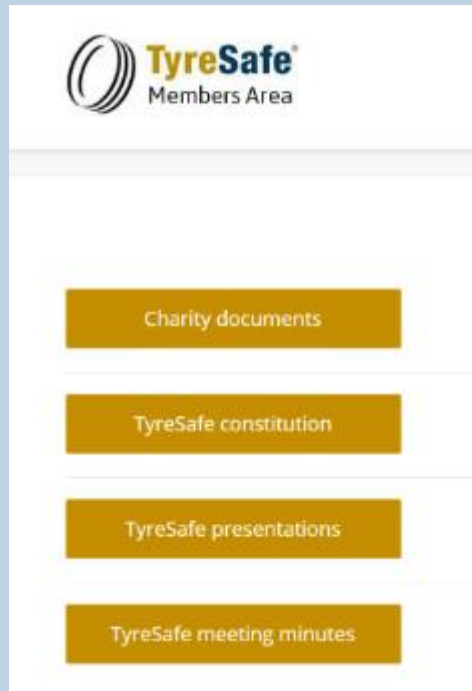
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TyreSafe.org members' area

Jason Simms, Communications



SAFE TYRES SAVE LIVES



Log-in: [tyresafe.org/members](https://www.tyresafe.org/members/)

<https://www.tyresafe.org/members/>



TyreSafe constitution

Upload TS Constitution Documents here:

TyreSafe Constitution – CIO Signed 1

TyreSafe-Constitution-CIO-Signed-1.pdf

1 / 28

CONSTITUTION OF A CHARITABLE INCORPORATED ORGANISATION WITH VOTING MEMBERS OTHER THAN ITS CHARITY TRUSTEES ("Association")

Date of Constitution 21 March 2016

1. NAME

The name of the Charitable Incorporated Organisation (the "CIO") is TyreSafe

2. NATIONAL LOCATION OF PRINCIPAL OFFICE

The CIO must have a principal office in England or Wales. The principal office of the CIO is in England.

3. OBJECTS

3.1 The preservation and protection of health and the saving of lives by providing education to the public on the subject of road safety to reduce the number of deaths and injuries which occur on public roads, in particular in relation to tyre safety.

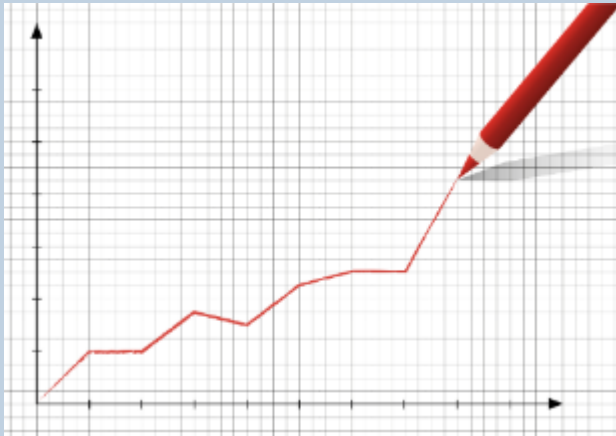
3.2 Nothing in this constitution shall authorise an application of the property of the CIO for the purposes which are not charitable in accordance with section 7 of the Charities and Trustee Investment (Scotland) Act 2005] and section 2 of the Charities Act (Northern Ireland) 2008

4. POWERS

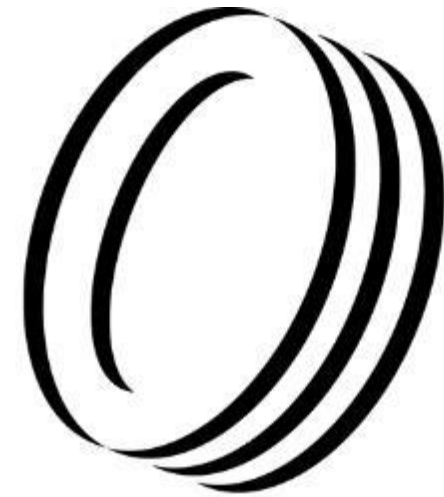
4.1 The CIO has power to do anything which is calculated to further its objects or is conducive or incidental to doing so. In particular, the CIO's powers include power to:

4.1.1 borrow money and to charge the whole or any part of its property as security for the repayment for the money borrowed. The CIO must comply as appropriate with section 124 and 125 of the Charities Act 2011 if it wishes to mortgage land;

Communication results 2017



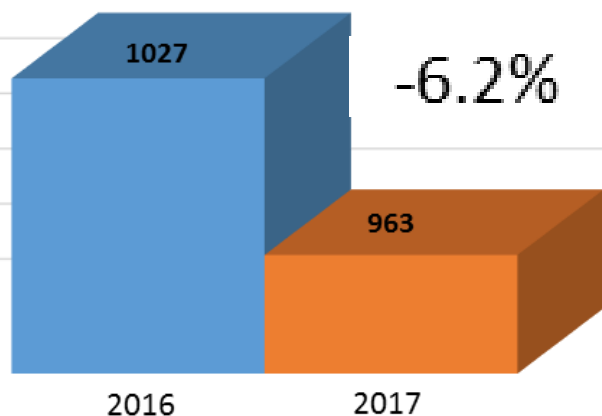
SAFE TYRES SAVE LIVES



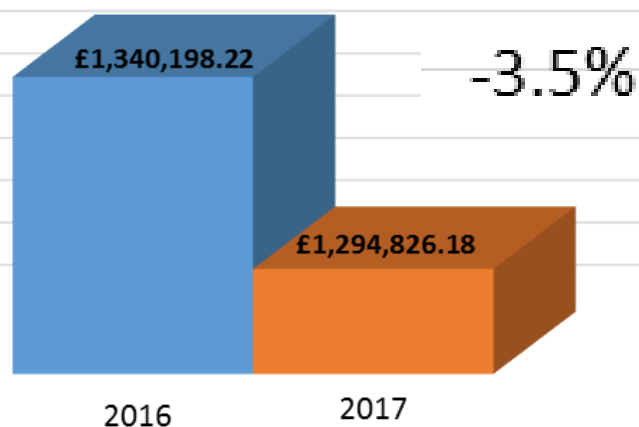
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Print & broadcast coverage 2017 calendar

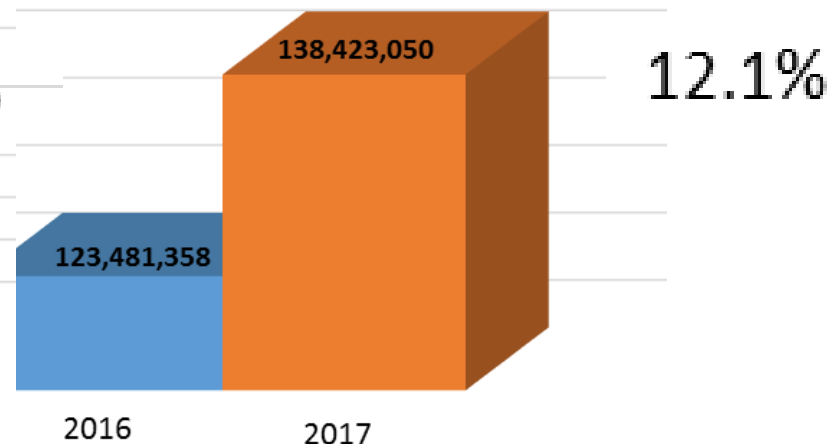
Annual number of articles



Annual EAV



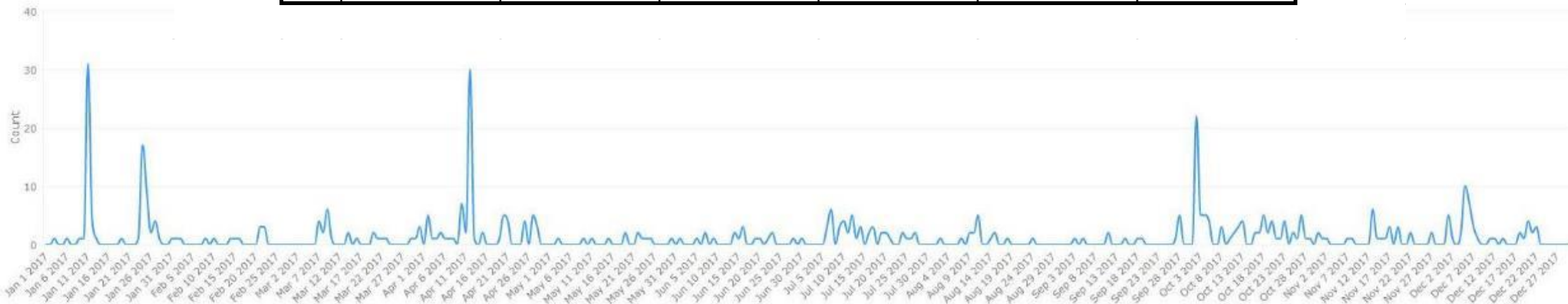
Annual circulation



2017	Articles	Circulation	EAV
Consumer Magazines	24	1,522,090	£92,178.82
Regional Dailies / Weeklies	507	8,660,577	£309,882.04
Trade	91	597,869	£149,523.28
Broadcast	60	2,435,217	£18,137.60
Nationals	4	75,787,885	£643,608.48
Web and Wire	277	49,419,412	£81,495.96
Total	963	138,423,050	£1,294,826.18

Web coverage

	No of Clippings		Reach		AVE	
2016	588	-24.7%	536,230,839	21.3%	£4,960,135.26	21.3%
2017	443		650,197,830		£6,014,329.93	



Social media – key stats 2017 vs 2016



Followers/Likes

1749 (22%)

Reach

263,314 (-18%)

Engagement

3.6% (-4%)



Followers

5548(11%)

Impressions

949,900 (-18%)

Engagement

1.1% (4%)



Subscribers

528 (20%)

Views

44,932 (-38%)

Shares

460 (33%)

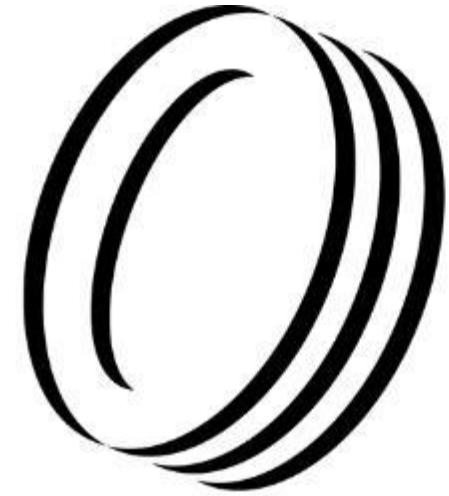


Website – key stats

TyreSafe Analytics: Stats 2017			
	Year End 2017	Variance 17 vs 16	Variance 17 vs 16 (%)
Visits	516,375	188,919	57.69%
Unique visitors	446,942	156,279	53.77%
Page views	713,528	229,257	47.34%
Pages/Visits	1.4	-0.1	-7.21%
Average visit duration (secs)	41	-14	-24.96%
Bounce rate %	84.92%	3.22%	3.92%
% New visits	84.21%	-1.90%	-2.20%
Acquisition: Search	228,530	-8986	-3.78%
Acquisition: Direct	50,431	-2,794	-5.25%
Acquisition: Referral	17,898	-4,845	-21.30%
Acquisition: Social	21,013	7,623	36.28%
Acquisition: Email	304	-225	-42.53%
Acquisition: Newsletter	4	-49	-1225.00%
Acquisition: Paid Search	198,195	198,195	N/A

TSM 2017

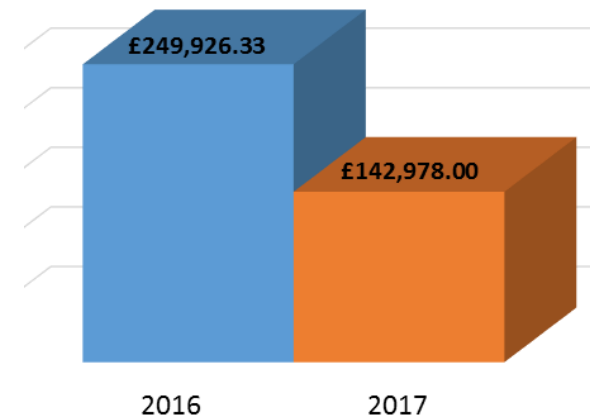
SAFE TYRES SAVE LIVES



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SAFE TYRES SAVE LIVES



October EAV



TyreSafe Quiz



Welcome to the TyreSafe Test

Your ranking will be judged on both the number of questions you get right AND the time it takes to complete the test.

The clock starts as soon as you see the first question. Don't forget to share your results at the end.

[START TEST >](#)

1200 entrants by end of October
1700+ to date

Test Leaderboard

Tyre Safety Quiz October

Show **30** entries

1 2 3 4 5 ... 57

Name		Score	Out of	Percentage	Time	Date
Grabhams Autocare	#1	20	20	100.00	52 seconds	4th January 2018 4:17 pm
Hopley Tyres	#2	20	20	100.00	56 seconds	5th October 2017 9:08 am
Grabhams Autocare	#3	20	20	100.00	57 seconds	4th January 2018 4:15 pm



TSM partner activities

32 clips in Gorkana

Protyre radio day & blogger

Cambridge council buses

Paid for campaigns – Bridgestone reach into tens of millions

Kwik Fit, Ford displays in reception areas and HQs

Fire services & police dual branded

Avon & Cooper sponsorship leverage

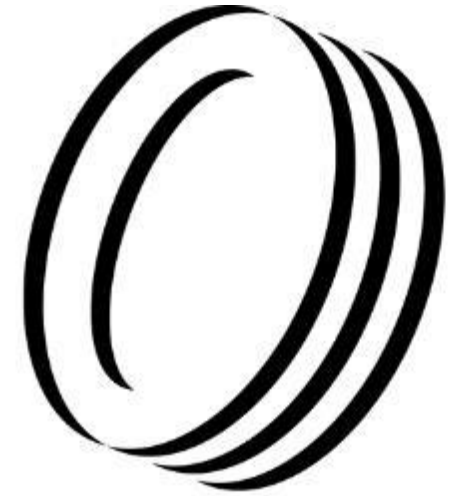
Chelsea FC



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TSM 2018

SAFE TYRES SAVE LIVES



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Get into the Groove(s)

**GET INTO
THE GROOVE**



TyreSafe

The **20p** tread depth test.
Get into the groove
once a month, every month.



SAFE TYRES SAVE LIVES tyresafe.org

**GET INTO
THE GROOVE**



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Get into the groove
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Get into the Groove(s)



**TYRESAFE'S
GREATEST HITS**

**UNDER
PRESSURE!**

Make sure your
tyres have the
**CORRECT
PRESSURES**

**HOW DEEP IS
YOUR TREAD!**

Get into the
groove with the
**20p TREAD
DEPTH TEST**

**EVERY CHECK
YOU TAKE**

Get down and
check your
**TYRES
CONDITION**

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**Tune into
Tyre Safety**


Get into the groove.
CHECK YOUR TYRES
once a month, every month

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Get into the Groove(s)



**Tune into
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**GET INTO
THE GROOVE**

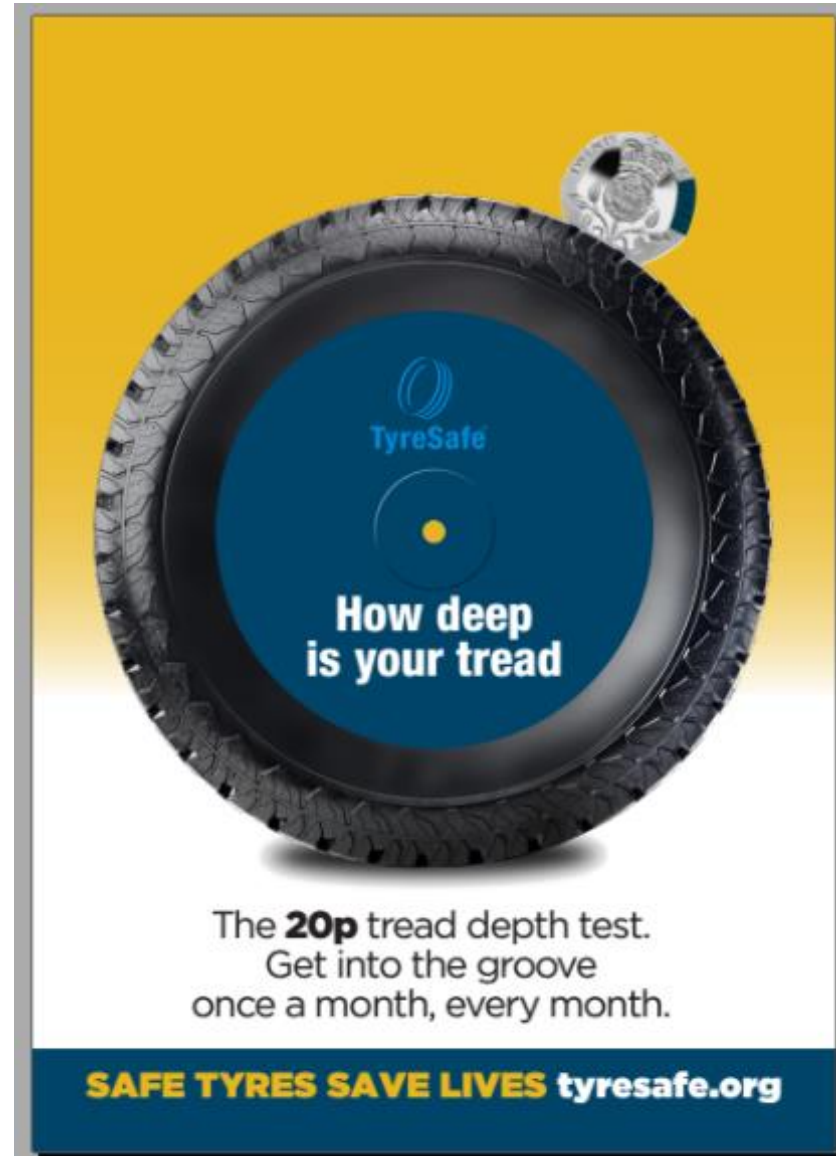



TyreSafe
Tune into tyre safety.
CHECK YOUR TYRES
once a month, every month

SAFE TYRES SAVE LIVES tyresafe.org



Get into the Groove(s)



Get into the Groove(s)



GET INTO THE GROOVE

GET INTO THE GROOVE
TyreSafe

The **20p** tread depth test.
Get into the groove
once a month, every month.

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SAFE TYRES SAVE LIVES

Get into the Groove(s)

**TYRESAFE'S
GREATEST HITS**



TyreSafe®

**HOW DEEP
IS YOUR
TREAD**

**UNDER
PRESSURE**

**EVERY CHECK
YOU TAKE**

Tune into tyre safety.
CHECK YOUR TYRES at least once a month

SAFE TYRES SAVE LIVES tyresafe.org

**TYRESAFE'S
GREATEST HITS**



TyreSafe®

**HOW DEEP
IS YOUR
TREAD**

**UNDER
PRESSURE**

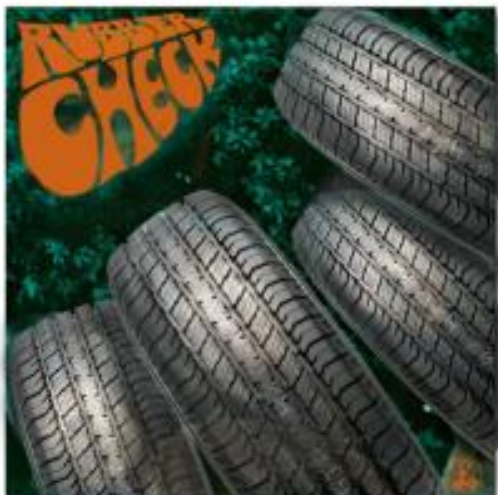
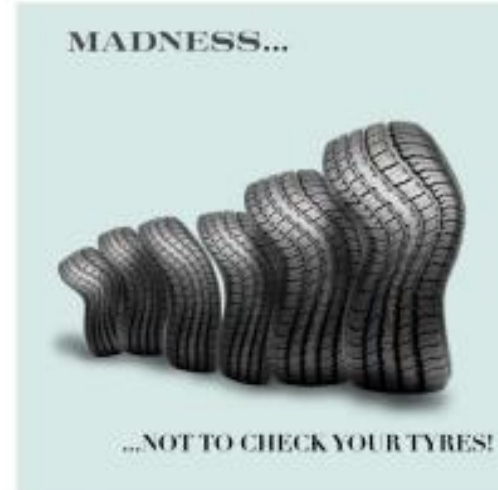
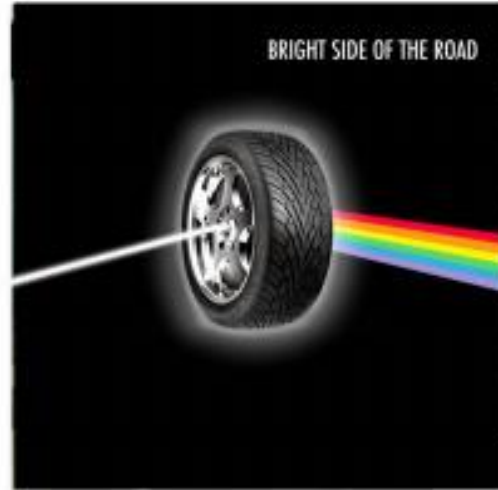
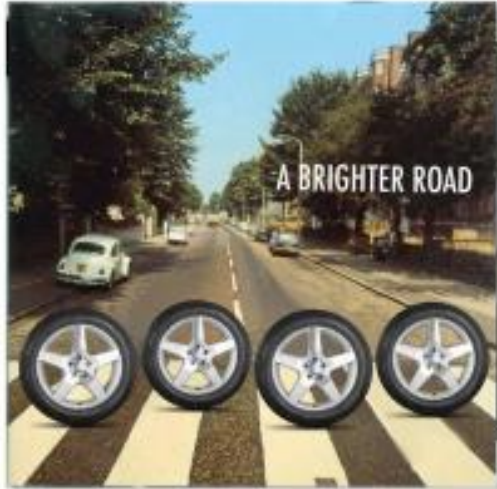
**EVERY CHECK
YOU TAKE**

Tune into tyre safety.
CHECK YOUR TYRES at least once a month

SAFE TYRES SAVE LIVES tyresafe.org



Get into the Groove(s)





Or...



Tyre fitness

**KEEP YOUR TYRES
FIT FOR THE ROAD**





 TyreSafe

Give your tyres a monthly fitness check

SAFE TYRES SAVE LIVES tyresafe.org

**KEEP YOUR TYRES
IN GOOD SHAPE**




 TyreSafe


Give your tyres a monthly fitness check

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Tyre fitness

**KEEP YOUR TYRES
FIT FOR THE ROAD**


A car wheel with a silver alloy rim is positioned on a treadmill. The treadmill is a silver and black exercise machine with a black belt and a silver frame. The wheel is centered on the belt, and the treadmill is angled slightly upwards.


TyreSafe

Give your tyres a monthly fitness check

SAFE TYRES SAVE LIVES [tyresafe.org](https://www.tyresafe.org)

**KEEP YOUR TYRES
IN GOOD SHAPE**

A car wheel with a silver alloy rim is positioned on a treadmill. The treadmill is a silver and black exercise machine with a black belt and a silver frame. The wheel is centered on the belt, and the treadmill is angled slightly upwards.

TyreSafe

Give your tyres a monthly fitness check

SAFE TYRES SAVE LIVES [tyresafe.org](https://www.tyresafe.org)




Tyre fitness



**LOOK AFTER YOUR TYRES
AND THEY'LL LOOK AFTER YOU**
Give your tyres a monthly **HEALTH CHECK**

SAFE TYRES SAVE LIVES tyresafe.org



**LOOK AFTER YOUR TYRES
AND THEY'LL LOOK AFTER YOU**
Give your tyres a monthly **HEALTH CHECK**

SAFE TYRES SAVE LIVES tyresafe.org



Briefing & Awards 2018

12 July 2018, The Belfry Resort, Wishaw

27 registrations to date



Awards categories

Independent Garage Award – Westgate Tyres

Franchise Dealership Award – Ford

Online and Social Media Award – Sussex Safer Roads Partnership

Emergency Services Award – Northampton Fire and Rescue Service and Northampton Police

Safety in the Community – Cheshire Fire and Rescue

Innovation and Use of Technology – Bridgestone

Vehicle Manufacturer – Toyota

Tyre Retailer – Micheldever Protyre

Tyre Manufacturer – Yokohama

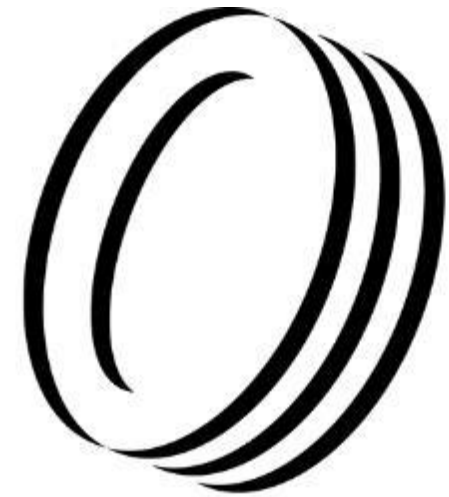
Highly Commended – Central Bedfordshire

Outstanding Achievement – Bridgestone



Forthcoming campaigns

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A suggestion



2018 campaigns

New LCV market falls in 2017 but overall demand remains at high level

05 JANUARY 2018 #CV NEWS #LCVS #REGISTRATIONS #SMMT NEWS

- New light commercial vehicle registrations fall -3.6% to 362,149 units in 2017 – the first decline since 2012, but market still third highest in a decade.
- Demand for pick-ups continues to grow – up 7.8% in 2017 as large van registrations fall -3.1%.
- December van registrations increase 2.9% to 28,016 vehicles.

[SEE LCV REGISTRATIONS BY BRAND](#)

[DOWNLOAD PRESS RELEASE AND DATA TABLE](#)

The new light commercial vehicle (LCV) market declined in 2017, a -3.6% fall on 2016, according to the latest figures released today by the Society of Motor Manufacturers and Traders (SMMT).

REGISTRATIONS OF VANS plus LCVs 3.5T-6T by MONTH

	Dec-17	Dec-16	% change
Pickups	4,071	3,840	6.0%
4x4s	41	49	-16.3%
Vans <= 2.0t	1,887	2,371	-20.4%
Vans > 2.0-2.5t	3,846	4,077	-5.7%
Vans > 2.5-3.5t	18,171	16,902	7.5%
All Vans to 3.5t	28,016	27,239	2.9%
Rigids > 3.5-6.0t	675	505	33.7%



Home Safely 3

- Teenagers
- Family chauffeur



**ALWAYS DRIVING
YOUR KIDS AROUND?**

Taking them to dancing lessons. Picking up from football practice.
Going swimming. Collecting them and their friends!

GET THERE SAFELY ON SAFE TYRES
CHECK YOUR TYRES ONCE A MONTH, EVERY MONTH.



**Home Safely
on Safe Tyres**



Add CHECK TYRES to your birthing checklist!

Simple checks can save lives.
Visit www.tyresafe.org for your guide
to safe tyre checks. TyreSafe is the UK's
leading tyre safety organisation dedicated
to raising awareness about the dangers
associated with defective or illegal tyres.



SAFE TYRES SAVE LIVES tyresafe.org

Whoever you are,
Parent, Grandparent,
Carer, Babysitter, Aunt,
Uncle, Friend, if you're
driving with children
make sure you
**GET HOME SAFELY
ON SAFE TYRES**



SAFE TYRES SAVE LIVES tyresafe.org

Motorcycle

Tyre related accidents by vehicle type			
Motorcycle	% of reg vehicles	% of accidents	Representation variance
2006	3.7%	7.2%	195.6%
2007	3.7%	6.8%	184.6%
2008	3.8%	9.6%	252.8%
2009	3.8%	9.6%	253.9%
2010	3.6%	7.8%	216.0%
2011	3.6%	9.7%	270.7%
2012	3.5%	7.3%	210.0%
2013	3.5%	10.3%	293.2%
2014	3.4%	8.2%	240.3%
2015	3.4%	6.6%	193.8%
2016	3.3%	9.5%	287.5%

- Puncture repairs
- 60% of tyres sold are Z or higher, so according to British Standards cannot be repaired



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Summer 2018

<i>Ave rank by casualties</i>	Month	Rank in 2014	Rank in 2015	Rank in 2016
<i>1.3</i>	July	<i>2</i>	<i>1</i>	<i>1</i>
<i>3.3</i>	August	<i>1</i>	<i>3</i>	<i>6</i>
<i>3.3</i>	June	<i>6</i>	<i>2</i>	<i>2</i>
<i>3.7</i>	January	<i>3</i>	<i>5</i>	<i>3</i>
<i>6.3</i>	May	<i>4</i>	<i>10</i>	<i>5</i>
<i>7.0</i>	February	<i>5</i>	<i>9</i>	<i>7</i>
<i>7.0</i>	March	<i>9</i>	<i>8</i>	<i>4</i>
<i>7.3</i>	October	<i>8</i>	<i>6</i>	<i>8</i>
<i>8.3</i>	September	<i>10</i>	<i>4</i>	<i>11</i>
<i>9.3</i>	April	<i>7</i>	<i>11</i>	<i>10</i>
<i>10.0</i>	November	<i>11</i>	<i>7</i>	<i>12</i>
<i>11.0</i>	December	<i>12</i>	<i>12</i>	<i>9</i>

Reported tyre-related accidents by month

Average over past three reported years

Source: DfT RRCGB



Summer 2018

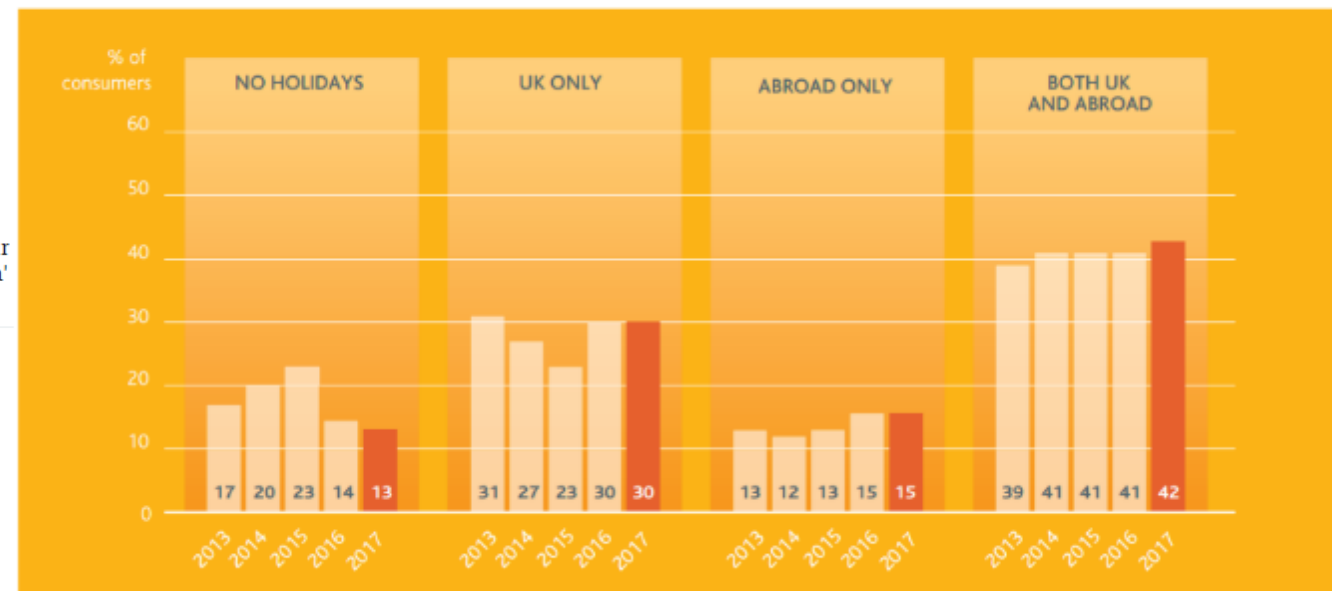


SPORT | TV & SHOWBIZ | NEWS | FABULOUS | MONEY | MOTORS | TRAVEL

All Motors | News | Reviews | Buy | Valuations

In 2016 Visit England reported 6.9m Britons were planning an overnight stay in the UK, up from 5.1m in 2015. Visit England

BRITONS TAKING A HOLIDAY 2013-2017



CARRY ON CAMPING Brits buying more caravans and motor homes as 'staycations' rise after Brexit

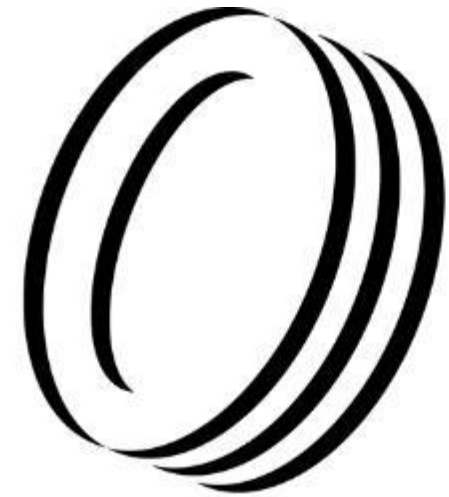
Sales of caravans and motor homes have soared in the last year as Brits holiday at home rather than fly abroad. The 'staycation' is proving increasingly popular post-Brexit

By Joe Finnerty, Digital Motors Editor
14th December 2017, 12:57 pm | Updated: 14th December 2017, 5:06 pm



Forthcoming activities

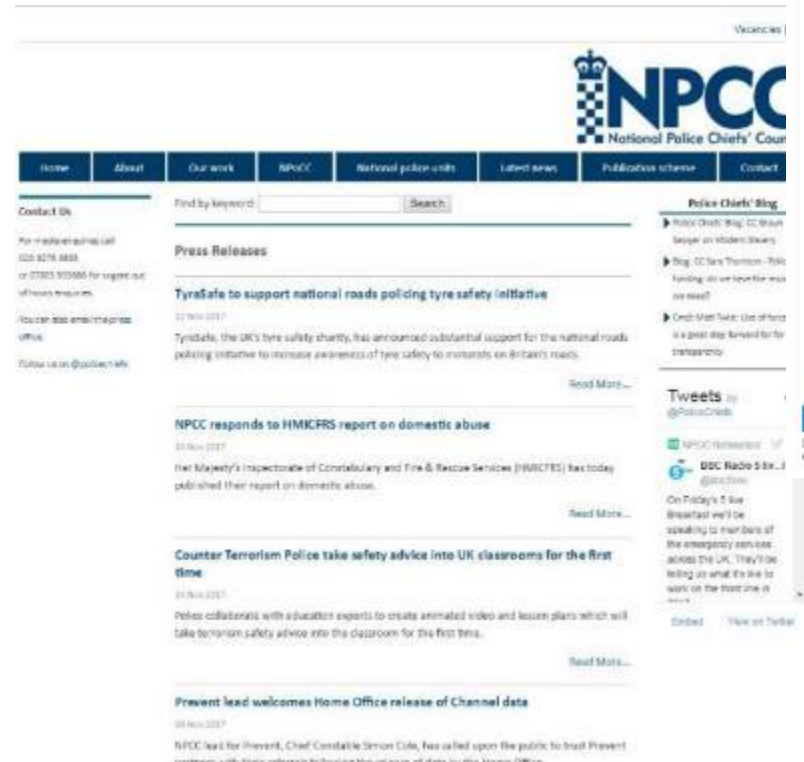
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National roads policing initiative

- Each force has individual allocation
- Photo opp & physical handover
- Photo opp w/c 29th January
- Ideally regional
- Will ask for TyreSafe representatives



National roads policing initiative

TYRE TREAD DEPTH GAUGE

ACT NOW

Check your vehicle's tyres at least once a month and before long journeys

AIR PRESSURE:

are all tyres at the vehicle manufacturer's recommended pressure?



CONDITION:

are all tyres free of lumps, bumps, cracks, cuts or embedded objects?



TREAD DEPTH:

are all tyres above the legal limit of 1.6mm? Use the 20p test to check



tyresafe.org
[@TyreSafe](https://twitter.com/TyreSafe)
theteam@tyresafe.org

DON'T HAVE A DEPTH GAUGE?

Simply place a **20p coin** into the main tread grooves of your tyres.

Check at least three locations around each tyre.



Your tread depth is above the legal limit.



Your tyres may be illegal and unsafe.

TYRE SAFETY



10 million = 1 in 4

Over 10m illegal tyres on Britain's roads every year, potentially one in every four cars



27%

27% of MOT failures are due to tyre-related defects



£2,500

A maximum £2500 fine & 3 penalty points for each defective tyre

HOW TO USE YOUR TYRE TREAD DEPTH GAUGE

IMPORTANT

Keep the calliper face clean
Prevent any liquid from getting into the slider
Remove the battery when not in use for long periods

BATTERY REPLACEMENT

When the display digits flash, the battery should be replaced
Contains 1.5v SR44 battery

OPERATION

Ensure the battery is located with the positive (+) upward
Switch the gauge ON (red ON/OFF button)
Close the jaws against a clean flat surface and press yellow ZERO button
Select between mm's and inches using the blue mm/inch/F button
The depth gauge is now ready to use
Switch the gauge OFF when finished



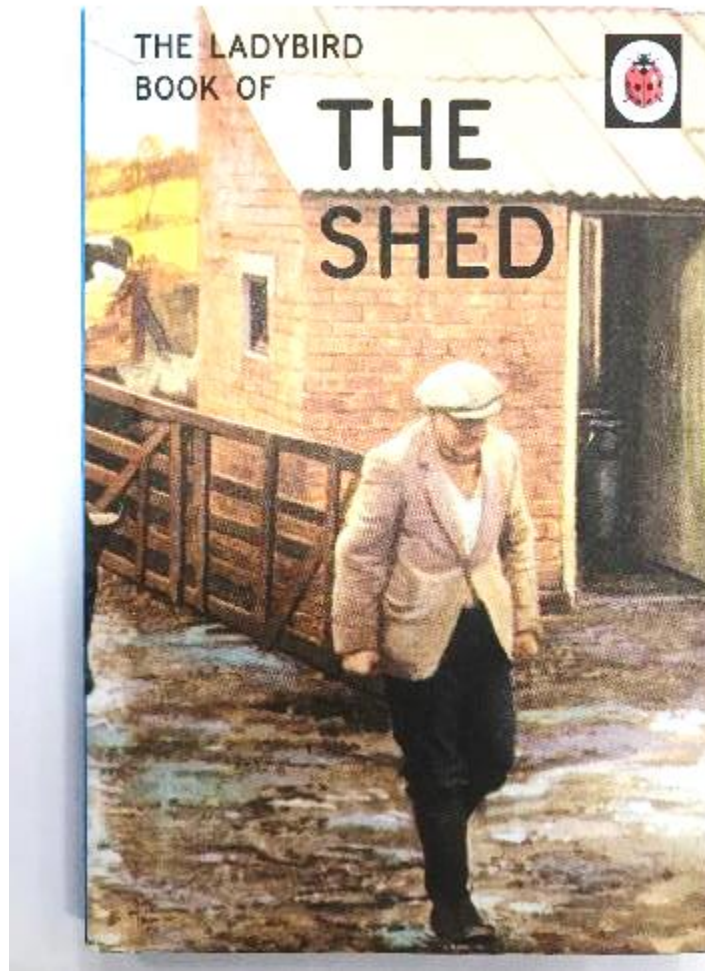
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PFEW/NPCC Roads Policing Conference 2018

30th & 31st January
Transport minister?



Tongue-in-cheek Ladybird book?



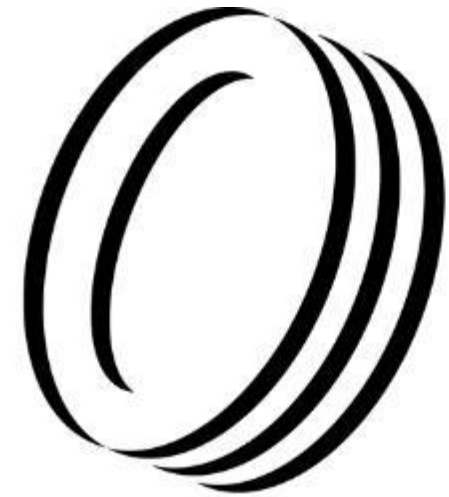
Proposed

- Communications lead workshop
- Technical know-how guides for website
- Dual-branded tread gauges



Part worn & Trading Standards

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Part worn - investigations

CROYDON

www.croydon.gov.uk

TStoday.
TRADING STANDARDS MAGAZINE

August 2017
www.tradingstandards.uk



Scams and ladders

Special report on CTSI
Conference in Harrogate



London Trading Standards



TyreSafe
SAFE TYRES SAVE LIVES

Part worn - investigations

Croydon	Complaint part worn tyre inspection	Tyre from Croydon	01/08/2017	Press release issued
Hertfordshire	Test purchase part worn tyre test inspections	Hertfordshire County	15/08/2017	11 test purchase tyres were inspected.
				7 out of the 11 test purchase tyres were sold illegally
				5 out of the 11 test purchase tyres had damage or defects that would pose a risk to safety if put back into service
				6 out of the 11 test purchase tyres had the required PART WORN marking.
				One tyre was 22 years old.
Newham	Test purchase part worn tyre test inspections	Newham, London	02/11/2017	6 test purchase part worn tyres were inspected.
				6 out of the 6 test purchase tyres were sold illegally in my opinion.
				0 out of the 6 test purchase tyres had the required PART WORN marking.
				1 out of the 6 test purchase tyres had damage that would pose a safety risk if put back into service. This was a cable clip penetrating the tyre.
				1 tyre was over 18 years old.
Thurrock	Part worn tyre dealer visits	Thurrock area	09/11/2017	5 part worn tyre dealers in the Thurrock area were visited.
				15 part worn tyres from the stock of the 5 dealers were inspected.
				8 out of the 15 tyres inspected had problems that that could impair safety, the most common being bad puncture repairs (4 tyres).
				3 out of the 15 tyres inspected had the required PART WORN tyre marking.
				1 out of the 15 tyres inspected complied fully with the part worn tyre regulations in terms of condition and markings.
	Complaint part worn tyre inspection	Thurrock	09/11/2017	The complaint tyre had significant age-related deterioration and was over 9 years old.

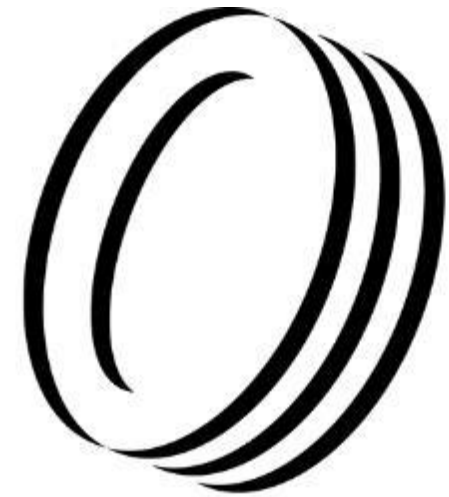
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Part worn - concept



Any other business

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