

# Vision, Mission and Value Statements

## Our Vision:

**Zero Road Deaths and Injuries.**

*(Getting to Zero isn't Impossible, it Just Hasn't Been Done Yet!)*

### Rationale:

Safety is the basic need of every man, woman and child and is the backbone of contentment. A safe environment can also be described as 'Life's Hygiene'. A need and desire that provides everyone with the opportunity of a life free from disrespect, and humiliation. People want to be appreciated, not just for who, or what they are, but also for what they can offer – no matter how little that is.

A1 Road Skills have empowered themselves to work tirelessly towards reducing road casualties among all categories of road users by working to increase awareness of the benefits of a safe driving strategy, and the rewards that safe driving for life can bring **SAFETY!**

## Our Mission:

**To encourage individuals and companies alike to appreciate and realise the benefits of adopting and implementing safe driving practices .... because every road death and injury is one too many.**

### Rationale:

To constantly work towards our vision, A1 Road Skills have produced this Mission Statement. It empowers the Company to investigate every avenue, and to search for every opportunity, which will assist them to reach their goal – a safe environment for all road users. In this term, 'road users' include not only those defined by the Highway Code, but also 'vulnerable road users' whose right to enjoy a free and unhindered passage while using the roads is enshrined within the codes of Human Rights.

A1 Road Skills are by no means alone in this desire and continue to work alongside other NGO's to contribute towards the shared aim of reducing road casualties to zero. That sounds an impossible target, but it's only impossible if we give up before we even start. Apathy is an easy opt out. Empathy involves effort.

Several regions around the world need help, and sometimes direction, to secure safe rights for their populations, to allow their governments to nurture a road safety philosophy among their road users.

With so much experience and understanding of domestic and international road safety matters, A1 Road Skills are well placed, and qualified, to continue to offer their assistance in this global issue.

## Our Values:

### **Life.**

We are committed to contributing in every way we can to reducing death and life changing injuries resulting from road crashes worldwide. This is our priority and passion and underpins all our work. We are passionate about this task.

Death and injuries on the roads of the UK alone costs the economy far more than it can afford every year. Adding the costs of medical treatment and care for those who become injured because of a road crash, and the sometimes lifetime social care needed for those who are left behind, approximately equates to the cost of 20 new hospitals which could be built in the UK every year. The need for this lifetime care is an avoidable and unacceptable burden on the remainder of society and must be addressed.

Safer roads are vital in reducing road casualties, both in the UK and worldwide, and we will continue to work tirelessly with all who share that passion.

**Medicine and invention prove that nothing is impossible.**