



United Kingdom
Road Offender Education
3 Year Strategy 2019 - 2021



Our Vision.

The safest roads in the world with zero road death and serious injury.



WELCOME

At the heart of the National Driver Offender Retraining Scheme (NDORS) UKROEd is the single national governance body, developing the scheme, setting standards and through assessment and guidance ensuring quality. We are proud of our agreement with the UK police forces to manage the scheme on their behalf and help them to maximise the benefit from driver low-level offending awareness rather than prosecution

This, our Strategic Plan, sets out the vision, goals, priorities, foundations and values as well as outlining our strategic map for the next 3 years. This will guide our staff, associates, contractors, partners and those providing the courses and presenting to those attending the courses.

It outlines our strategic approach over the next 3 years which will major on high quality courses, meaningful training of our presenters, appropriate presentations and excellence through everything we do. In a world of risk, uncertainty and opportunity it is important we define our aims and objectives and ensure we have the skills and people to meet our goals. UKROEd has committed, skilled and experienced staff and is therefore well positioned to create, redesign and deliver the highest governance of the NDORS Scheme.

Our strategic plan was developed from direct contributions from our dedicated staff and consultations we have had over the last year with our partners as well as our Board of Directors. We encourage active participation of our stakeholders involved in the provision of offender awareness courses and together we will build on our strengths, address any weaknesses and work hard to realise our potential in providing the rules and guidance for this innovative scheme and meet our strategic goals.

A large number of action plans will emerge from our goals, some purely administrative, some tactical and some calling on the skills and talents of our partners. Our executive staff will, guided by the document, develop annual business plans with activities and targets as well as introduce meaningful performance measures.

I am proud to head up our committed team and commend this strategic plan to you.

Jerry Moore

Jerry Moore OBE
CEO UKROEd

ABOUT US.

UKROEd is a private not-for-profit company, which conducts the management and administration of the NDORS Scheme on behalf of the Road Safety Trust.

The name UKROEd is derived from United Kingdom Road Offender Education - emphasising its focus on the education and training of drivers who commit low level road traffic offences across the UK.

The functions of UKROEd are to provide course specification, quality assure trainers and providers and enable the public to choose where to attend a course anywhere in the UK. We are also responsible for the collection and distribution of course provider administration charges and police force enforcement cost recovery charges.

OUR PURPOSE.

We will...

“Develop, licence and quality control a programme of learning and education to influence people to be safer and more considerate road users.”

OUR GOALS.

This Strategy identifies two clear goals for the organisation.



**Prevent
offending.**



**Prevent
re-offending.**

▲ PRIORITIES.

To achieve our goals we have developed a clear set of priorities for 2019 - 2021. Progress will be measured annually and continually evaluated to ensure we are achieving our aims.



High Quality Education Programme.

- We are committed to developing high quality education programmes and courses that support a change in road user behaviour and attitude.
- We will support the professional development of our staff and those involved in delivering the NDORS programme.
- We will plan, develop and deliver an effective UKROEd Academy that supports the NODORS scheme.



Effective Stakeholder Relationships.

- We will seek to create positive relationships with all those involved in the scheme. (the National Driver Offender Retraining Scheme). We will achieve this by developing a consistent approach to, and careful management of stakeholder expectations. This approach will be underpinned by our code of ethics and will seek to balance appropriateness with the aims and objectives of the organisation.
- We will consult and develop appropriate communication channels, taking responsibility, so that we are better able to anticipate and respond appropriately to differing stakeholder needs. We believe that only through effective stakeholder relations can we begin to create a clear spirit of shared responsibility to increase both quality and performance outcomes.



Ensure Compliance with Standards and Assuring Quality.

- We will ensure we develop, manage and evaluate our approach to compliance.
- We will maintain the highest professional standards of conduct and performance. This priority sets out through the licensing programme how the Scheme's obligations and responsibilities are maintained. We will ensure we provide a fair, effective and consistent method of dealing with any complaint or failure to comply. We will encourage all stakeholders to maintain an exemplary standard of behaviour which is consistent with our Code of Ethics.
- We will respond responsibly, appropriately and proportionately to all complaints.



Persuasive Public Engagement and Influencing.

- We will develop an effective and responsive engagement and communication model that responds to and informs public opinion.
- We will ensure we monitor and evaluate our interaction and response to all stakeholders.
- Through effective communication we will ensure we provide information on the purpose of UKROEd, the NDORS Scheme and new NDOPRs course developments.

▲ FOUNDATIONS.

Our foundation objectives are key to achieving success.

We recognise that we must deliver against our stated activities and we will do this by planning, implementing and measuring our progress against our priorities. Our business areas and business planning cycle will ensure that activity is owned and delivered.



We will develop high quality programme design and evaluation into our course programmes. This will be supported by evaluation and learning.



We will apply ethical and transparent governance to all our policies and processes.



We will comply with the GDPR and ensure the management and security of our data.



We will support the professional development of our people.



Our business planning cycle will support our governance, strategic planning and financial approach. This in turn will enable us to develop a robust business model for the company supported by performance management.



We will ensure that we develop a strong brand that is recognised and valued by the public, road safety professionals, partners and stakeholders. We aim to maintain our position as a unique and valued scheme that is committed to a clear vision and purpose.

VALUES.



Excellence

We will identify and seek to achieve excellence in our activities and business approach.



Learning

We will continually seek to evaluate, review and learn from all our activities. This in turn will help us develop our business and educational programme.



Collaboration

We will work together with the public, key stakeholders and partners to achieve safer roads.



Safety

We value the safety of our staff and others.

CODE OF ETHICS.

The Code of Ethics has been produced by the College of Policing in its role as the professional body for policing. It sets and defines the exemplary standards of behaviour for everyone who works in policing.

UKROEd as representative body of National Police Chief Council and its close links with polling within the UK has adapted this standard. We are committed to ensuring that the Code of Ethics Persuasive Public Engagement and influencing.

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College of Policing

STRATEGY MAP.



The safest roads in the world with zero road death and serious injury

VISION



Develop, licence and quality control a programme of learning and education to influence people to be safer and more considerate road users.

PURPOSE



Prevent re-offending

GOAL



Effective stakeholder relationships

PRIORITIES



High quality education programmes



Assure quality and ensure compliance with standards



Persuasive public engagement and influencing



Prevent offending

GOAL



High quality programme design and evaluation



Engaged workforce



Efficient and secure knowledge and data management



Robust business model



Robust governance



Strong brand and reputation

FOUNDATIONS



Collaboration



Learning



Safety



Excellence

CODE OF ETHICS

VALUES