



The TyreSafe Annual Briefing & Awards 2026

The Belfry Hotel & Resort
Wednesday 10th June 2026

one
vision
one
strategy
one
programme

Headline Sponsor





SAFER FLEETS START WITH EARLY DEFECT DETECTION

- ✓ Real-Time Tyre Reporting from Mobile Devices
- ✓ Standardised Digital Inspection Checklists
- ✓ Complete Visibility Across Fleet Inspections
- ✓ Identify Issues Early & Improve Road Safety
- ✓ Automated Reporting & Audit Trails

Protect drivers and fleets with proactive tyre inspections and real-time defect reporting.



Foreword

from Stuart Lovatt, Chairman

As TyreSafe marks its 20th anniversary, I am incredibly proud of how far we have come – and even more excited about where we are going.

What began as a simple mission to encourage drivers to check their tyres has grown into a national and increasingly international movement. Today, TyreSafe is supported by a network of over 250 organisations across industry and road safety, reaching all four corners of the UK and extending globally through partnerships in India, Uganda, Kenya and Australia.

Despite this growth, our core mission remains unchanged: to save lives by encouraging drivers and riders to carry out basic tyre checks – once a month, every month – using ACT: Air pressure, Condition, and Tread.

This year marks a hugely significant milestone with the publication of the Government's Road Safety Strategy (January 2026) – the first national framework in over 15 years.

We are delighted that the TyreSafe Programme has been specifically referenced and fully supports the Safe System approach across education, enforcement, and engineering. The pilot of a National Work-Related Road Safety Charter represents a major step forward and the ability for TyreSafe to help inform its development and delivery is a significant milestone for the Charity.

This recognition comes at a critical time:

- **172 people were killed or seriously injured in 2024 due to defective tyres**
- **2.1 million MOT failures were linked to tyre defects**
- **36% of vehicles had prior advisories ignored**
- **1 in 5 motorway breakdowns remains tyre-related**

TyreSafe has been proactively advocating for vehicle maintenance to be included in the strategy as it develops, as addressing vehicle defects must sit at the heart of road safety going forward.





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We are wherever your vehicles are.

FleetFob is a one-stop fleet vehicle care solution that gives drivers easy access to AIR-serv's national network of compliant air, vac and jet-wash facilities – all with a single monthly invoice.



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4 or email sales@air-serv.co.uk

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Strength through collaboration

TyreSafe has always been built on collaboration, but in recent years we have taken significant strides in strengthening and broadening our alliances.

We have formalised partnerships with leading industry bodies, ensuring tyre safety is represented at the highest levels of both industry and policy. We now hold seats at the table of multiple influential groups, helping shape the future of road safety.

Reaching every road user

Through targeted, bespoke campaigns developed in partnership with sector-specific organisations, we reach a wide range of audiences – from young drivers and motorcyclists to fleet operators and agricultural users.

As we look ahead, our ambition is clear: to continue growing our reach and influence while staying true to the simple actions that save lives.

**Check your tyres. Every month.
Every journey matters.**





ION FlexClimate

ION FlexClimate **SUV**

*Evolutionised for enhanced performance
in all weather conditions*



All Season Performance



The iON FlexClimate (and SUV) is expertly engineered to withstand the high torque output of electric vehicles and deliver accurate handling for enhanced safety across all road conditions and seasons.

i Extreme **Lightness** & **i** Super **Mileage**

Energy Efficient & Enhanced Mileage



Hankook recognises the challenge of energy loss when driving electric vehicles in all weather conditions. By minimising rolling resistance, the iON FlexClimate (and SUV) helps extend battery life, allowing for longer driving ranges - a few miles can make a big difference in an emergency!

i Sound Absorber

Noise Free



Electric motors are almost soundless, making road noise from tyres more noticeable. With i Sound Absorber technology, the iON FlexClimate (and SUV) ensures a quiet and comfortable ride at any speed.

Our Vision, Mission and Manifesto

Our Vision

Zero harm to road users on the UK's roads due to illegal and poorly maintained tyres.

Our Mission

Our mission is to empower all road users with tyre safety knowledge to encourage a change in behaviour which in turn will reduce incidents related to illegal and poorly maintained tyres.

The Case for Action

Unsafe tyres remain one of the most significant – and preventable – risks on UK roads.

172 people
killed or seriously injured in 2024¹

27 metres
added stopping distance at 70mph in wet conditions²

75% of fatal
tyre-related crashes linked to poor maintenance³

6 million
illegal tyres on UK roads annually⁴

£1 billion
wasted in fuel due to underinflation⁵

2.15 million MOT failures
due to tyre defects⁶

The latest NTDA TyreCheck study shows a growing issue with tyres worn close to the legal limit – highlighting that tread depth alone is not enough.

The message is clear: **this is a preventable risk.**



Our Safe System Approach

TyreSafe's work is built on the Safe System approach, recognising that road safety requires coordinated action.

- Safe Roads and Roadsides: Forgiving, self-explaining infrastructure.
- Safe Speeds: Limits aligned with road type and crash tolerance.
- Safe Vehicles: Modern vehicles with high safety ratings.
- Safe Road Users: Compliant, trained, and protected drivers/pedestrians.
- Post-Crash Response: Effective medical care and legal support

Sources:

1. DfT - Reported Road Casualties GB Report.
2. Centre for Automotive Industry Research, Cardiff University.
3. National Highways Fatals database (2014 to 2022), verified by Transport Research Laboratory.
4. TyreSafe 2023 Tread Depth Survey.
5. TyreSafe 2019 using DfT, DVSA and OEM fuel consumption data.
6. DVSA.

Tyre Safety Month 2026

ACT
before you
REA



Emergencies demand reactions.

Safety demands action before that moment.



You can't control what happens on the road.

You can control the condition of your tyres.

Image credit: Matt Howell, Co-Pilot



Air Pressure, Condition, Tread

Campaign message

When something unexpected happens:

- Your tyres decide your braking distance
- Your tyres decide whether you aquaplane
- Your tyres decide whether you stay in control

ACT before you have to react.

Why it works

- Transforms ACT into a powerful behavioural trigger
- Connects with real-world near-miss experiences
- Works across all road user groups
- Combines emotional impact with practical advice

Our campaigns

20 years of impact





Over the past 20 years, TyreSafe campaigns have evolved from simple calls to action into multi-channel, insight-led national programmes.

We have delivered:

- Seasonal and audience-specific campaigns
- Multi-platform communications
- Strong collaborations with government and industry

Highlights include:

- Annual Young Driver campaigns in partnership with national stakeholders
- 20 Tyre Safety Month campaigns, tackling themes from culture to crisis
- The creation of the '20p test', still widely used and recognised today



Our campaigns combine creativity, humour, and hard-hitting statistics to drive meaningful behaviour change.

TYRES & TIME

We Drive
Business
Forward



The **BuyNowPayLater**
solution for your business

STARTING AT **4.5%** on all 3 month plans



Helping your customers say **YES** to safety.

Motorists are compromising roadworthiness, driven by 'cost of living' demands, and continual financial pressures, tyre safety seems to be slipping further down their priority list.

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★ Trustpilot

10.5k reviews | 4.8 / 5 ★★★★★

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GUARDIANS OF TYRE SAFETY



Meet the team



Stuart Lovatt

Chair

Appointed as Chair in September 2022, Stuart Lovatt brings a wealth of strategic road safety expertise to TyreSafe. Formerly Strategic Road Safety Lead at National Highways, Stuart has long supported TyreSafe's mission and now leads its next phase of growth within the wider road safety community.

His experience includes representing the UK at the United Nations Global Road Safety Committee, contributing to national safety boards including RoSPA and PACTS, and serving as a long-standing judge for the Prince Michael International Road Safety Awards. Stuart's leadership marks an exciting new chapter for TyreSafe as it strengthens its impact and influence across the industry.

Mike Bourne

Operations Director

Mike's background is from within the tyre industry, with almost three decades of experience in leadership roles within large multi-site retail operations. As a founding member of TyreSafe, Mike has been instrumental in shaping its mission and driving its growth.

Currently serving as Operations Director (having previously been a member of the Board of Trustees), Mike provides strategic leadership, ensures governance and compliance, and oversees member and stakeholder engagement, communications, and brand management. With a deep understanding of tyre technology, industry dynamics, and road safety issues, Mike is uniquely positioned to contribute to TyreSafe's mission. With a keen interest in consumer behaviour Mike is passionate about raising awareness of the importance of tyre safety and promoting best practices among road users and industry professionals.

Emma Burley

Communications Lead

Emma Burley has worked closely with TyreSafe for several years, leading the development and delivery of impactful communications that support the charity's mission.

She works alongside stakeholders, trustees, and the wider team to create timely campaigns that drive awareness and behaviour change, ensuring tyre safety remains a national conversation.

Janine Danha

Social Media Manager

Janine Danha is a seasoned communications professional with a strong background in the charity and not-for-profit sector. As TyreSafe's Social Media Manager, she brings a sharp eye for impactful content and a deep understanding of audience engagement. Janine plays a key role in amplifying TyreSafe's voice online, consistently driving meaningful interaction across the road safety and tyre industry communities through our social channels.

Simon Hiorns

Trustee

Simon Hiorns brings extensive tyre retail expertise to his role as Trustee and Treasurer of TyreSafe. A long-time supporter of the charity, Simon previously served on the Steering Committee while Retail Director at Micheldever Tyre Services and ProTyre. First appointed to the Board of Trustees in 2018 and re-elected in 2024, Simon continues to combine his industry insight with a strong commitment to road safety, helping guide TyreSafe's strategic direction and financial stewardship.

John Thrupp

Trustee

John Thrupp, Marketing Director at Kumho Tyres, has been a committed supporter of TyreSafe since its formation in 2006. As a Trustee, he brings deep industry knowledge and plays a key behind-the-scenes role in strengthening ties across the tyre sector. John's longstanding involvement ensures tyre safety remains firmly on the agenda, helping TyreSafe amplify its message and maintain strong engagement with industry stakeholders.

Tony Crook

Trustee

TyreSafe was delighted to welcome Tony Crook as its newest Trustee, elected at the AGM in November 2024. A highly respected road safety expert, Tony brings decades of experience to the role. As Road Safety Manager for Lancashire County Council, he leads teams focused on education, engagement, and speed management, and chairs the Delivery Group of the Lancashire Road Safety Partnership. His previous roles include senior leadership at Lancashire Fire and Rescue Service and serving as the National Fire Chief Council's Lead Officer for Road Safety. Tony's strategic insight and lifelong dedication to safer roads is a valuable asset to TyreSafe's ongoing work.

THE WORLD OF TYRES IS CHANGING FAST.

WE'RE KEEPING PACE.



All Links here



TYRES AND ACCESSORIES

Essential insights for decision-makers. Targeted reach for your brand.

Programme



09:00	Arrival / Registration / Refreshments / Networking
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SESSION 1

09:45	Welcome	Stuart Lovatt , TyreSafe Chair & Simon Hiorns , TyreSafe Trustee
09:55	National Police Chiefs' Council (NPCC)	Commander Kyle Gordon
10:10	UK Road Offender Education (UKROEd) & Road Safety Trust	Ruth Purdie OBE , CEO
10:25	Association of Police and Crime Commissioners (APCC)	Joy Allen , Police and Crime Commissioner & APCC Joint Lead for Roads Policing
10:40	Parliamentary Advisory Council for Transport Safety (PACTS)	Jamie Hassall , Executive Director
10:55	Leeds Beckett University	Professor Fiona Fylan , Health Psychologist
11:10	DAC Beechcroft	Rebecca Dart , Transport, Criminal and Regulatory Solicitor
11:25	Refreshments & Networking	

SESSION 2

11:55	Brake – the road safety charity	Ross Moorlock , CEO
12:10	National Highways	John McNeill , Assistant Head of Investigations and Inquest Coordination
12:25	Agilysis	Richard Owen , CEO
12:40	Lancashire County Council & Norfolk County Council	Tony Crook , Road Safety Manager & Katryn Harris , Lead Trading Standards Officer
12:55	National Trailer and Towing Association (NTTA)	Sarah Smithurst MBE , COO
13:10	Good Egg Safety	Janis James MBE , Founder and CEO
13:25	Lunch & Networking	

SESSION 3

14:20	Tyre Safety Month Preview	Emma Burley , Communications Manager
14:35	British Tyre Manufacturer's Association (BTMA) & National Tyre Distributor's Association (NTDA)	Darren Lindsey , CEO & Ian Andrew , CEO
14:50	Bridgestone UK	Helen Roe , Consumer Brand Marketing & Communications Lead (UK & Ireland)
15:05	Pneumatic Components Limited (PCL)	Owen McCaughey , Technical Manager
15:20	Toyota GB	Casey Mann , UK Tyre Programme Specialist
15:35	Micheldever Group	Tom Carver , CCO
15:50	Closing Remarks	Stuart Lovatt / Simon Hiorns – Chair & Trustee
16:00	CLOSE	

AWARDS DINNER

19:00 – 19:30	Drinks Reception and Networking – Woodland Suite	
19:45	Awards Dinner	
21:30	Awards Presentations	
22.30 – late	Networking	

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Today's Speakers



We're privileged to be joined by such a diverse line-up of leading experts from across road safety, enforcement, policy, research and

industry. We'd like to take this opportunity to thank each and every one for their insights and contribution to today's proceedings.

SESSION 1



Commander Kyle Gordon
NPCC
National lead for roads policing operations with over 30 years' experience, shaping UK-wide strategy and leading major initiatives such as Operation Topaz.



Jamie Hassall
PACTS
A highly experienced road safety professional with over 20 years at National Highways, specialising in driver compliance and enforcement innovation, and a recipient of the Prince Michael International Road Safety Award.



Ruth Purdie OBE
The Road Safety Trust / UKROEd
Chief Executive leading two major road safety organisations, with a distinguished policing career and national leadership in behaviour change and collaboration.



Professor Fiona Fylan
University of Leeds
Health psychologist applying behavioural science to transport, energy use and road user behaviour to drive effective safety interventions.



Joy Allen
PCC for County Durham and Darlington
Joy is a nationally recognised leader on road safety, driving action to reduce the number of people killed or seriously injured (KSI) on the UK's roads through enforcement, prevention, and legislative reform.



Rebecca Dart
DAC Beachcroft
Specialist transport and regulatory solicitor with extensive experience in criminal, DVSA and operator licensing matters.

Notes

Committed to tyre safety.

For over 150 years.

Continental have been proud partners with TyreSafe for 20 years, working together to keep drivers safe, on every journey, on every road, in every season.



Today's Speakers



SESSION 2



Ross Moorlock

Brake

CEO of Brake, driving national victim support services and high-impact campaigns to reduce road deaths and serious injuries.



Katryn Harris

Norfolk County Council

Katryn has specialised in product safety and fair trading for over a decade, developing and delivering market surveillance and enforcement work. She is committed to protecting consumers while promoting a fair, competitive marketplace for legitimate, hard-working businesses.



John McNeill FCIHT

National Highways

Former senior roads policing officer with 30+ years' experience, now leading investigations within National Highways' legal services.



Sarah Smithurst MBE

NTTA

COO of NTTA with a background in policing, organisational development and community safety, recognised for her contributions to public service.



Richard Owen

Agilysis

Road safety data and analytics expert, CEO of Agilysis and creator of CrashMap, with expertise in AI, research and evaluation.



Janis James MBE

Good Egg Safety CIC

Award-winning campaigner with 25+ years' experience delivering evidence-led safety programmes focused on protecting vulnerable road users.



Tony Crook

Lancashire County Council

Road Safety Manager leading strategy, partnerships and education initiatives, with a long-standing career in fire and rescue services.

Notes

MICHELIN TYRES - TYRES YOU CAN TRUST



***SCAN HERE
TO SEE OUR
RANGE***



MICHELIN

Today's Speakers



SESSION 3



Darren Lindsey

BTMA

Chief Executive of the BTMA, bringing over 25 years' global industry experience and extensive international networks across government, NGOs and transport stakeholders.



Owen McCaughey

PCL

Technical specialist in tyre inflation systems, supporting safe practices across forecourts, OEMs and workshops.



Ian Andrew

NTDA

CEO of the NTDA with over 20 years' association leadership experience, previously leading the British Pest Control Association and holding senior roles across professional bodies and training organisations.



Casey Mann

Toyota & Lexus

UK Tyre Specialist with 30 years' automotive experience, driving tyre safety awareness and best practice across dealer networks.



Helen Roe

Bridgestone

Senior Marketing Manager leading UK brand and road safety initiatives, with extensive experience across major global brands.



Tom Carver

Micheldever

Chief Commercial Officer focused on tyre quality and safety, with international experience leading road safety and training initiatives.

Notes



Be a road safety hero.

It only takes small gestures to be a road safety hero – by adopting the right approach and behaviors you help keep yourself and others safe on the roads.

**LIFE IS A JOURNEY.
LET'S MAKE IT A SAFE ONE.**



Check out our simple tyre safety tips & stay safe:

Scan the QR code and be a road Safety Hero

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Solutions for your journey

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Making journeys safer with our unrivalled expertise, services and an unbeatable range of motoring and cycling products.



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Micheldever, one of the UK's leading tyre distributors, supplies over 6 million tyres annually to independent garages, national fleets and automotive partners across the country.

Through our nationwide Protyre Autocare Network, we bring that same expertise directly to customers — delivering trusted, high-quality tyre and autocare services, backed by a 5 star Trustpilot rating.

Proud supporters of TyreSafe



Find out more www.micheldevergroup.co.uk



Exhibition Floor Plan

Please take the opportunity to visit our exhibitors in the Woodlands Foyer & Conservatory.



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tyres for road
and track.



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SUV and 4x4 tyres
for every terrain.



BluEarth

Performance, all season
and winter tyres in the
harshest of conditions.

PROUD SUPPORTERS OF
TYRESAFE **SINCE 2006**

DISCOVER
MORE:





awards

2026

This evening, we celebrate the outstanding achievements of individuals and organisations working to improve tyre safety and road safety across the UK. The TyreSafe Awards recognise innovation, dedication and impact across a wide range of sectors, highlighting those making a real difference in keeping road users safe.

Our Award Categories

Innovation & Technology

Sponsored by
Hankook Tyre UK

Tyre Retailer (6 sites or more)

Sponsored by
Pirelli UK Tyres Ltd

Outstanding Achievement

Sponsored by
Micheldever Tyre Services

Tyre Safety In the Community

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TreadTracker

Online & Social Media

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Communications

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Road Safety Individual

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Road Safety Organisation

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Road Safety Partnership

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Tyre Manufacturer

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Payment Assist Ltd

Special Recognition

Sponsored by
Air Serv

Tyre Retailer (5 sites or fewer)

Sponsored by
Black Circles

Vehicle Manufacturer / Retailer

Sponsored by
Continental Tyres

Emergency Services Partner

Sponsored by
Bridgestone UK Ltd



Thank you to our entrants and supporters

We are grateful to all those who submitted entries this year. The high standard of nominations reflects the continued commitment across the sector to improving safety, raising awareness and driving positive change.

Looking ahead

If tonight has inspired you, we encourage you to consider entering the TyreSafe Awards in the future. Whether you are delivering campaigns, developing innovations or leading change within your organisation, your work deserves to be recognised.



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As we enter our third decade,
TyreSafe continues to grow –
in reach, influence, and impact.

But our purpose remains simple:
**To save lives by encouraging
every driver and rider to ACT.**

Are you interested in joining forces with TyreSafe?

Whether you represent a road safety organisation, have the potential to become a media partner, manage a fleet, or work in the tyre industry, we're eager to connect with individuals and organisations who align with our vision and are ready to work together. There are various ways to get involved, from becoming a supporter to amplifying our critical messages, to collaborating on public-facing events or

contributing your expertise to shape our future strategies as a valued member of our steering committee.

If this resonates with you, please don't hesitate to reach out to us at theteam@tyresafe.org. You can find a full list of supporter benefits, including the option to register by visiting: www.tyresafe.org/support-tyresafe/



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