

Summary Findings by NfpResearch

RST Grantee & Unsuccessful Applicant Survey

March 2022



Research Objectives

- To explore grantees and unsuccessful applicants' understanding of The Road Safety Trust's work and remit;
- To explore grantees and unsuccessful applicants' perceptions of The Road Safety Trust, what it is doing well and where it could improve;
- To understand grantees and unsuccessful applicants' experiences of the application, monitoring and reporting processes.

Key Findings – Summary

- Overall, grantees have very positive views of The Road Safety Trust application process and grant, they feel understood and find staff helpful. You outperform or match the benchmark average in all areas for grantees, aside from information about the grants and application process, so grantees may benefit from more information and guidance.
- Grantees & applicants report spending more time on The Road Safety Trust applications compared to the benchmark average and this is particularly true for universities. Unsuccessful applicants in particular can find the process onerous, unreasonable for the size of grant they're applying for and confusing.
- Unsuccessful applicants do understand why their applications are being declined and 6 in 10 would consider applying again in the future. However, The Road Safety Trust does underperform in many areas compared to the benchmark average, particularly in ease of application and how long it takes to make an application – both themes that come out elsewhere.

Summary: Profile of Grantees and Unsuccessful Applicants

- The sample is an even split of grantees and unsuccessful applicants (19 of each).
- Grantees are most commonly Universities (32%), local authorities (16%) or charities (11%). Unsuccessful applicants are most commonly local authorities (26%) or charities (21%).
- A third (34%) operate UK wide and unsuccessful applicants are much more likely than grantees to operate in the Midlands.
- 1 in 5 unsuccessful applicants have an income under £10k, there are no grantees of this size. A third of the overall sample have an income of over £50m.
- 3 in 4 unsuccessful applicants come from the Small Grants Programme and grantees are split fairly evenly between the Main Theme, Small Grant and Open Response Programmes.
- 68% of grantees and 75% of unsuccessful applicants last application was within the past 2 years.

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- 68% of grantees and 47% of UAs were first time applicants to The Road Safety Trust.

Summary: Perceptions of The Road Safety Trust

- There are a range of common positive words and phrases associated with The Road Safety Trust including supportive, helpful, professional and understanding.
- A few more negative associations including closed mindset and restrictive that are explained in other areas.
- Applicants are happy about your commitment to road safety and the difference this makes to road users. Your innovation within this space and forward thinking mindset was also mentioned by applicants – one applicant praised you starting to co-ordinate research.
- Some applicants saw various aspects of the application process as something you do well, including it being clear, appropriate and accessible. One unsuccessful applicant liked the personalised feedback you provided.
- Applicants also praise your small grants programme.
- In terms of areas in which you could improve, there were comments relating to the types of funding and areas of funding that you provide, including having an emergency grant, targeted funds and taking more risks in terms of the concepts you fund.
- Areas of improvement to do with the application process include a face to face stage and improved post decision feedback.

Summary: Application Process

- Overall, grantees have very positive opinions about The Road Safety Trust application process. They are more likely than the benchmark average to rate their experience as 'excellent' (58% vs 44%) and describe the application process as 'very reasonable' for the amount of funding they were applying for (58% vs 52%).
- 1 in 3 unsuccessful applicants felt the application process was 'quite unreasonable' for the amount of funding applied for. In the open questions, applicants comment on the process feeling 'onerous', 'confusing' and 'not easy.'
- 1 in 4 unsuccessful applicants would have liked more notice ahead of the grant round to get ready for the deadline.
- On average, applicants spent around 14 more hours on an application to The Road Safety Trust compared to the grantmakers benchmark average. Looking at the application stages this difference is at the 'developing funding proposal' stage and cutting this by type of organisation shows that universities spend on average 12 more hours on this stage than all other types of organisations.
- Grantees reported having spent more time on an application than unsuccessful applicants, though a large portion of this is during the post application clarifications and follow up stage.
- Time taken to make a decision is quicker than the benchmark average.

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- Grantees are very positive about the helpfulness of staff and praise you in the open response question.
- Majority of the sample accessed The Road Safety Trust website to helpful with their application and most found it helpful.

Summary: Grantees

- Overall, grantees are very satisfied. The Road Safety Trust outperform the benchmark average in terms of how grantees feel you understand their project and its aims, how much contact they have with you and how helpful you were after receiving the grant.
- 1 in 10 say they found reporting back 'somewhat difficult' though one expresses this as being due to the pandemic rather than to do with The Road Safety Trust. For the rest who did not find it difficult comments spoke of it being a necessary, reasonable and flexible process.
- A large proportion of grantees described you as 'better' or 'much better' than other funders in many areas, particularly overall approachability, treating grantees as partners and speed of decision making. You outperform the benchmark average in all three of these areas.
- The Road Safety Trust slightly falls behind the benchmark average in terms of information about the grants and application process.
- 4 grantees say they received an impact grant – all found it a positive experience and half said that it achieved what it was meant to.

Summary: Unsuccessful Applicants

- Unsuccessful applicants are more likely compared to the benchmark average to say that it was 'very' or 'quite' clear why their application was declined (58% vs 41%), though 27% said it was unclear.
- 6 in 10 recall receiving feedback. Comments on the feedback given included some finding it too generic and not project specific and others appreciated feedback and understood why they were not successful.
- Unsuccessful applicants are most positive about The Road Safety Trust's speed of decision making and treating them with respect. Comparing these results to the benchmark average The Road Safety Trust does fall behind on a number of areas including speed of decision, overall approachability, information about grants process, ease of application process and how long it takes to make an application. These are themes that have been touched in other areas of the results.
- 6 in 10 would consider reapplying in the future, only 5% said definitively no. UAs would consider applying again because of your focus on road safety and the innovative projects that you fund. Others were put off by needing these 'innovative solutions' and others had limited budget or capacity.

The Road Safety Trust

Grantee and unsuccessful applicant
perception research
March 2022

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Making Roads Safer

Research objectives

1.

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2.

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3.

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Methodology at a glance



Online survey of grantees and unsuccessful applicants



4th January – 2nd February 2022

Total responses

~131

Emails sent

38

Responses

29%

Response rate

- We have included a **‘benchmark average’** based on research conducted with **10** other funding organisations **since 2013**
- The sample size for the benchmark average is approx. **6,400***



John Ellerman
Foundation



the
Tudortrust



The Wolfson*
Foundation



NOMINET
TRUST



THE CLOTHWORKERS'
FOUNDATION

*Sample size can vary according to the question asked

Key findings - Summary

- Overall, grantees have very positive views of The Road Safety Trust application process and grant, they feel understood and find staff helpful. You outperform or match the benchmark average in all areas for grantees, aside from information about the grants and application process, so grantees may benefit from more information and guidance
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- VI. Support & additional learnings

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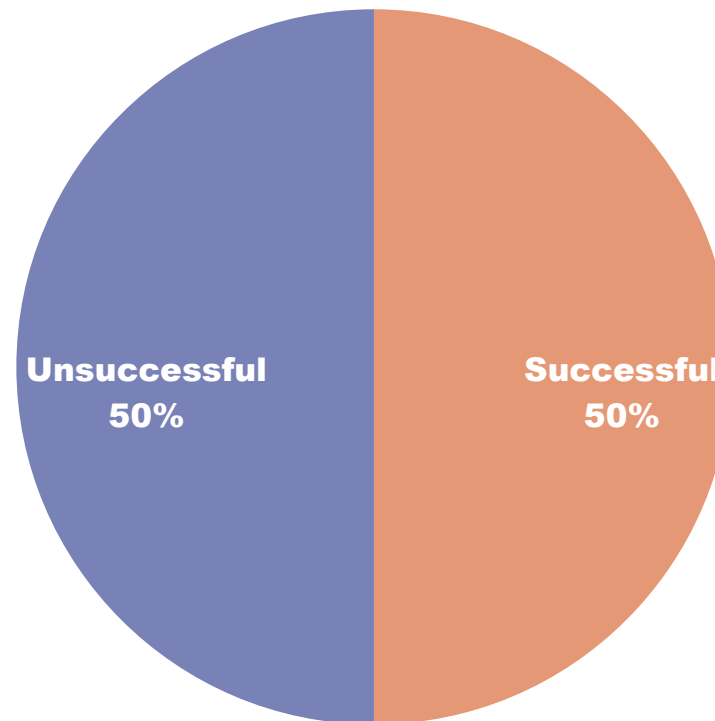
Profile of grantees and applicants

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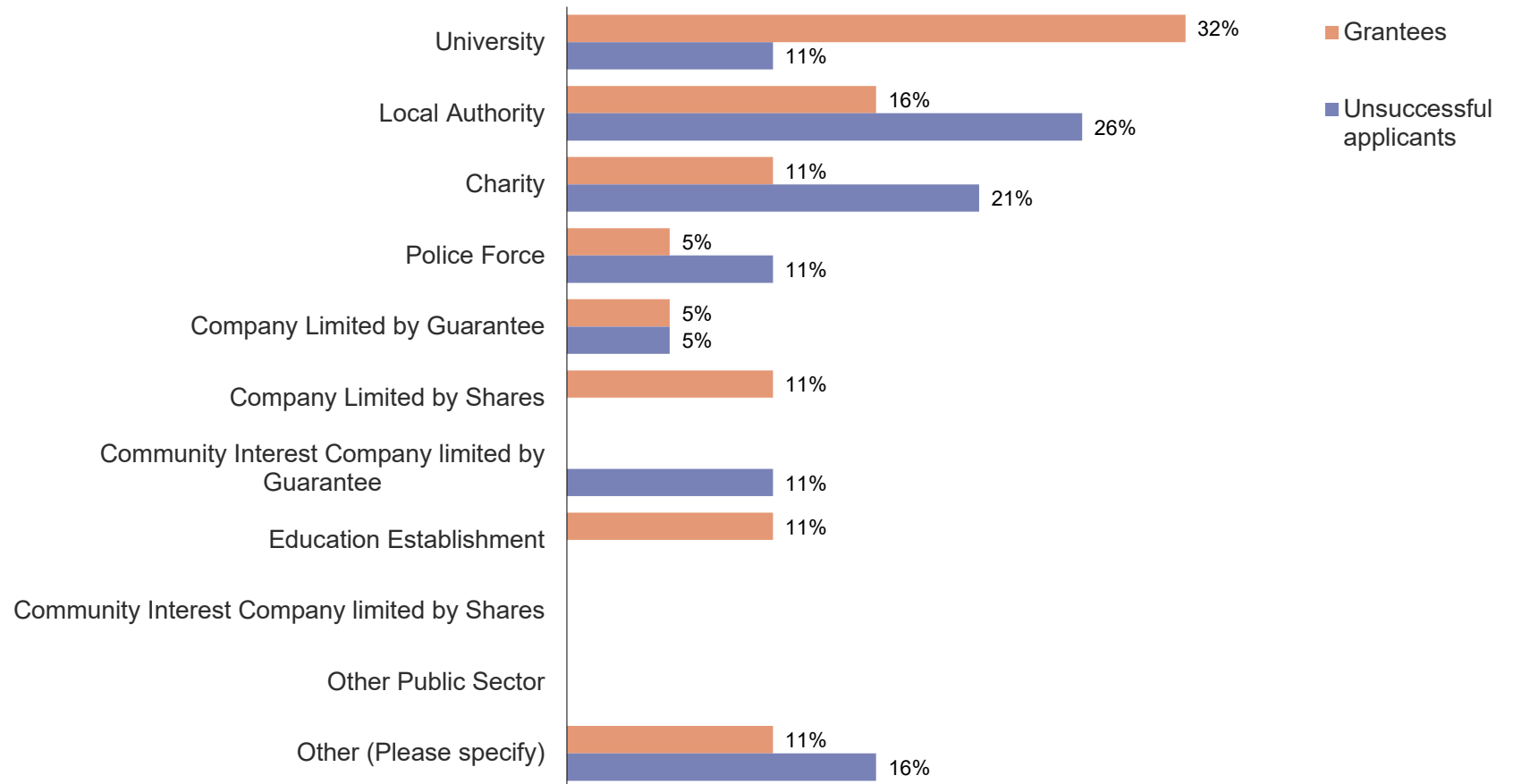
Even split of successful and unsuccessful applicants

“Were you successful with your most recent application to The Road Safety Trust?”



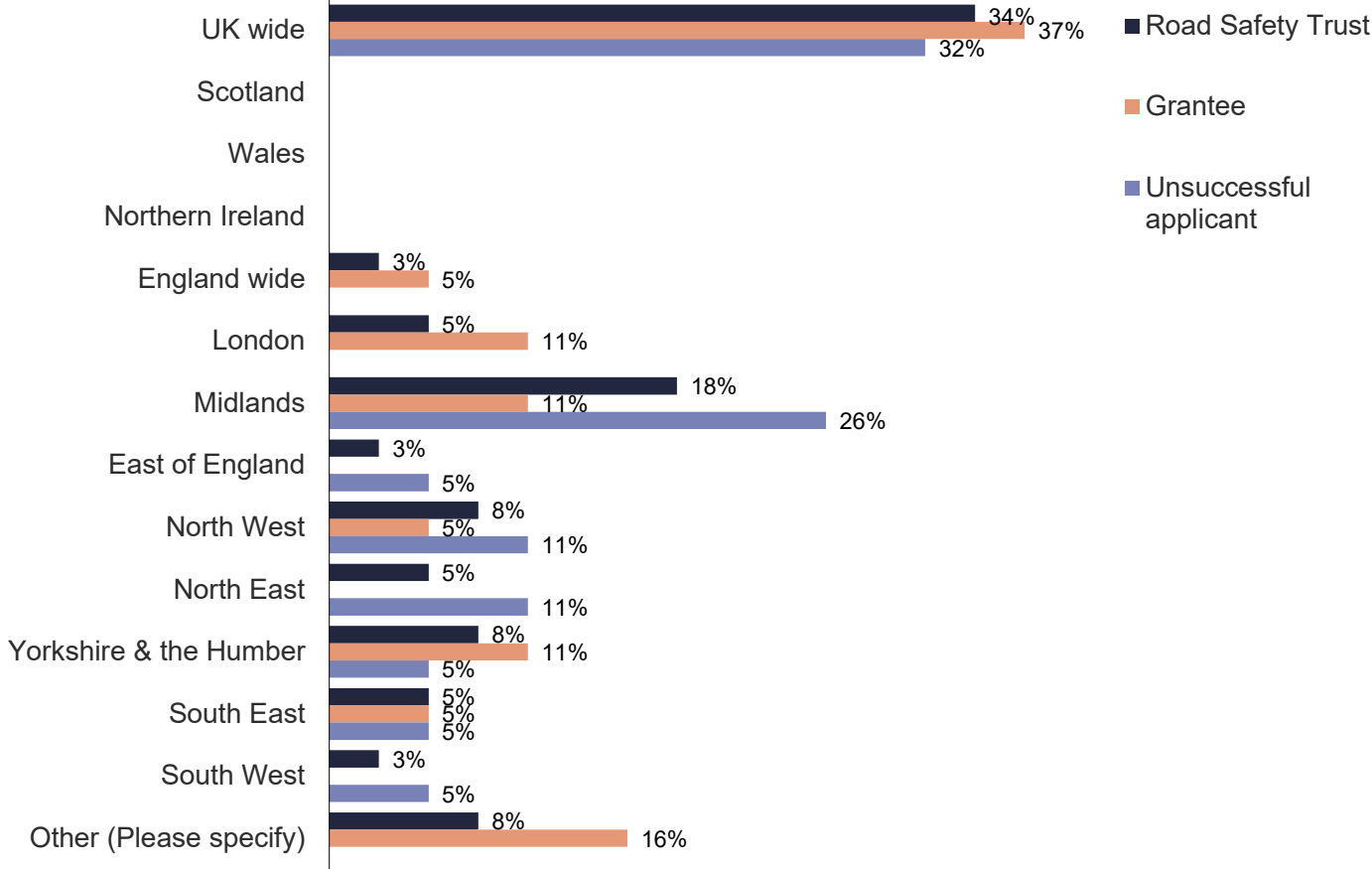
Grantees are mostly commonly Universities and unsuccessful applicants local authorities

“What type of organisation are you? Please select the most relevant option from the list below.”



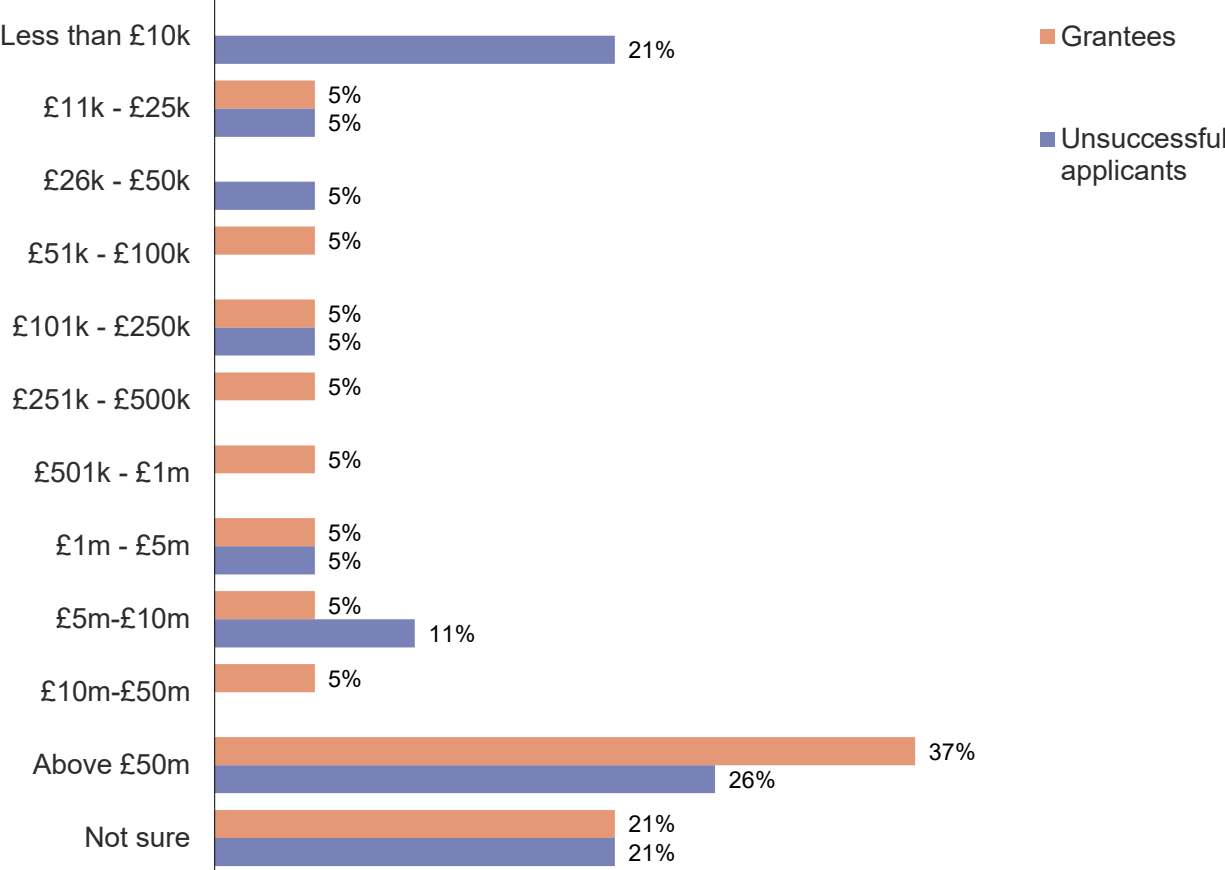
A third operate UK wide, unsuccessful applicants more likely to operate in the Midlands

“Which region/country does your organisation primarily operate in?”



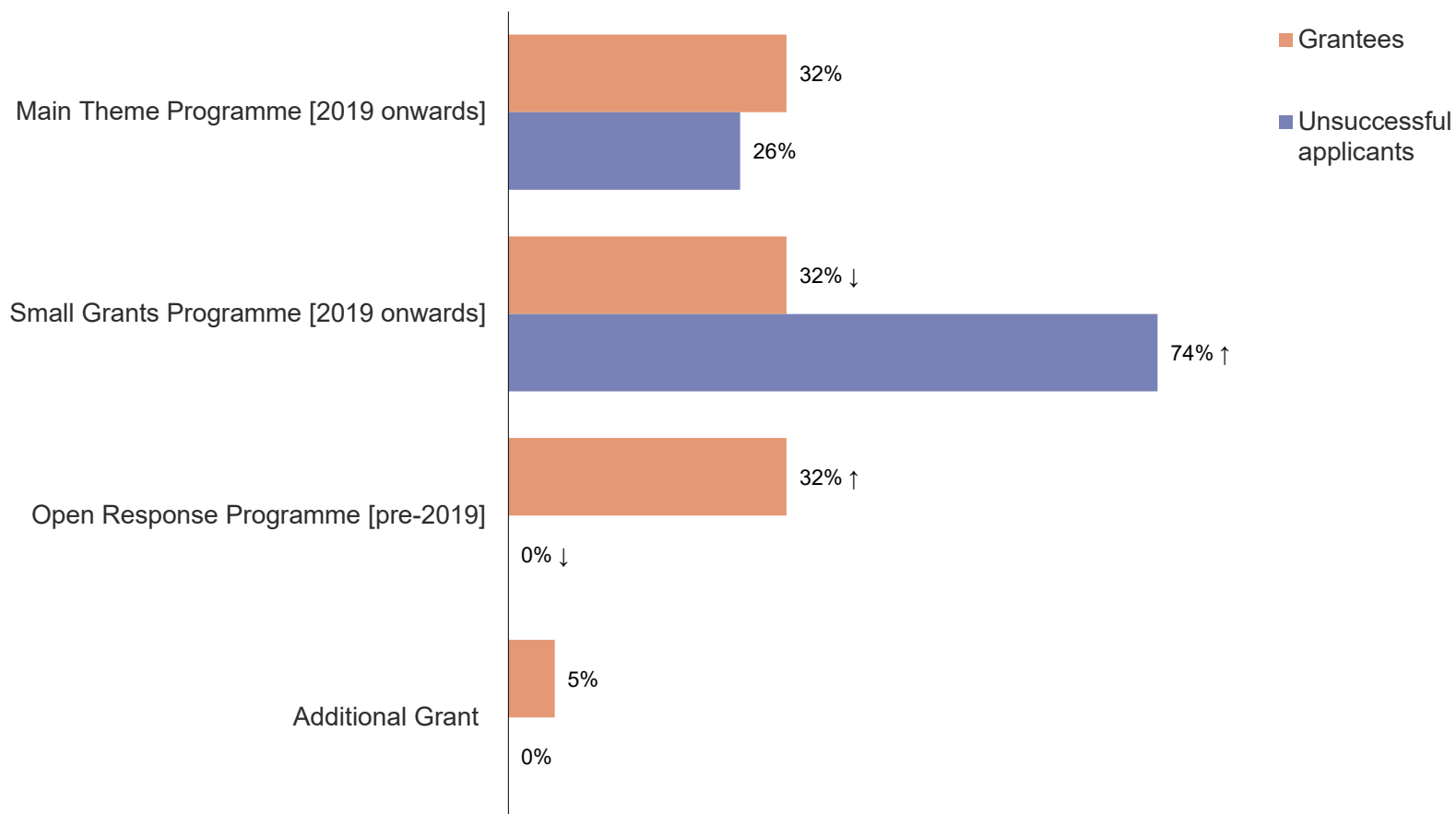
A third of the sample have an annual income over £50m

“What is your organisation's total annual income (approximately)?”



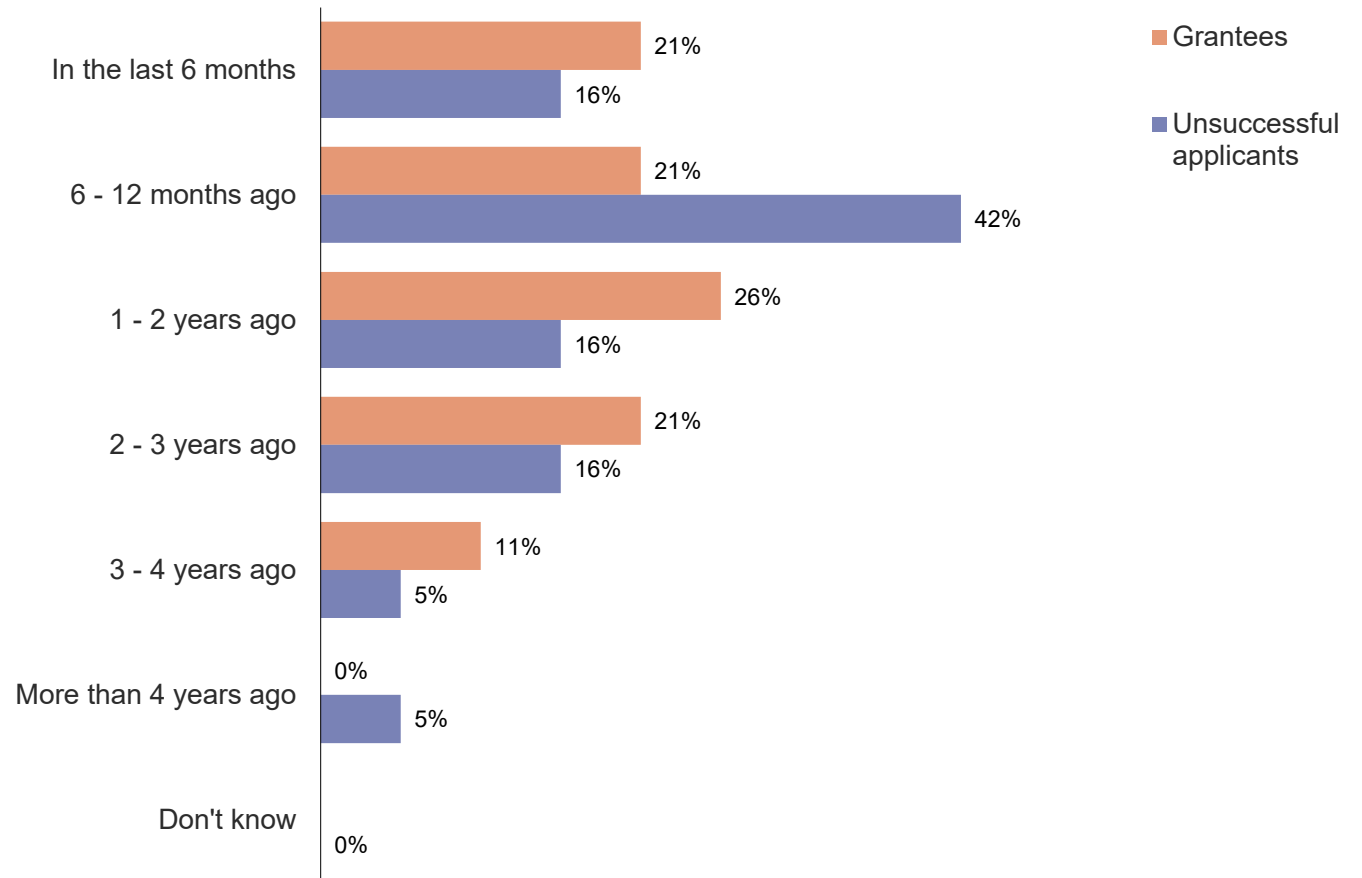
3 in 4 unsuccessful applicants applied for Small Grants Programme

“Which funding programme did you apply to for your most recent application?”



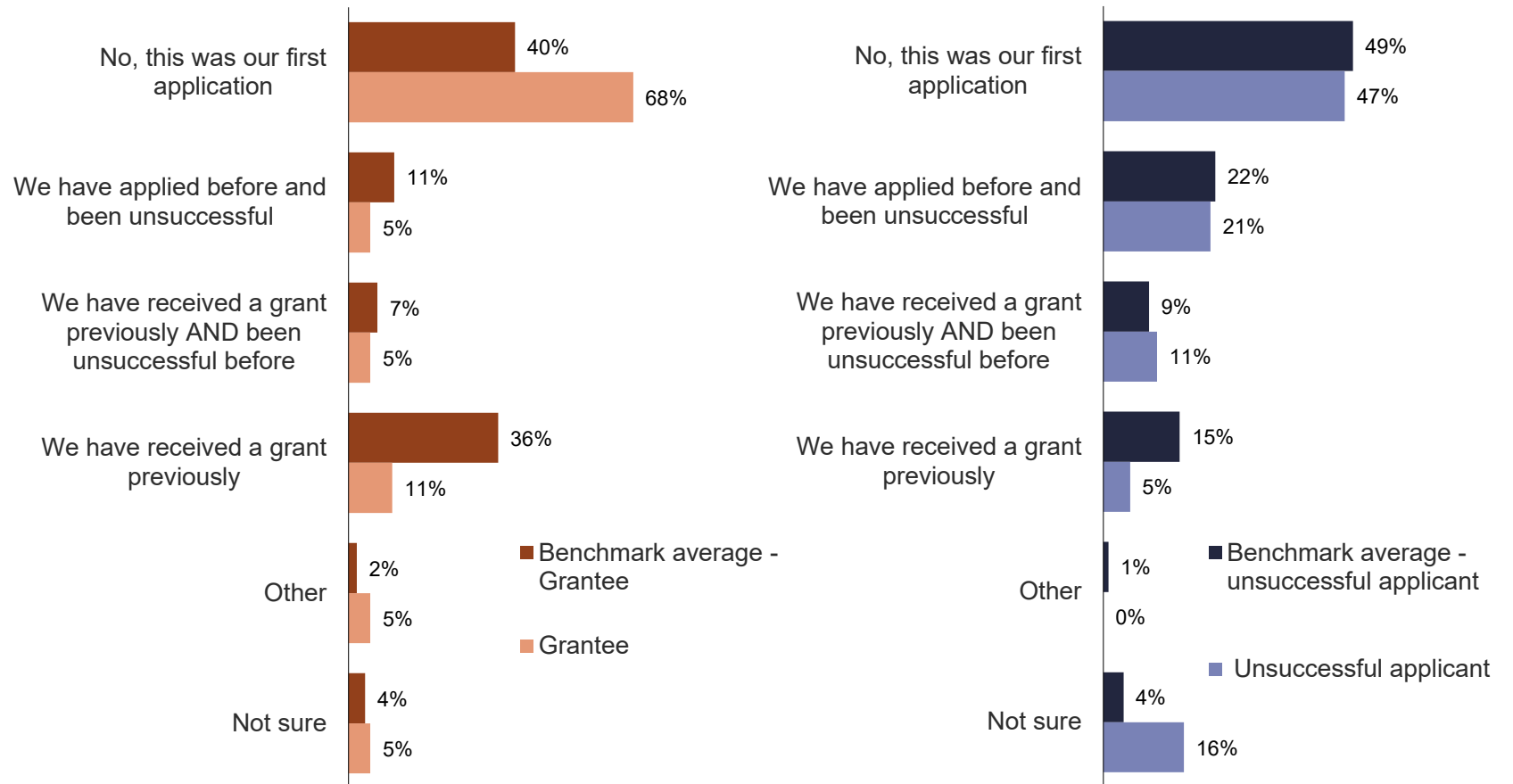
Most recent application to The Road Safety Trust

“When was your most recent application to The Road Safety Trust?”



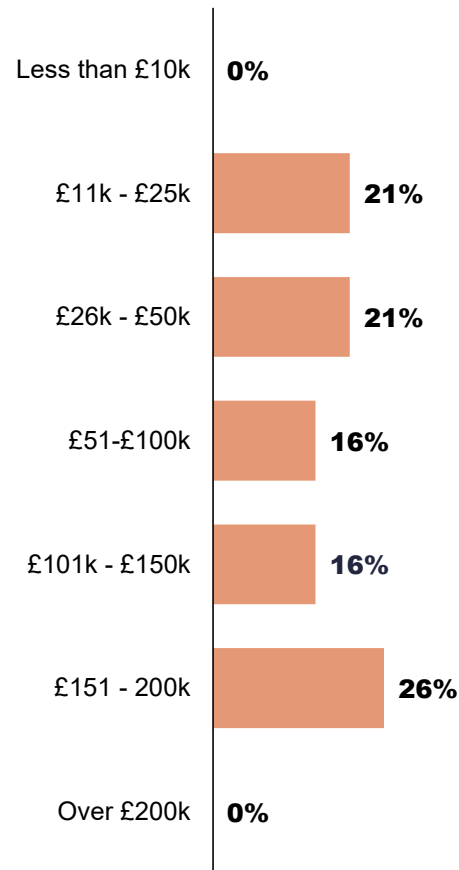
68% of grantees and 47% of UAs were first time applicants to The Road Safety Trust

“Had you applied to The Road Safety Trust previously?”



There is a good range of sizes of grants received by current grantees

“What is the value of the grant in total over its lifetime?”



02

Perceptions of The Road Safety Trust

Summary – perceptions of The Road Safety Trust

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What does The Road Safety Trust do well? (1 of 2)

Application process – clear & accessible

“Clear instructions for the grant process, sufficient warning of deadlines and stick to their own internal deadlines.”

Charity, >£50m, Unsuccessful applicant

“Lead time for preparing bid was sufficient.”

Police Force, >£50m, Unsuccessful applicant

“Quick at decision-making and helpful.”

University, >£50m, Grantee

“The grant application feels appropriate and accessible.”

Clinician, not sure, Grantee

Road Safety focus

“Provides opportunities to a diverse range of road safety groups to bid for funds to progress and develop road casualty reduction schemes that can and will make a real difference to all road users. Provides support from application to delivery, guiding and advising successful grant holders to get the best from the project to the benefit of as many road users as possible.”

Partnership, Police & LA's, £11k-£25k, Grantee

“Promotes research to benefit road safety.”

University, >£50m, Grantee

“Improving aspects of road safety often neglected by the government.”

University, >£50m, Grantee

Forward thinking

“It is a visible and well-respected funder that has, in my view, changed the landscape of research and evaluation in roads policing and road safety. It gets us, as a community, and we appreciate it.”

Education Establishment, £10m-£50m, Grantee

“The RST seem engaged when approached and keen to learn of new ideas within the sector.”

Clinician, not sure, Grantee

“I found the organisation very willing to adopt new ideas, the commitment was clear.”

Community Interest Company limited by Guarantee, £11k-£25k, Unsuccessful applicant



What does The Road Safety Trust do well? (2 of 2)

Small grants

“The RST small grant was a life saver for us. RST trusted our ambition and gave us the necessary budgets to perform innovative research which led to win the Prince Michael International Road Safety Award. “Delivering Improved Pedestrian Post Crash Triage“

Education Establishment, not sure, Grantee

“Fund a number of small grants for which it would be hard to find funding for through funding councils.”

University, >£50k, Unsuccessful applicant

Flexible

“Flexibility with the small grants programme. Clarity on process for application/reporting etc. Flexibility and excellence from the RST team Provides an opportunity for non-biased/impartial research.”

Charity, £501k- £1m, Grantee

“Within the project RST have been flexible and supportive on changes of direction, allowing us the flexibility (within budget) to explore new work packages to support the main grant - this pragmatic approach (whilst ensuring progress is made!) is very much appreciated.”

Clinician, not sure, Grantee

Communication

“Communication was good, especially the personalised feedback.”

Fire Authority, £1m-£5m, Unsuccessful applicant

Research

“A start at co-ordinating research and doing probably what DfT should be doing if it was funded for such.”

Local Authority, >£50m, Unsuccessful applicant



“Where might The Road Safety Trust need to improve?” (1 of 2)

Reactive grants

“I wouldn't want it to stop doing what it does, but I guess in the last couple of years it would have been amazing to have something like an 'urgency grants scheme' or similar for emerging topics such as E-scooters for example, or COVID, that could have had short turnaround times and invited applicants to get something very necessary off the ground very quickly. I also think that commissioning specific pieces of work is something that it could get into more, rather than perhaps hoping that someone puts in an application on a particular topic?”

*Education Establishment,
£10m - £50m, Grantee*

Areas of funding – new partnerships

“The Trust is working hard to reduce the number of people killed or injured on our roads, which is absolutely vital and we hope you will be able to continue with this well into the future. I personally found the Impact Report very interesting, and note that a photograph shows a wheelchair user using a crossing and it appears they are the last to cross - do traffic lights give them enough time to cross? It would be good if the Trust could partner with Driving Schools to emphasize teaching to drive, rather than teaching to just pass a test. The "Safe Roads for All" is also a very interesting document and it would have been good to see more reference to disabled drivers and wheelchair users.”

*Company Limited by Guarantee,
£1m - £5m, Grantee*

Areas of funding – taking risks on small funds

“The Trust has an excellent track record in supporting innovation, for this to continue it may be necessary for the Trust to take more risks with small grants to support the development of initial ideas. In these cases, it can be very difficult to complete the application process as the concept may not be developed in sufficient detail to complete a full application.”

*Company Limited by Shares,
£101k -£250k, Grantee*



“Where might The Road Safety Trust need to improve?” (1 of 2)

Priorities

“Prioritisation of pedestrians to reflect the recent changes in road user hierarchies”

Charity, £5m - £10m, Unsuccessful

Targeted funds

“Clarify what sort of organisations you would like to fund. Maybe consider targeted funds for different sorts of organisations -local authorities, charities and small business.”

Local Authority, Not sure (income), Unsuccessful applicant

Feedback

“Feedback needs to be more detailed”

University, >£50m, Unsuccessful applicant

“post decision feedback”
Local authority, Not sure (income), Unsuccessful

Promoting RST's impact

“Demonstrating the impact of its funded research projects to the general public.”

University >£50m, Grantee

Interactive application stage

“Maybe a phone/Zoom interview with applicant as written applications never get all points across especially as Community Road Safety - our unique activity - has so many facets that are not always possible to explain on paper as they are in person.”

Community Interest Company limited by Guarantee, £11k to £25k, Unsuccessful applicant

Experiment more

“In support of grassroots initiatives / experimental approaches - a lighter touch in reporting and grant management”

Charity, Less than £10k, Unsuccessful

03

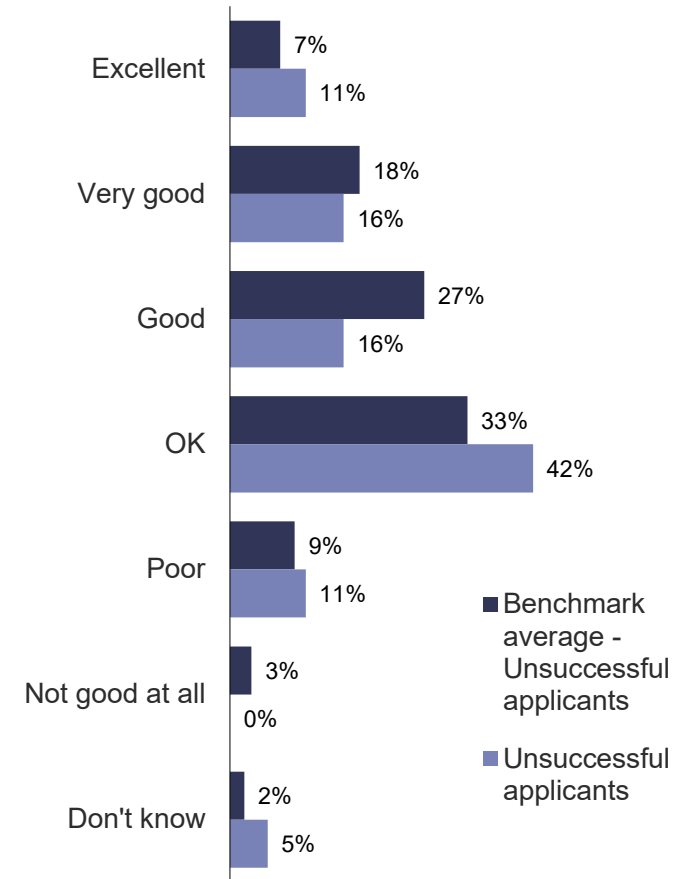
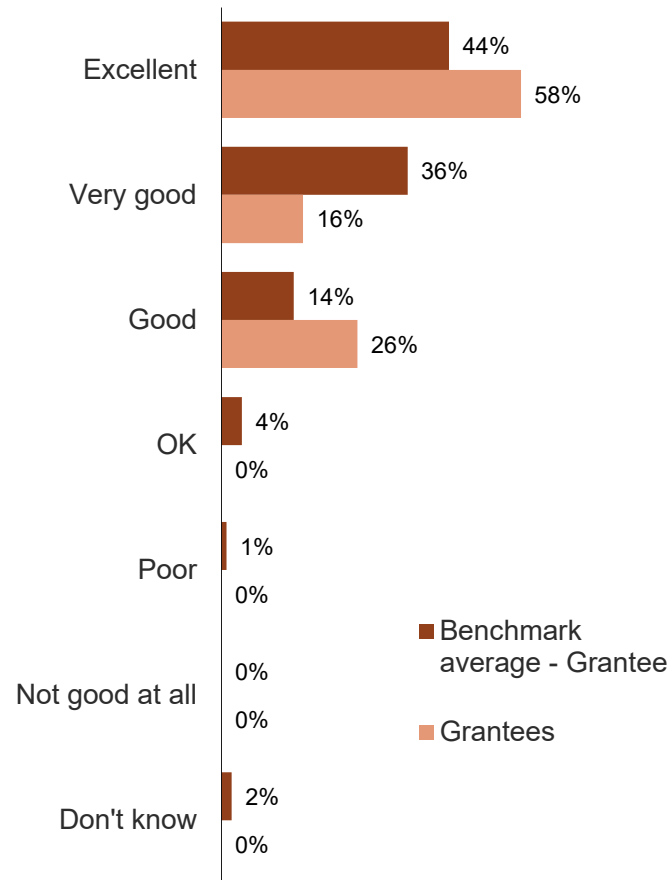
Application process

Summary – application process

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- 1 in 4 unsuccessful applicants would have liked more notice ahead of the grant round to get ready for the deadline
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- Time taken to make a decision is quicker than the benchmark average
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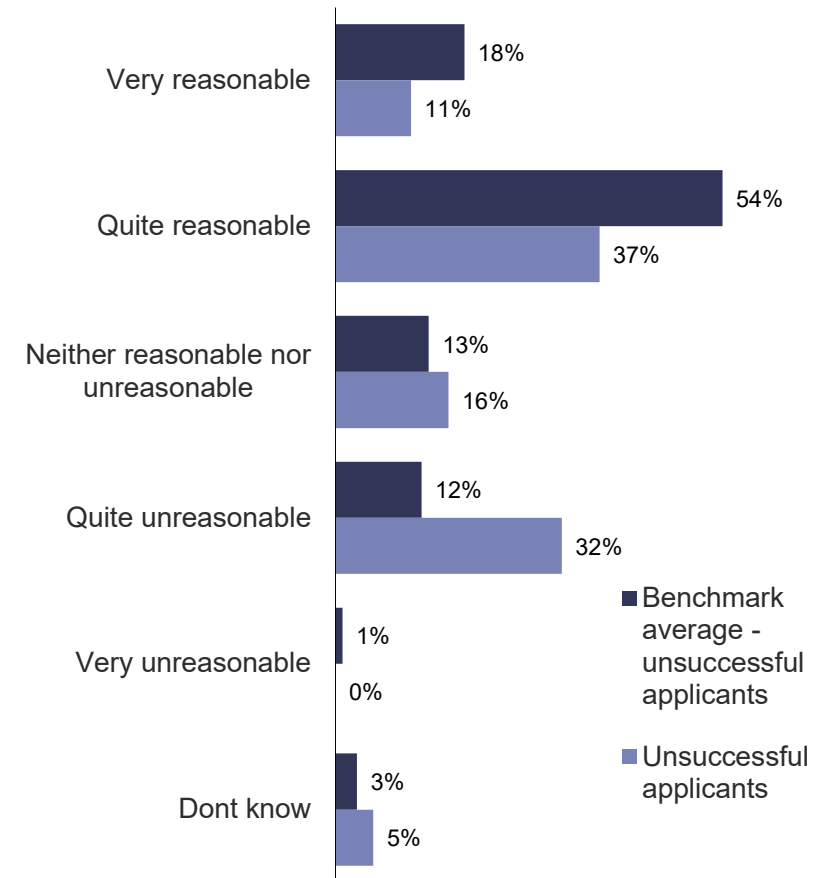
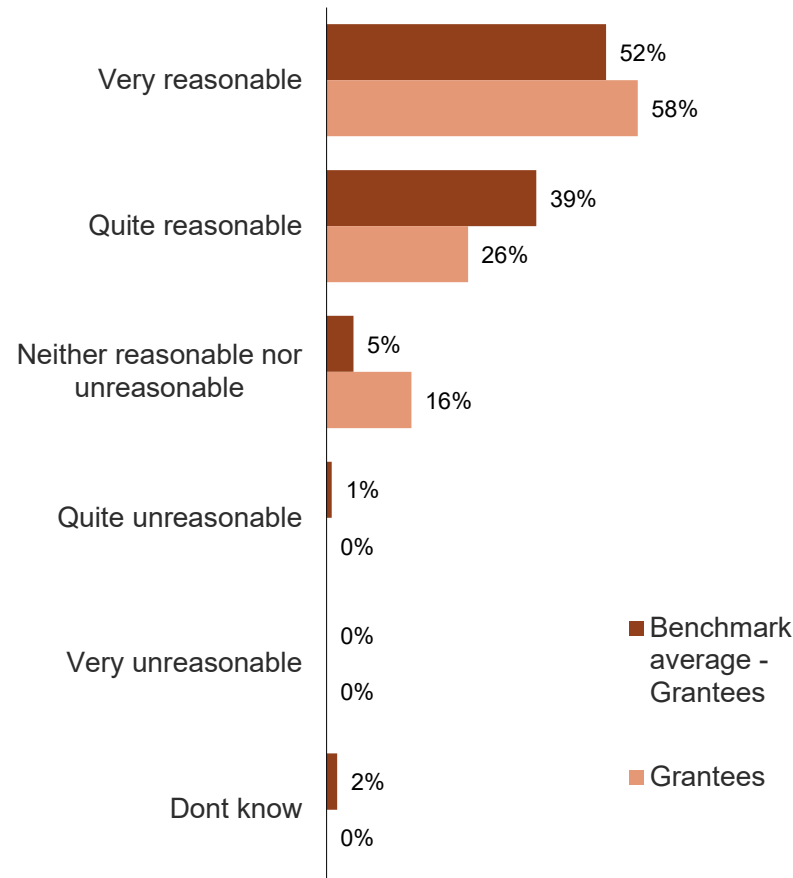
Grantees more likely to describe application process as Excellent compared to benchmark

“How would you rate your experience of the application process?”



Unsuccessful applicants more likely to say application process felt 'quite unreasonable' than benchmark

"How reasonable did the application process feel for the amount of funding you were applying for?"





Are there any comments you would like to add in relation to your answers about the application process? (1 of 2)

Helpful staff

“The staff are fantastic. The process is a little long and it is more aligned to an academic process and this may put many people off, particularly for the small grants. That said, I believe this has been simplified recently.”

Company limited by shares, £101k-£250k, Grantee

“Our Grants Officer has been extremely helpful throughout the whole process, always providing clear information and responding swiftly to any questions we had.”

Local authority, Not sure, Grantee

“The RST have been brilliant. Great staff.”

Local authority, £51k-£100k, Grantee

Not easy for some

“Not an easy process and possibly not a level playing field depending on the organisation applying”

Other (Teckal Company) £5m - £10m, Unsuccessful applicant

“The format of the application was quite rigid and did not enable us to explain the situation on the ground. We spend a considerable amount of time preparing a full dossier of evidence which was not allowed to go with the application.”

Local Authority, Less than £10k, Unsuccessful applicant

“For smaller projects the procedures, formats and reporting requirements can feel onerous”

Charity, £251k-£500k, Grantee

Balance

“Note that I am comparing speed/length of application to applications primarily to academic funders. I think **RST is much quicker and requires less work**. Compared to policy funders, **RST takes a similar amount of time but tends to be less controlling of the project**. I think this is quite a nice balance.”

University, Above £50m, Grantee

Clearer guidance

“It would be helpful if there was clear **guidance about what will not be funded** as it took some digging before I became aware that you would not fund enforcement cameras in your previous round of grant funding.”

Local Authority, Not sure, Unsuccessful applicant



**Are there any comments you would like to add in relation to your answers about the application process?
(2 of 2)**

Could be more user friendly

“The grant form **is not particularly user friendly**. It would make life easier if it could be downloaded as a standalone document (i.e. pdf). This would be helpful for use in sending the proposal to other internal colleagues, for example to gain approval from procurement colleagues, financial colleagues, and senior colleagues before submitting the application. This is a usual part of the process in a local authority...”

Local Authority, >£50m, Grantee

Confusing

“I think the demand for a lot of information in boxes in the portal, plus a separate proposal document was very confusing and awkwardly structured. I might have thought that all of the information in the very many different sections in the portal could have been within the proposal document. Contrariwise, the CVs and the programme could have been uploaded as separate documents. **I recall it was a very challenging process to work out what went where!** I would be vary happy to have longer deeper discussions with someone about this.”

University, >£50m, Grantee

Clunky

“It might be **beneficial to merge some of the questions** e.g. impact and future plans. The saving process during the application writing was quite clunky.”

Charity, £5m - £10m

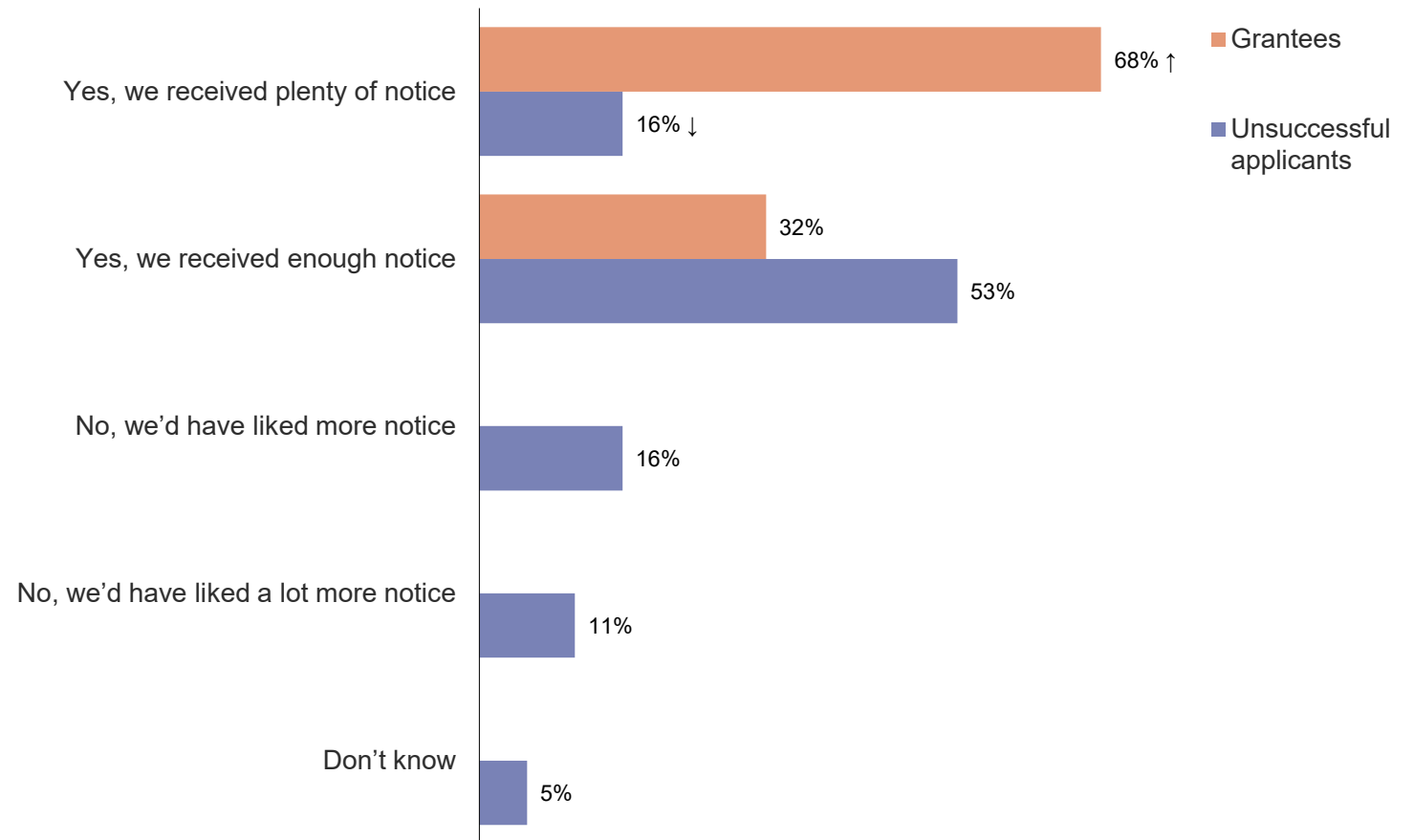
Open and communicative

“I cannot fault the RST as a funder to be honest. I've worked with a lot, and **the RST are excellent for clarity, responsiveness, openness and patience!**”

Education Establishment, £10m - £50m, Grantee

27% of unsuccessful applicants would have liked more notice ahead of the grant round

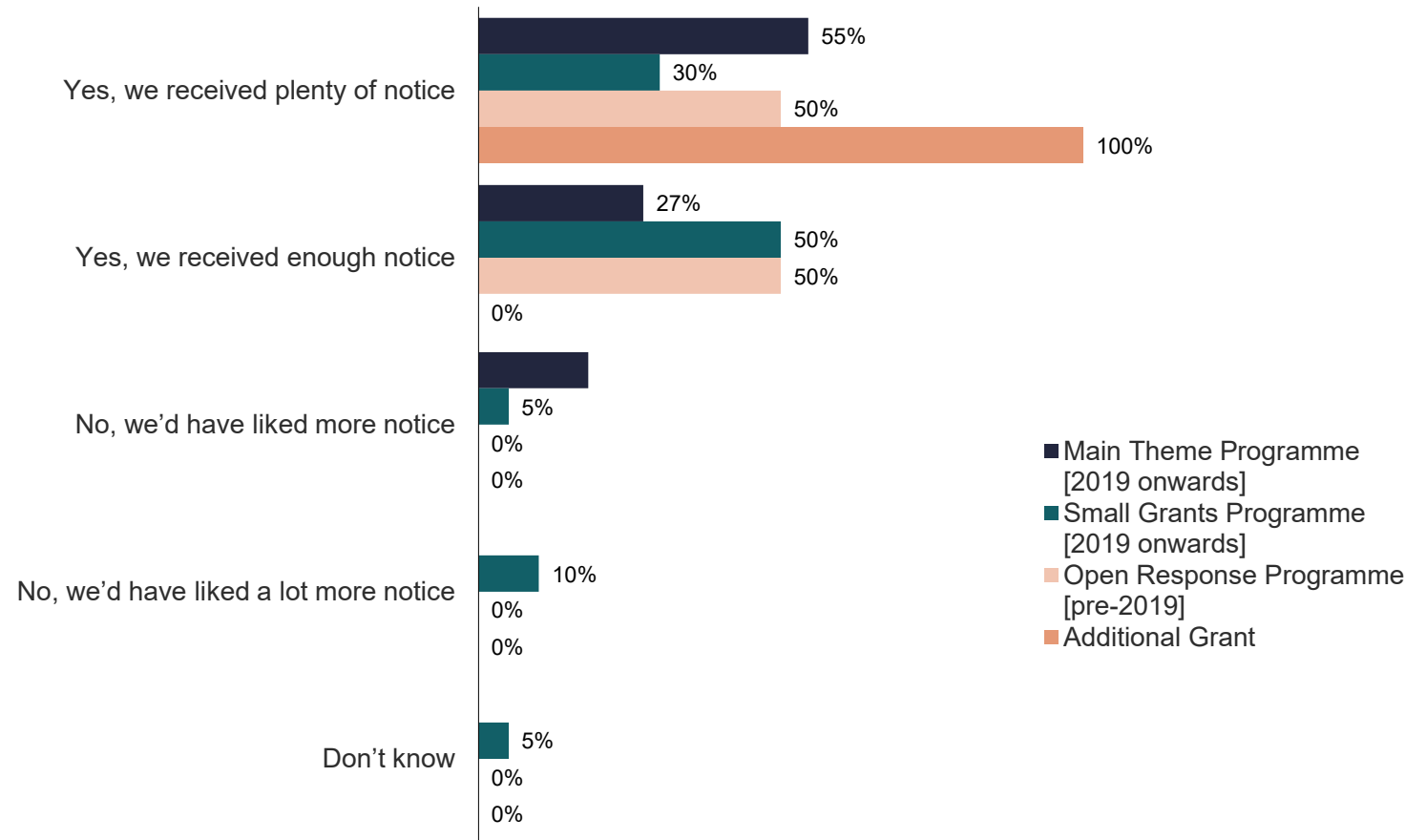
“Did you receive enough notice ahead of the grant round to allow you to get ready for the submission deadline?”



Notice ahead of the grant stream cut by funding stream

“Did you receive enough notice ahead of the grant round to allow you to get ready for the submission deadline?”

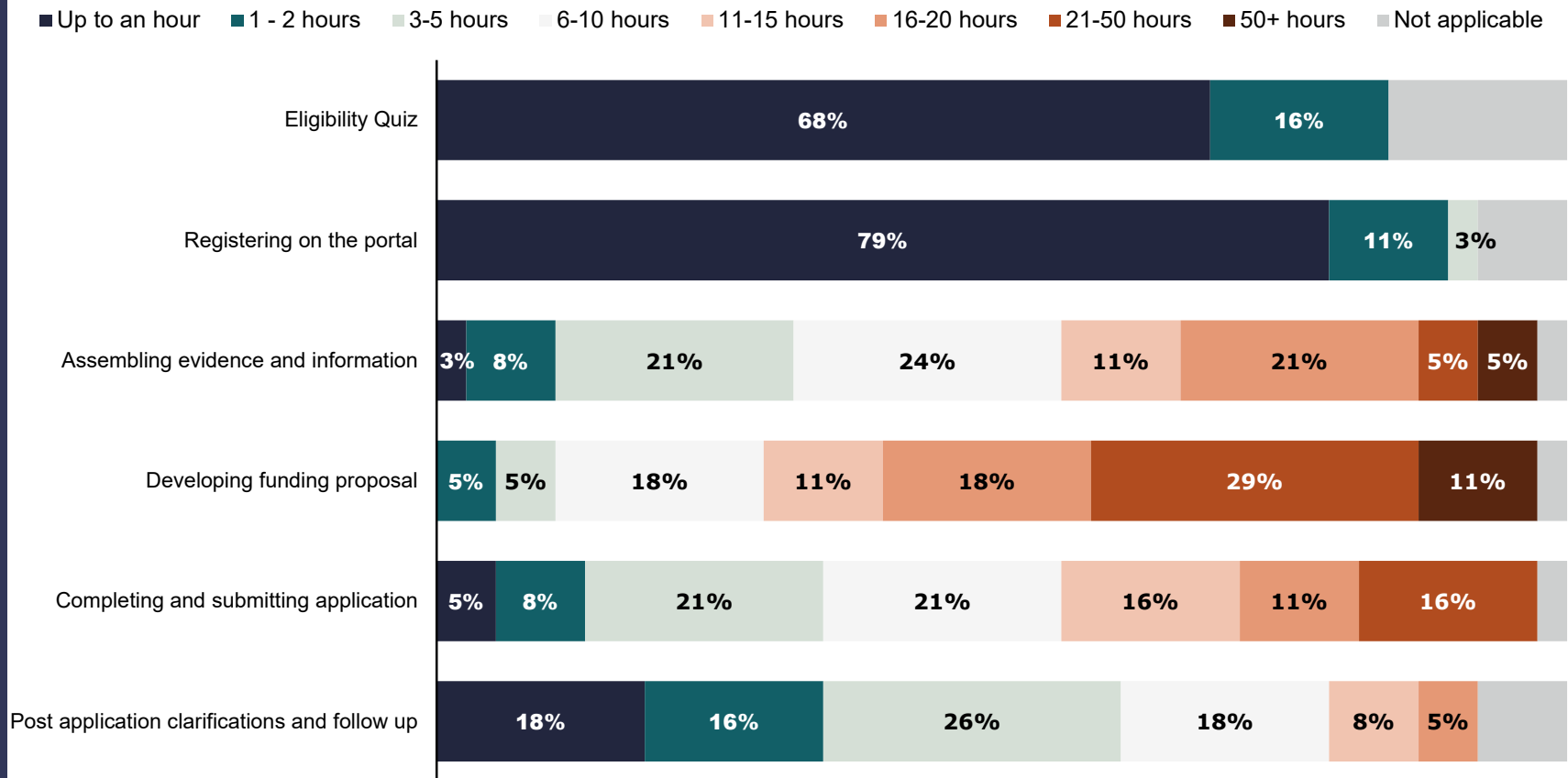
By funding stream



Hours spent on application

Total sample

“How many hours would you estimate you spent on the following aspects of your grant application to The Road Safety Trust?”



On average, universities spend 12 hours more on developing funding proposals than other organisations

Full sample	Registering on the portal	Eligibility Quiz	Assembling evidence and information	Developing funding proposal	Completing and submitting application	Post application clarifications and follow up
Road Safety Trust	0.7	0.6	13.4	23.5	12.5	5.2
Benchmark average	n/a	n/a	12.3	15.4	12.4	4.3
Organisation						
University	0.6	0.6	14.6	33	15.4	6.5
Not university	0.7	0.6	13.1	20.9	11.7	4.9
Grantee / UA						
Grantee	2.9	3.4	13.1	25.7	11.7	7.4
Unsuccessful Applicants	2.6	3.4	13.7	21.4	13.2	2.9

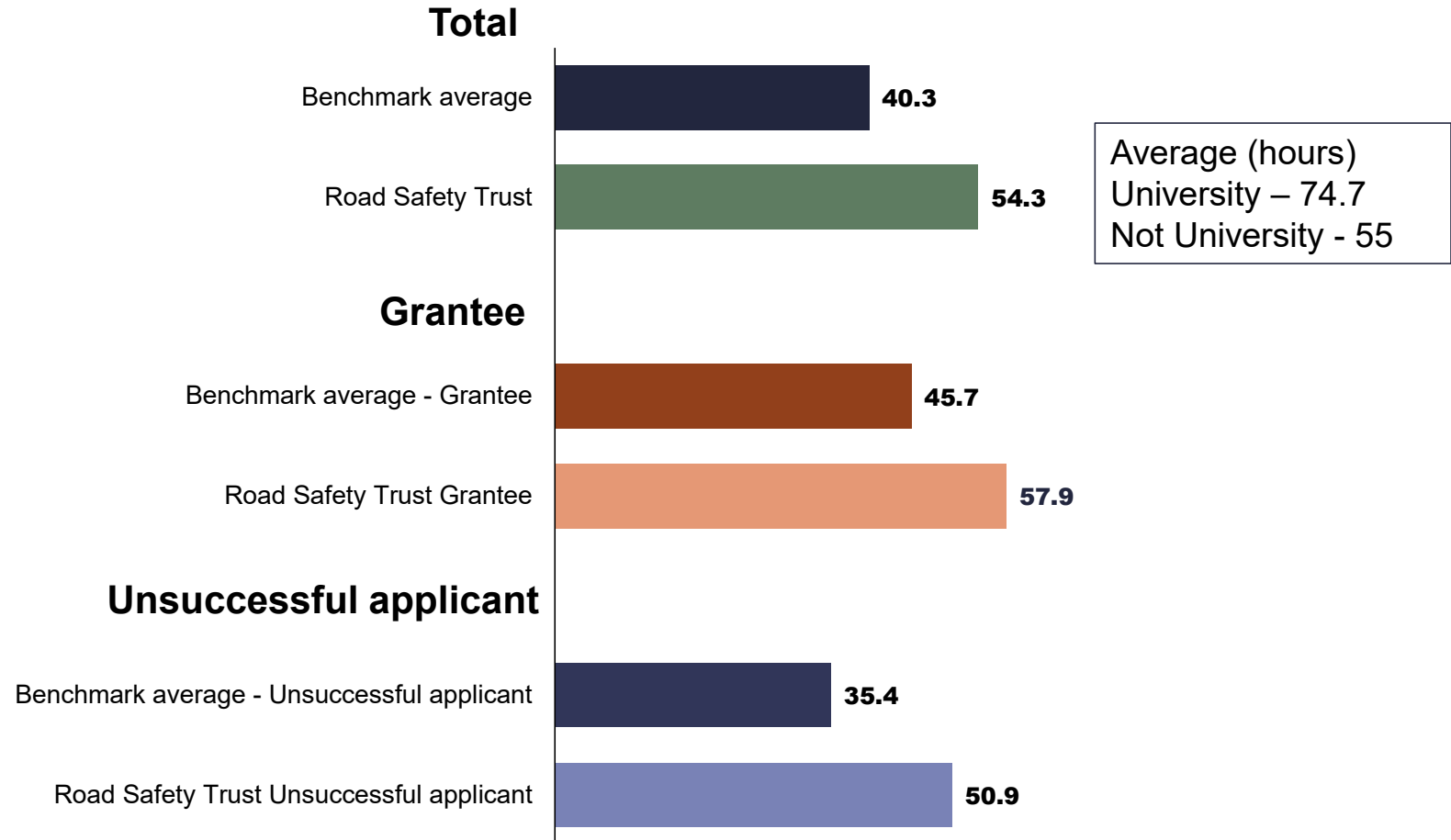
“How many hours would you estimate you spent on the following aspects of your grant application to The Road Safety Trust?” Average

Base: 19 grantees & 19 unsuccessful applicants | Source: Road Safety Trust survey Jan-Feb 22, nfpResearch

Overall, applicants spend more time on applications to The Road Safety Trust compared to other funders in the benchmark

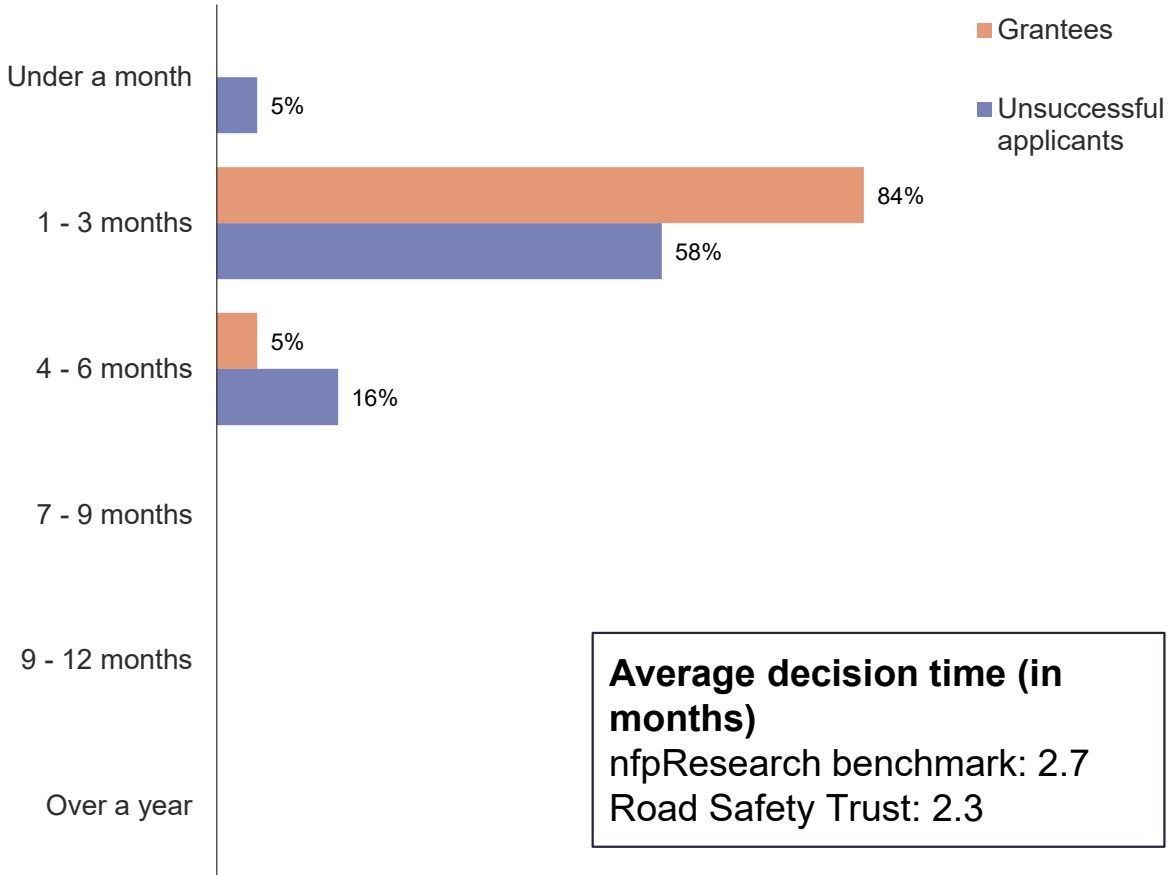
“How many hours would you estimate you spent on the following aspects of your grant application to The Road Safety Trust?”

Average number of hours



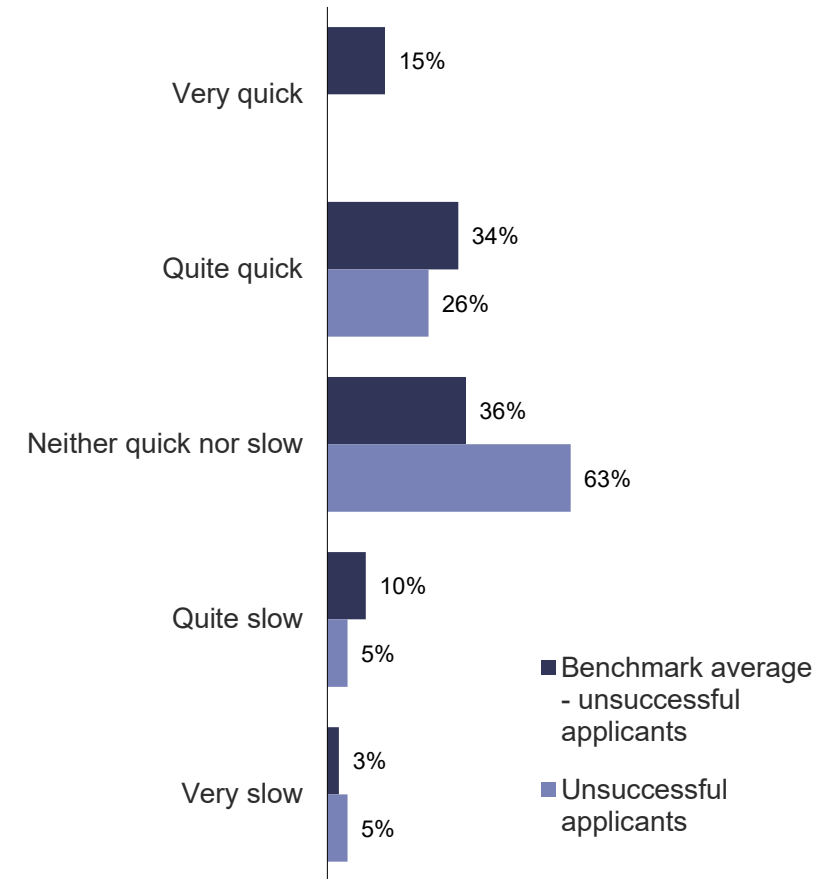
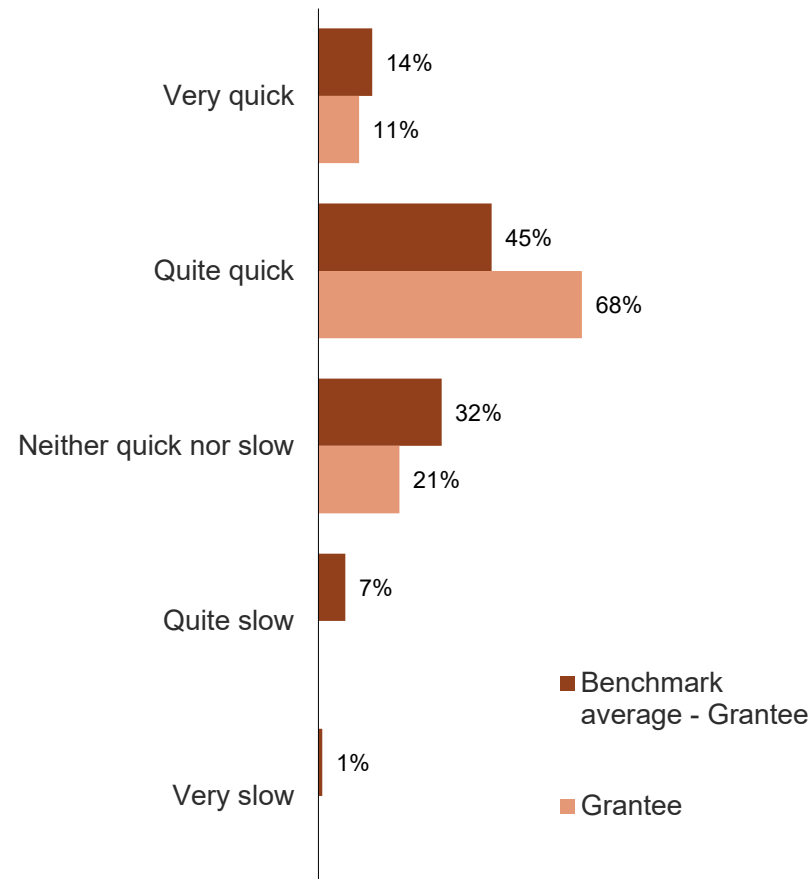
Average time taken to make a decision is quicker than other funders in the benchmark

“How long did it take for a decision to be made on your grant application after the submission deadline?”



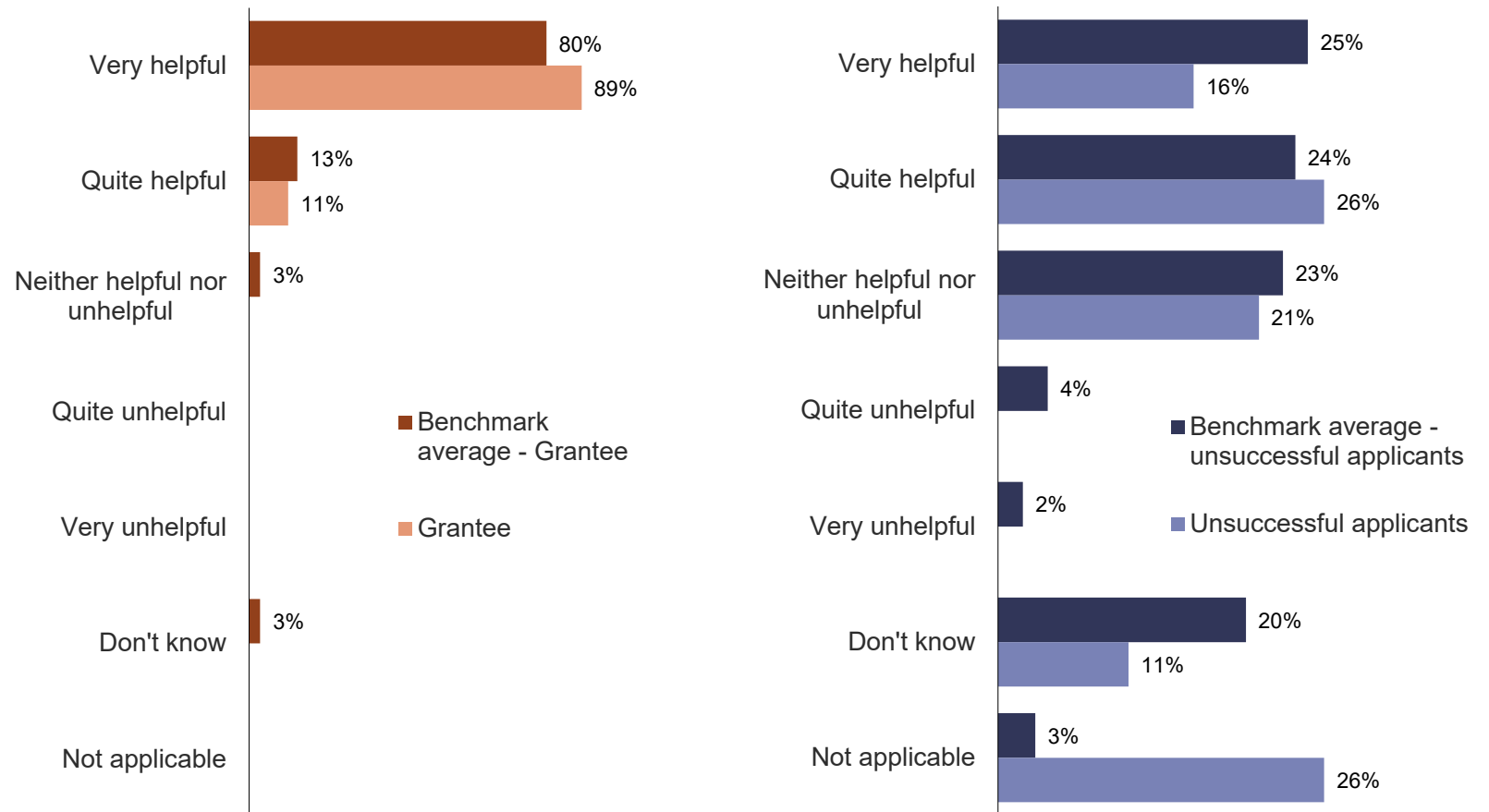
Grantees more positive whilst large proportion of unsuccessful applicants are neutral

“Would you consider this to be...”



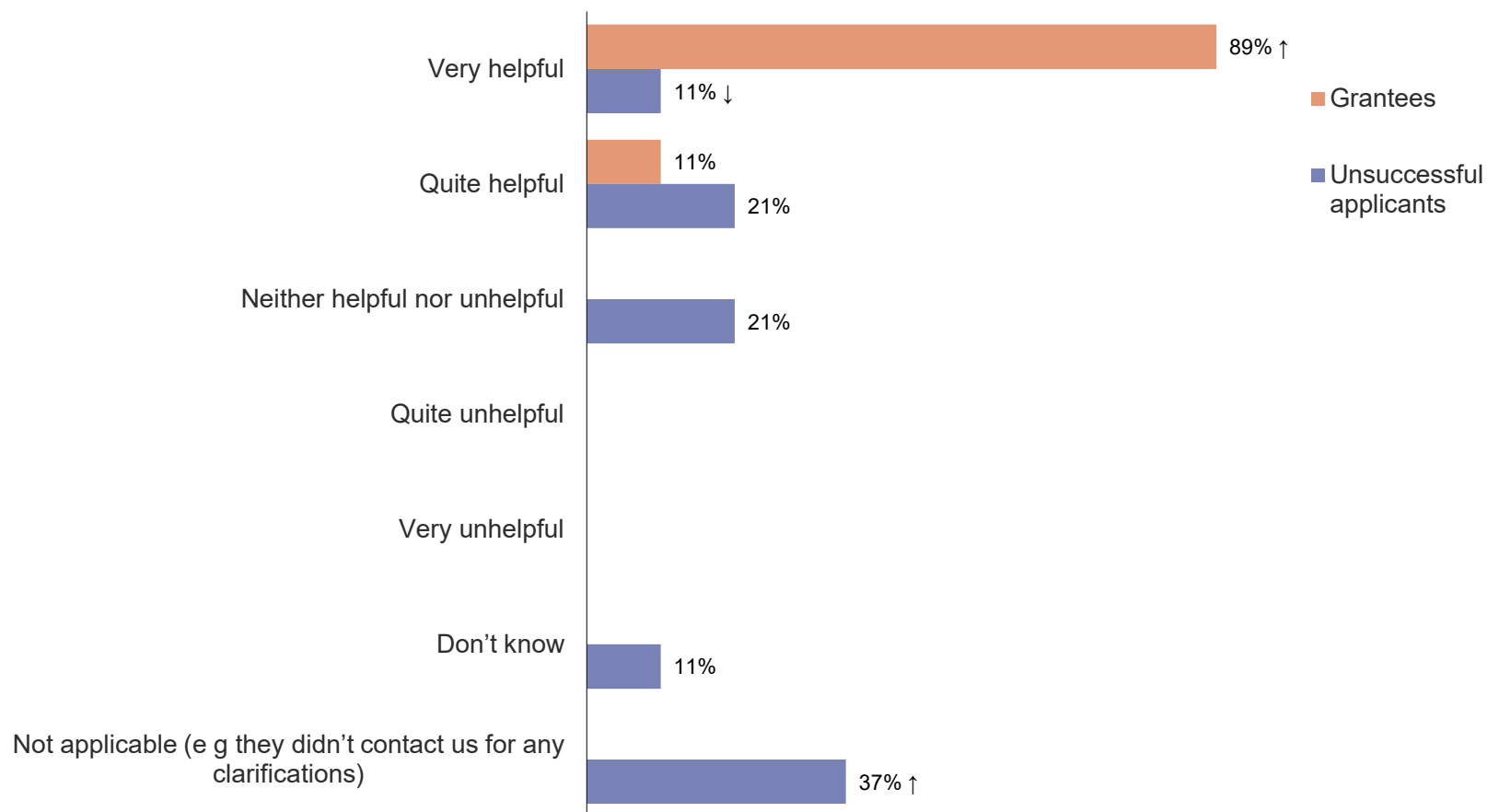
Unsuccessful applicants found The Road Safety Trust staff less helpful compared to the grant makers average

“How helpful were The Road Safety Trust staff while making your application?”



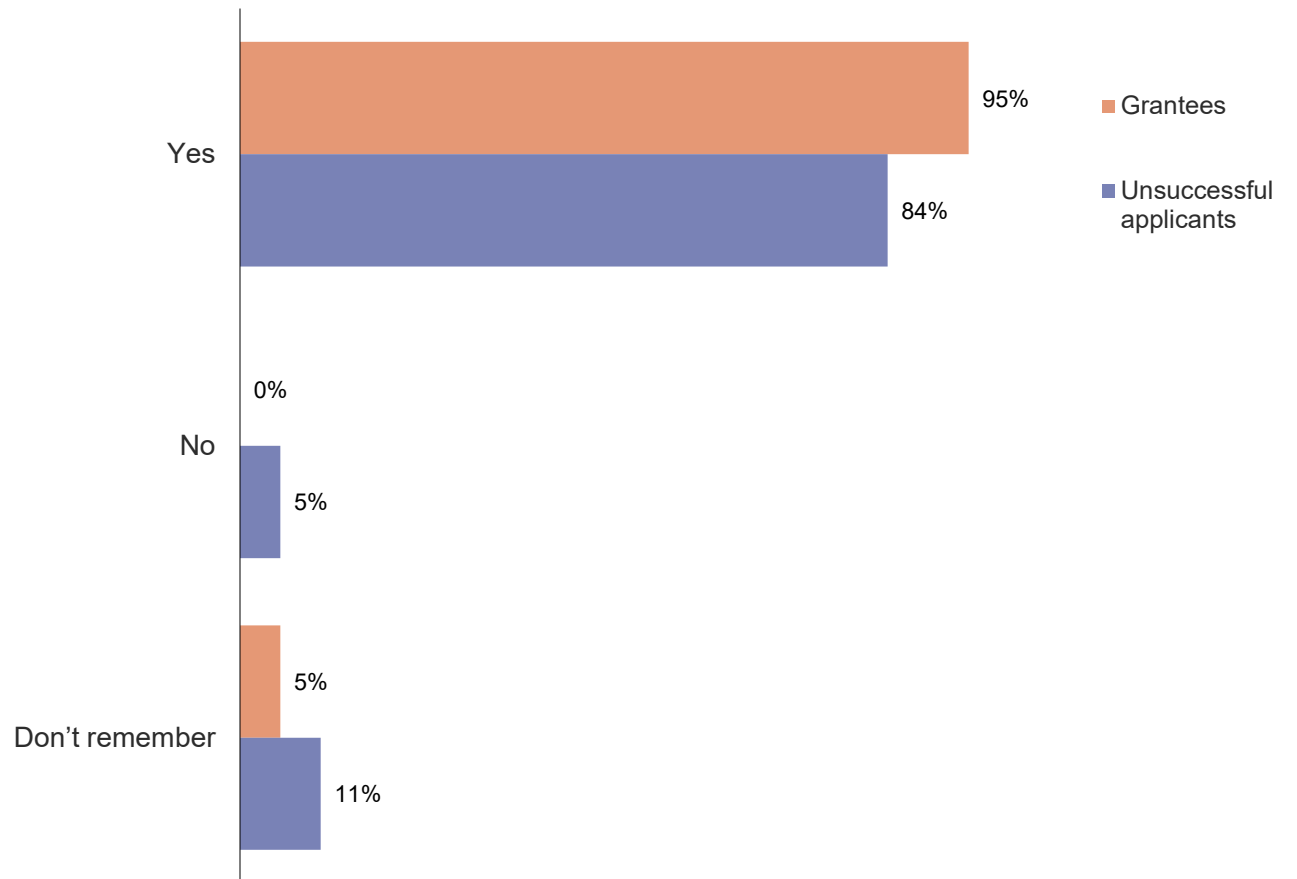
Majority found staff 'very helpful' or 'quite helpful' during post-application clarification stage

“How helpful were The Road Safety Trust staff during the post-application clarification stage?”



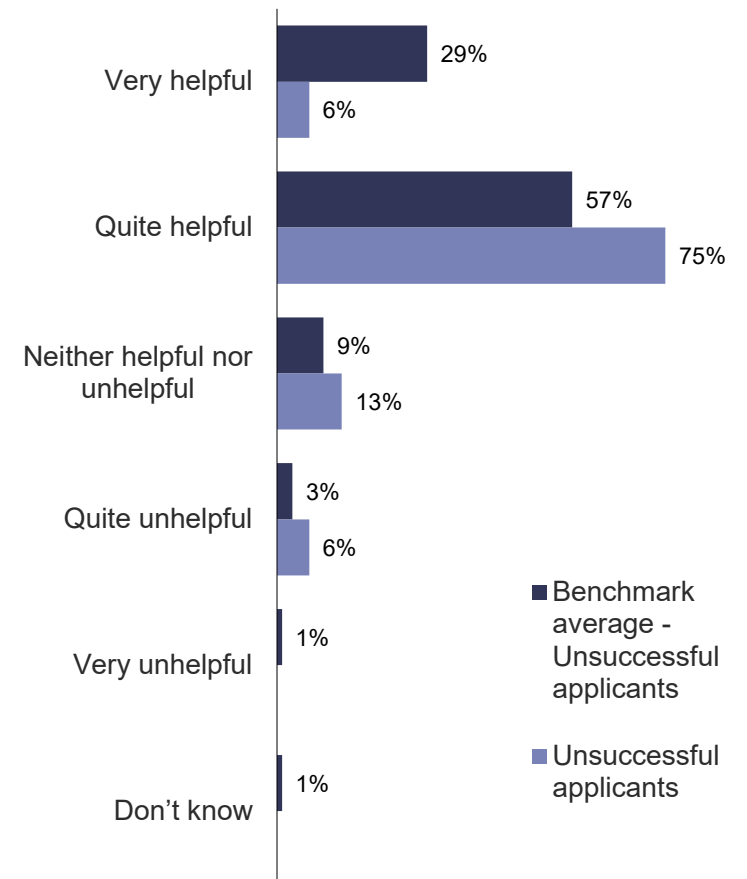
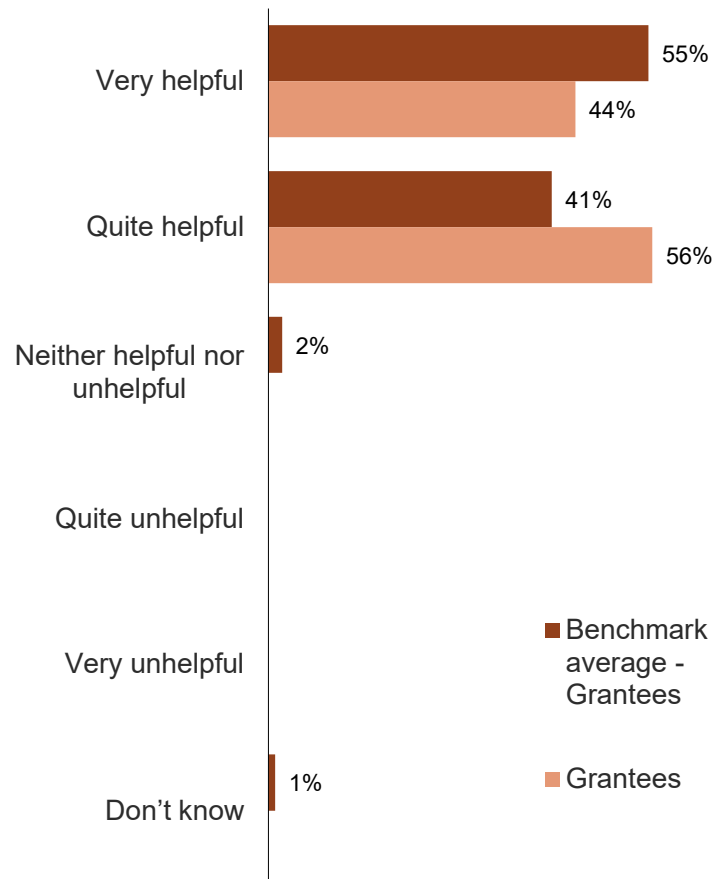
Nearly all accessed information/guidance on website to help with grant application

“Did you access The Road Safety Trust’s information/guidance on its website to help with your grant application?”



And majority found that information helpful

“How helpful did you find the information/guidance to help with your grant application?”



04

Grantees

Summary - Grantees

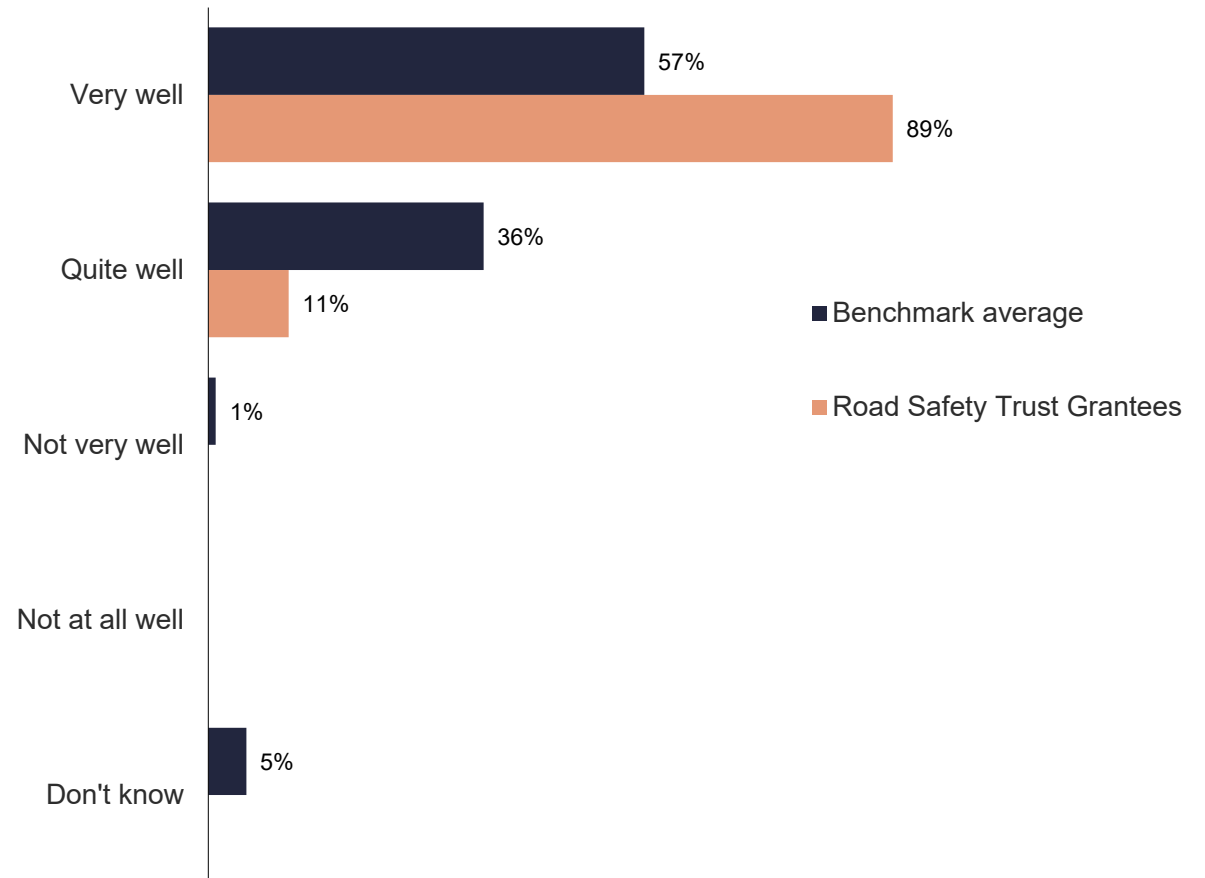
- Overall, grantees are very satisfied. The Road Safety Trust outperform the benchmark average in terms of how grantees feel you understand their project and its aims, how much contact they have with you and how helpful you were after receiving the grant
- 1 in 10 say they found reporting back 'somewhat difficult' though one expresses this as being due to the pandemic rather than to do with The Road Safety Trust. For the rest who did not find it difficult comments spoke of it being a necessary, reasonable and flexible process
- A large proportion of grantees described you as 'better' or 'much better' than other funders in many areas, particularly overall approachability, treating grantees as partners and speed of decision making. You outperform the benchmark average in all three of these areas.
- The Road Safety Trust slightly falls behind the benchmark average in terms of information about the grants and application process
- 4 grantees say they received an impact grant – all found it a positive experience and half said that it achieved what it was meant to

Grantees much more likely to say The Road Safety Trust understands their project and its aims ‘very well’ compared to others in benchmark

“How well do you feel The Road Safety Trust understands your project and its aims?”

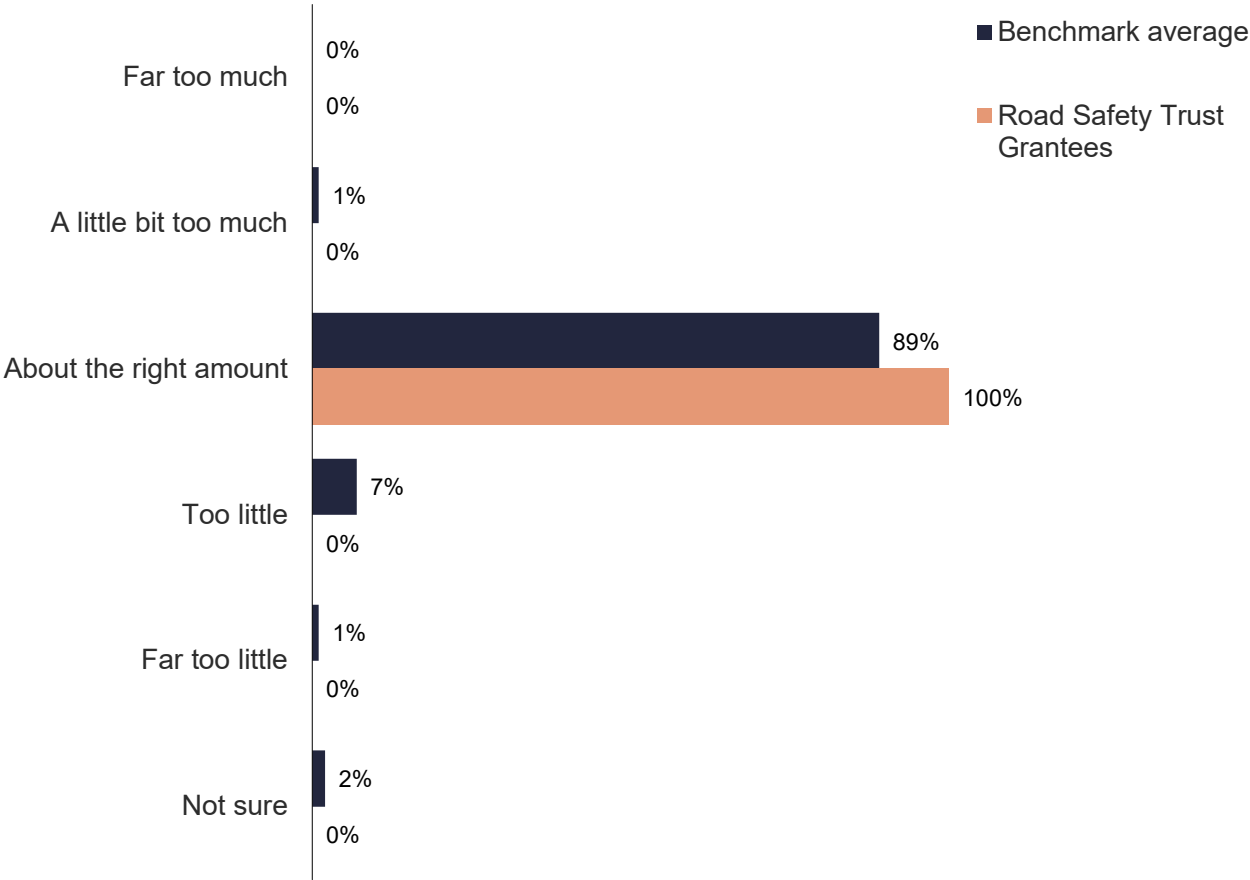
*Note in Grantmakers benchmark question is:

“How well do you feel [FUNDER] understands your **organisation** and its aims?”



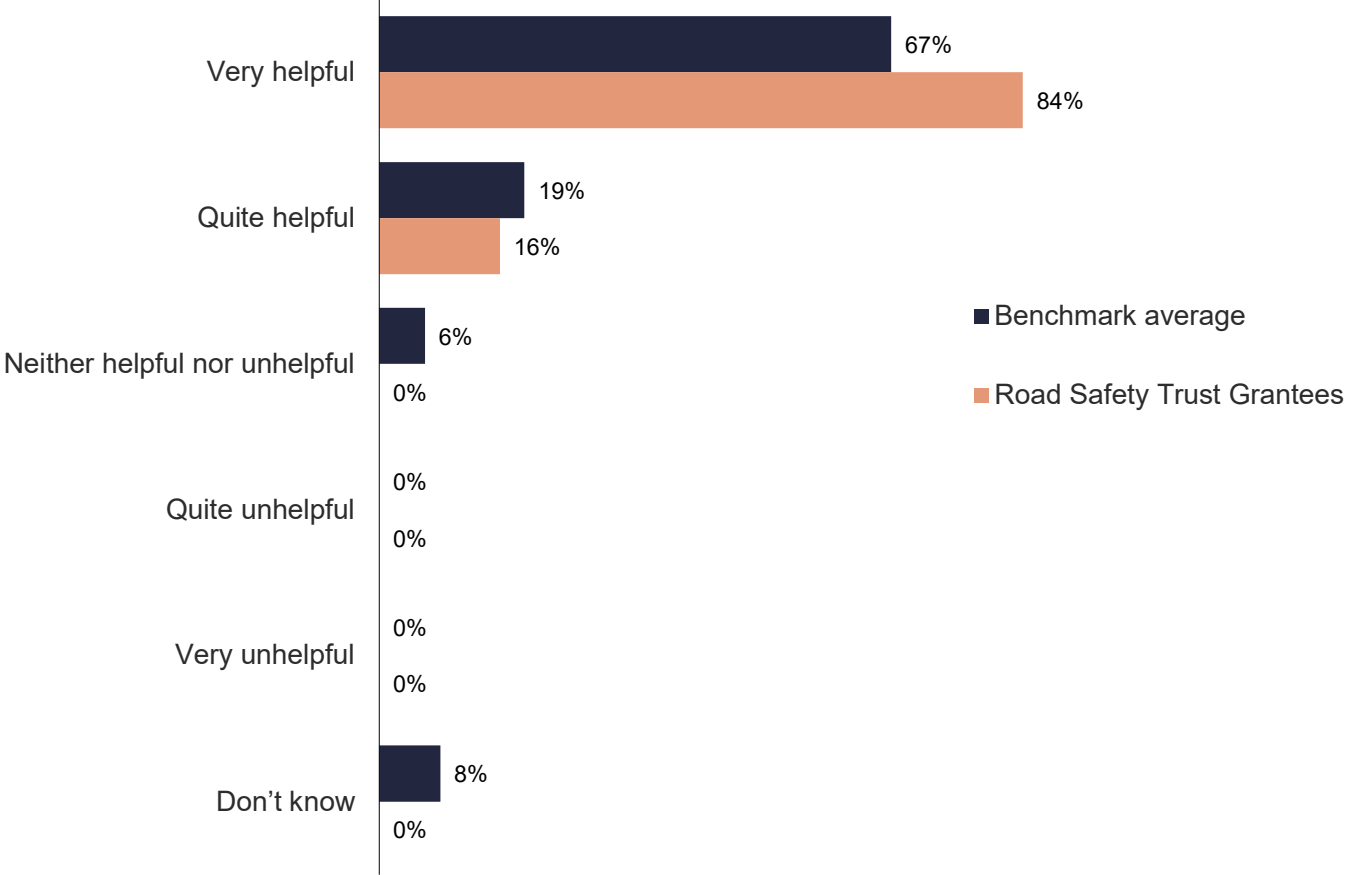
All grantees say they have about the right amount of contact with The Road Safety Trust

“As a grantee, how much contact do you feel you have with The Road Safety Trust?”



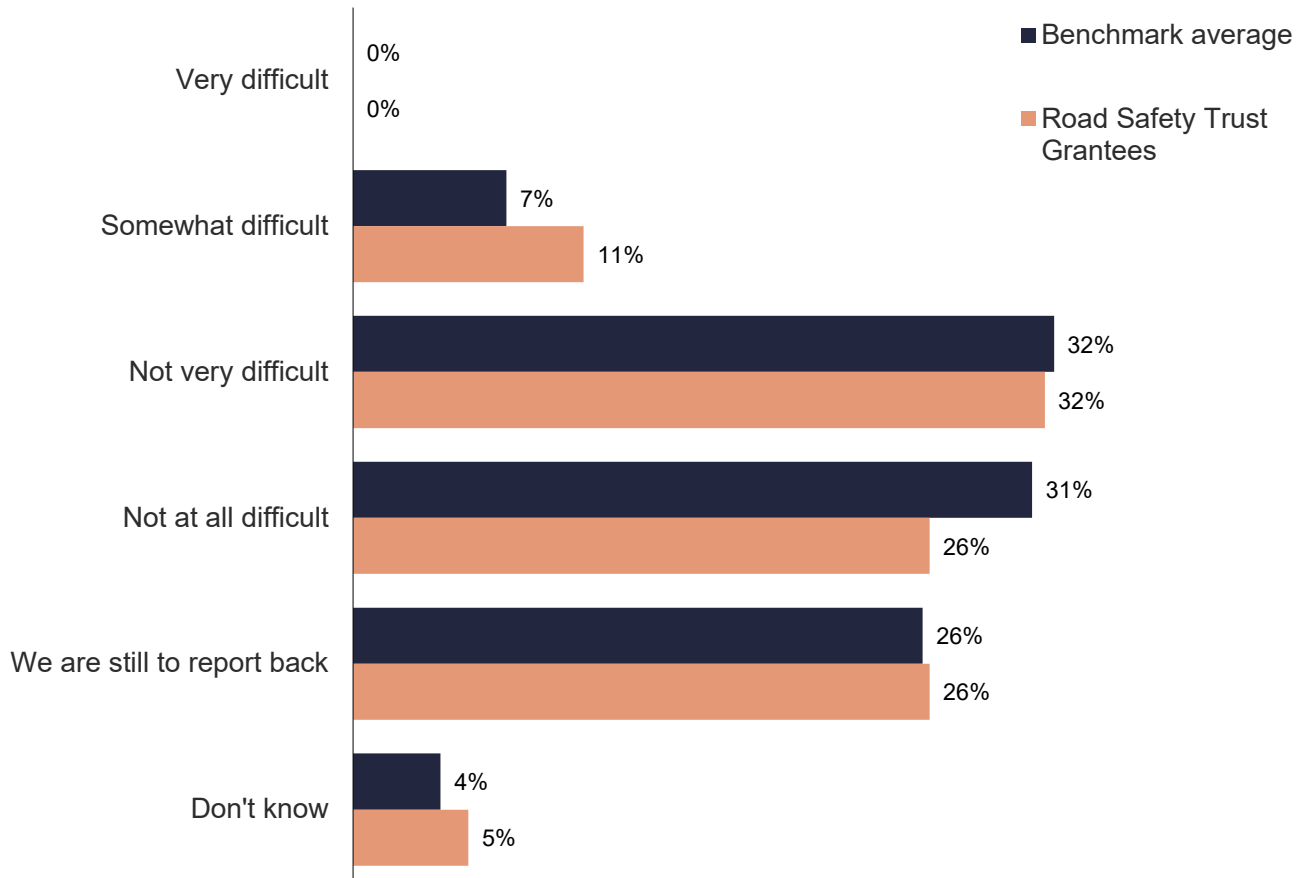
All say staff were 'very' or 'quite' helpful after receiving grant

"How helpful were The Road Safety Trust staff after you received your grant?"



1 in 10 grantees say they found reporting back 'somewhat' difficult

“How did you find the reporting back on the grant once it was awarded?”





How did you find the reporting back on the grant once it was awarded?

Please explain why you chose this answer

Not at all difficult + not very difficult

Reasonable

“It was **appropriately challenging** without being onerous. We were able to stipulate when we reported back for the first grant and the RST's requests and timings for the second grant were **entirely reasonable**.”

Education Establishment, £10m-£50m

Necessary process

“The reporting is a **necessary step** and I feel that it is normal to spend all the time needed for dissemination and so to justify the funding granted by RST. This is a **big responsibility** as this fund comes from charity.”

Education Establishment

Improve feedback

“One improvement I could suggest is a **feedback loop** following a submission. Following our latest I have caught up with Louise and this had been very useful.”

Clinician

Supportive grant officer

“...my grant officer was approachable, supportive and responded quickly to my emails...”

Partnership, Police & LA's, £11k-£25k

Understanding & flexible

“The team at RST are so flexible and understanding of our systems and how to best for our systems to dovetail.”

Charity, £501k-£1m

Somewhat difficult

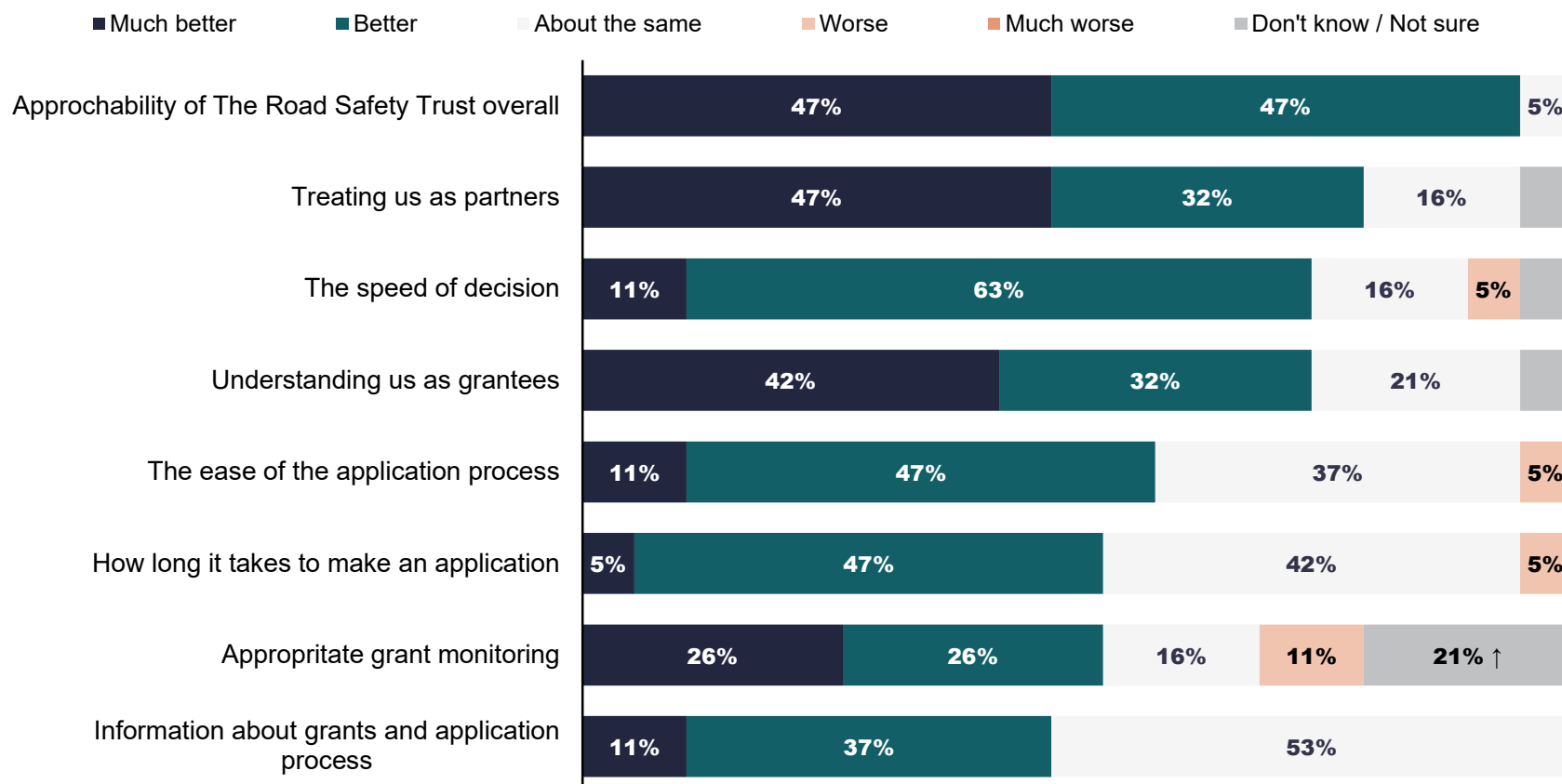
‘Learning experience’

“Timing of first reporting period being 31st Dec added complications, also some ambiguity on financials complicated to a small degree the first reclaim - **more a learning experience our side than a concern at process or delivery however.**”

Company Limited by Shares, £5m-£10m

Almost universal agreement that approachability of The Road Safety Trust overall is better than other Grantmakers

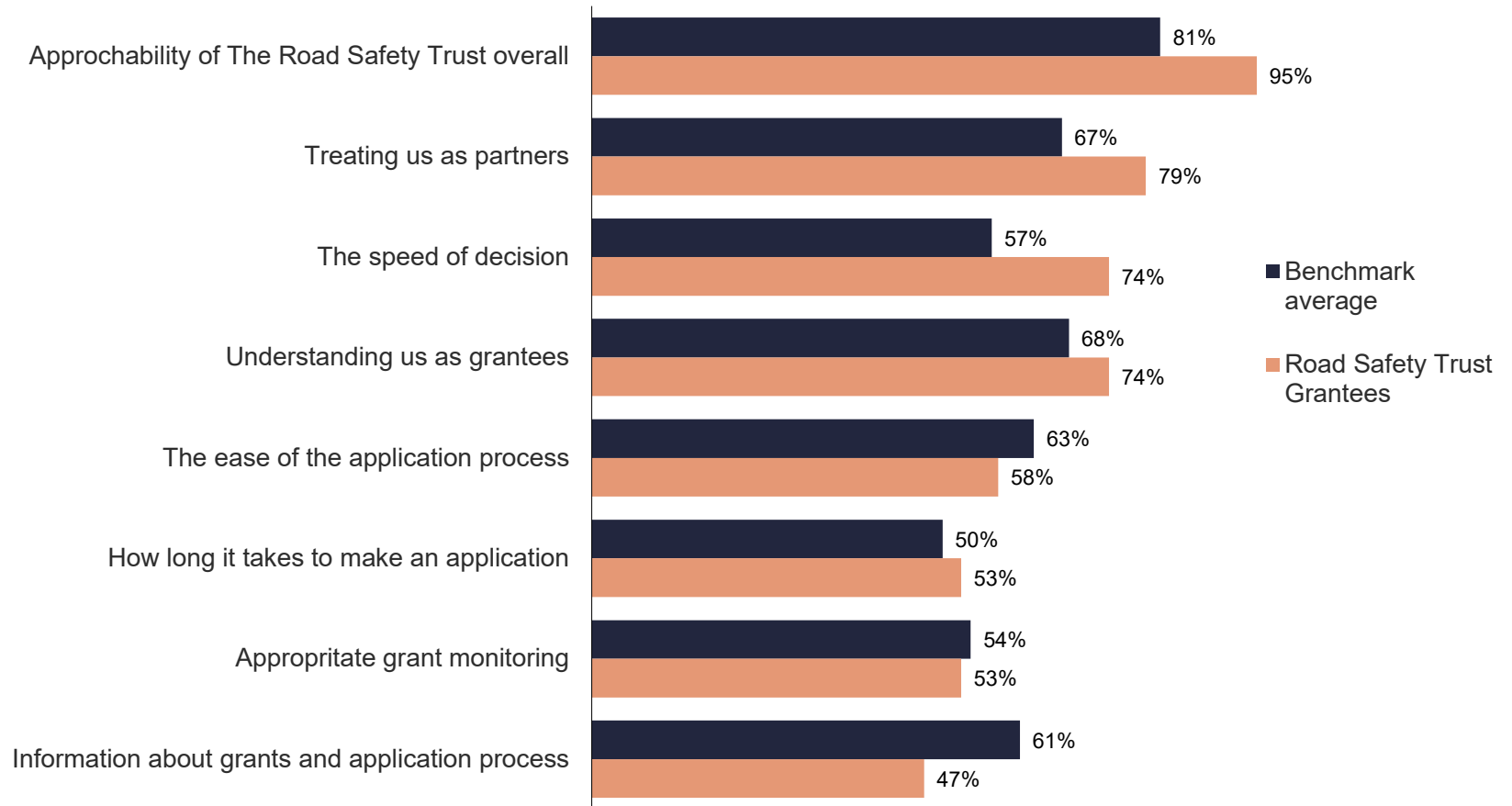
“When you think about your experience of applying for and getting a grant with The Road Safety Trust how would you say they compare with other grant-makers?”



The Road Safety Trust outperforms benchmark when it comes to approachability, treating grantees as partners and speed of decision

“When you think about your experience of applying for and getting a grant with The Road Safety Trust how would you say they compare with other grant-makers?”

Much better + Better



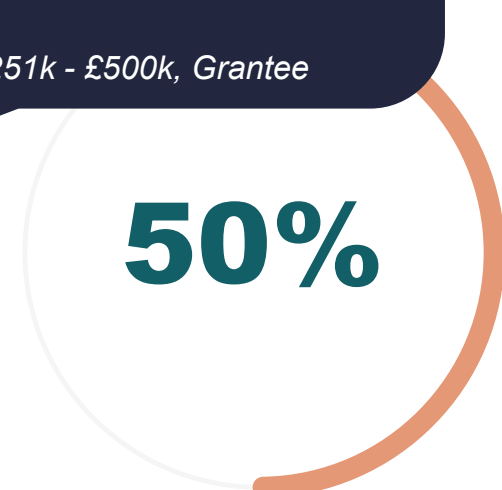
Experience of Impact grants



4 grantees received an impact grant for their project



All 4 found it a 'very' or 'fairly' positive experience



2 feel it achieved what it was meant to

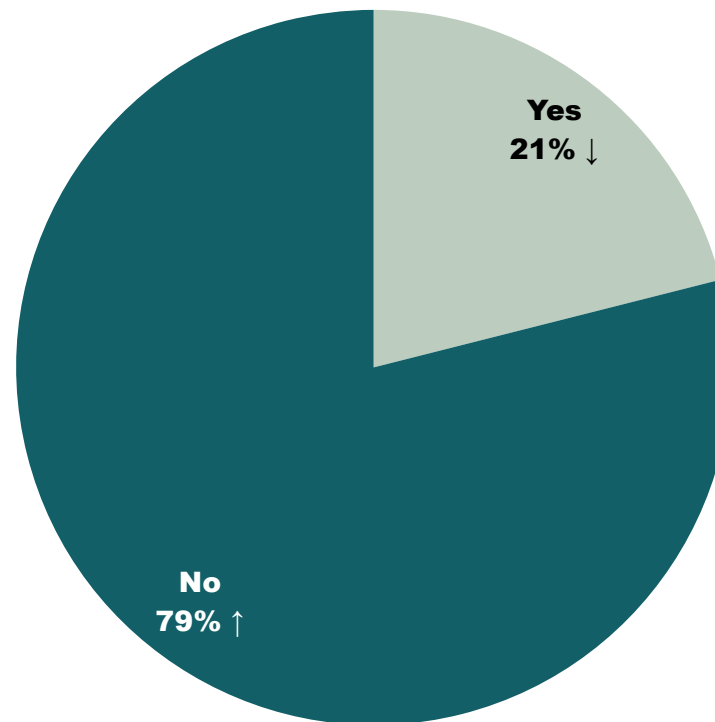
How else could The Road Safety Trust support you or the wider sector?

“More impact / dissemination grants for successful projects.”

Charity, £251k - £500k, Grantee

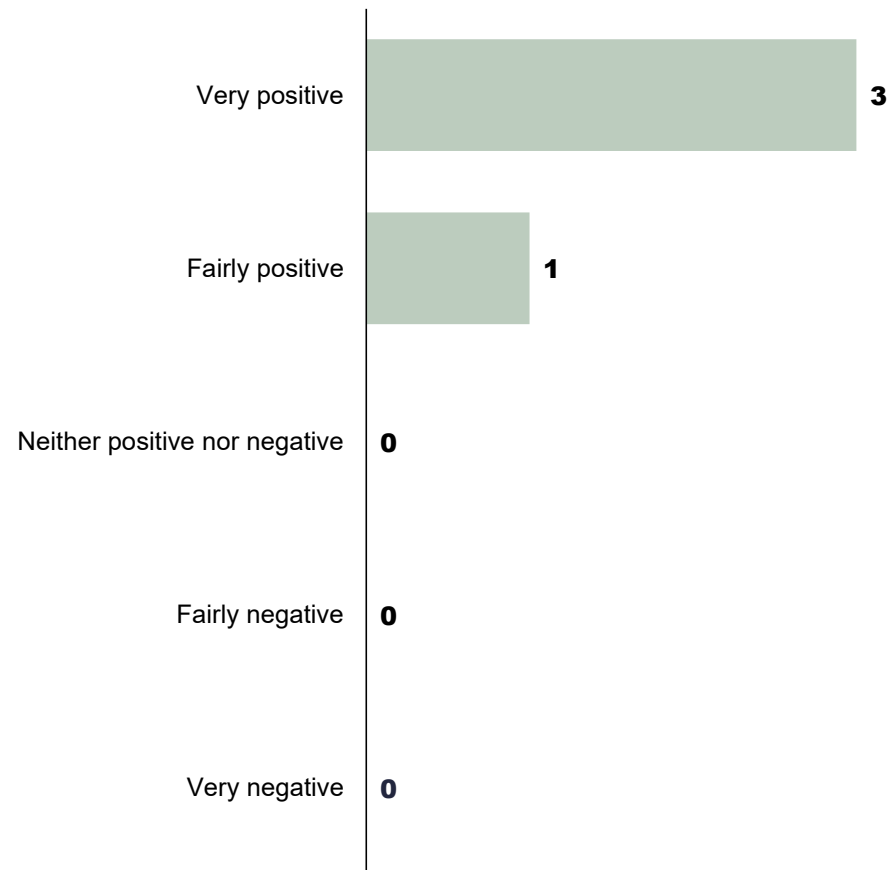
Did you receive an Impact grant for your project (an additional fund to help with dissemination activities)?

“Did you receive an Impact grant for your project (an additional fund to help with dissemination activities)?”



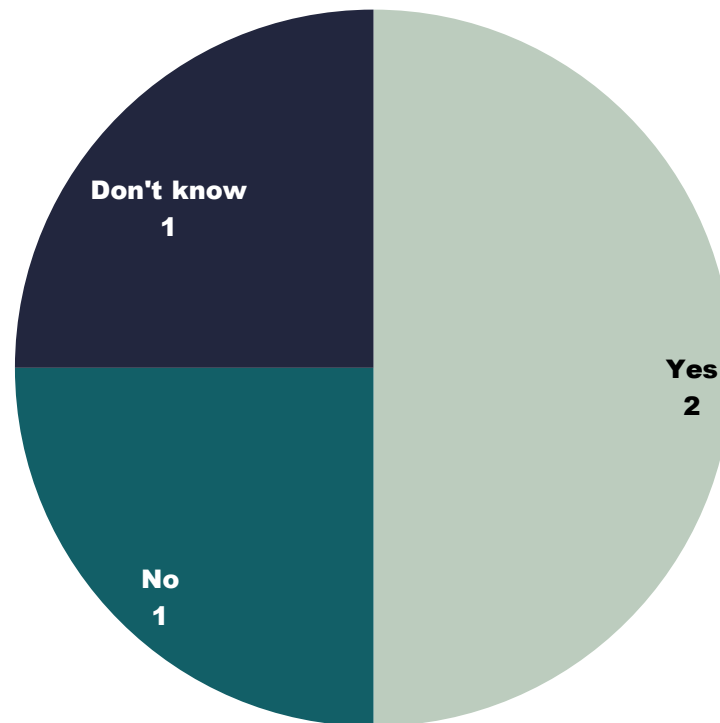
How did you find the experience of receiving an Impact grant in terms of working with The Road Safety Trust?

“How did you find the experience of receiving an Impact grant in terms of working with The Road Safety Trust?”



Do you feel the Impact Grant achieved what it was meant to?

Do you feel the Impact Grant achieved what it was meant to?



05

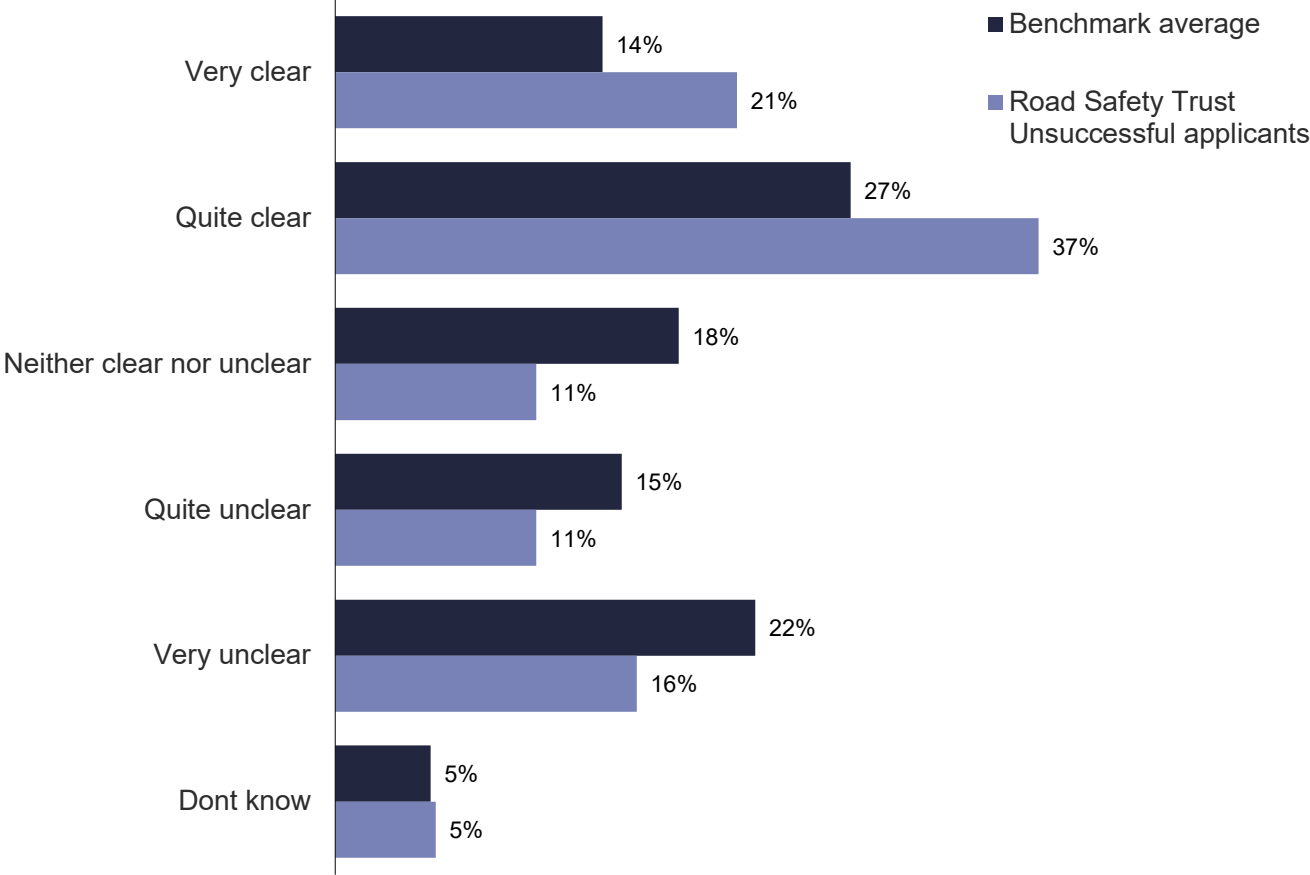
Unsuccessful applicants

Summary – Unsuccessful applicants

- Unsuccessful applicants are more likely compared to the benchmark average to say that it was ‘very’ or ‘quite’ clear why their application was declined (58% vs 41%), though 27% said it was unclear
- 6 in 10 recall receiving feedback. Comments on the feedback given included some finding it too generic and not project specific and others appreciated feedback and understood why they were not successful
- Unsuccessful applicants are most positive about The Road Safety Trust’s speed of decision making and treating them with respect. Comparing these results to the benchmark average The Road Safety Trust does fall behind on a number of areas including speed of decision, overall approachability, information about grants process, ease of application process and how long it takes to make an application. These are themes that have been touched in other areas of the results
- 6 in 10 would consider reapplying in the future, only 5% said definitively no. UAs would consider applying again because of your focus on road safety and the innovative projects that you fund. Others were put off by needing these ‘innovative solutions’ and others had limited budget or capacity

27% say it was 'quite' or 'very' unclear why application was declined – 10% less than benchmark average

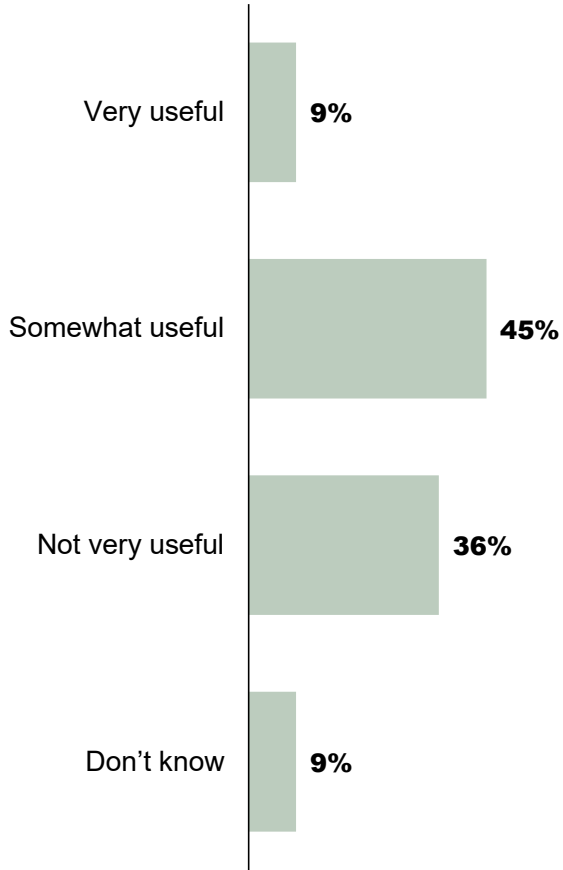
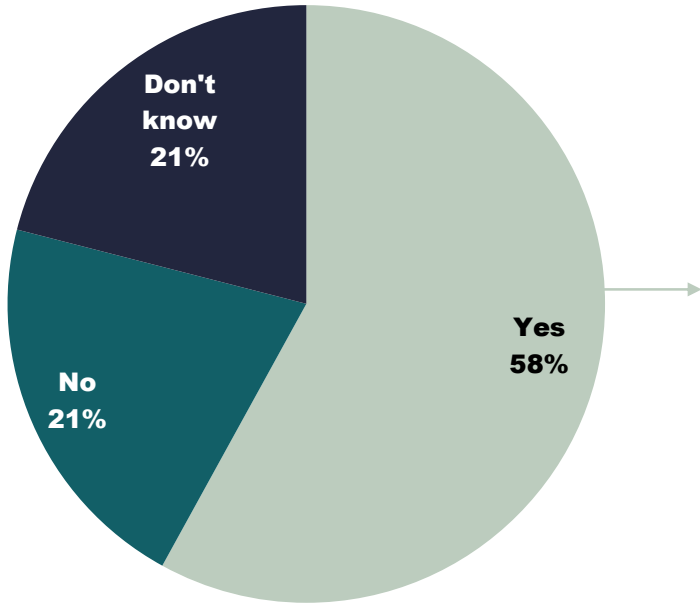
“How clear was it why The Road Safety Trust declined your application?”



6 in 10 recall receiving feedback - over a third of these did not find feedback very useful

Do you recall receiving feedback on why your proposal was unsuccessful?

“How useful did you find the feedback you received?”





How useful did you find the feedback you received?

Please explain why you chose this answer

Not very useful

Project specific feedback wanted

“The feedback received was around the clarity as to whether this was work already undertaken - it didn't give any indication about the fundability/ priority of the proposal or the audience we proposed to work with which might have been more helpful for future planning.”

Charity, £5m-£10m

“Feedback was that there were similar bids. Didn't say why they were funded and ours not.”

University, >£50m

Too generic

“The feedback received was of a very generic nature. More specific, even just bullet point information would be helpful.”

University, >£50m

“Didn't give me way forward.”

Local Authority, >£50m

Somewhat useful

“We were pleased to receive personalised feedback. This was very helpful.”

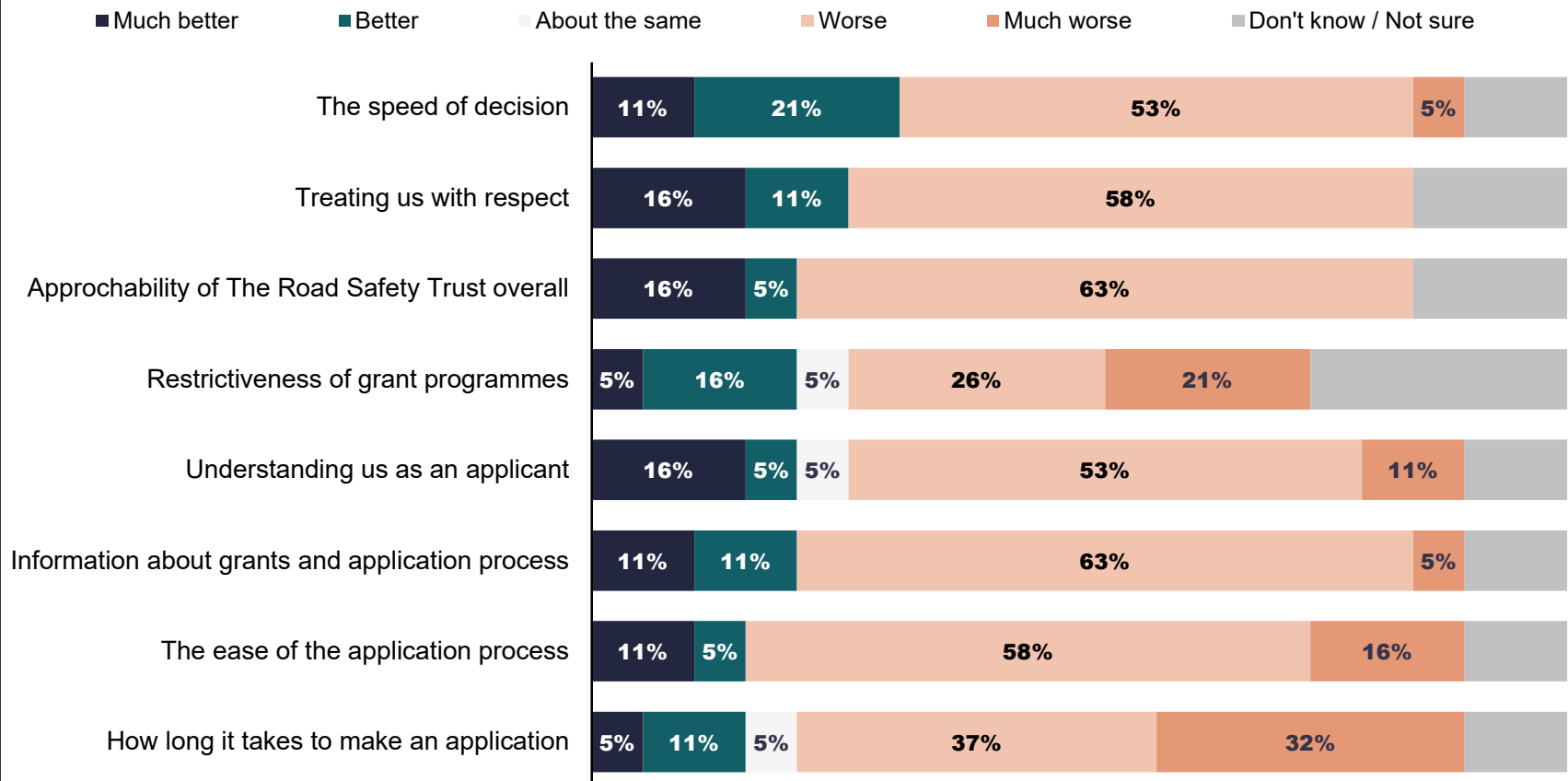
Fire Authority, £1m-£5m

“We understand the reason given for the rejection, but we disagree with the policy behind it.”

Charity, £101k-£250k

Unsuccessful applicants most positive about The Road Safety Trust's speed of decision compared to other Grantmakers

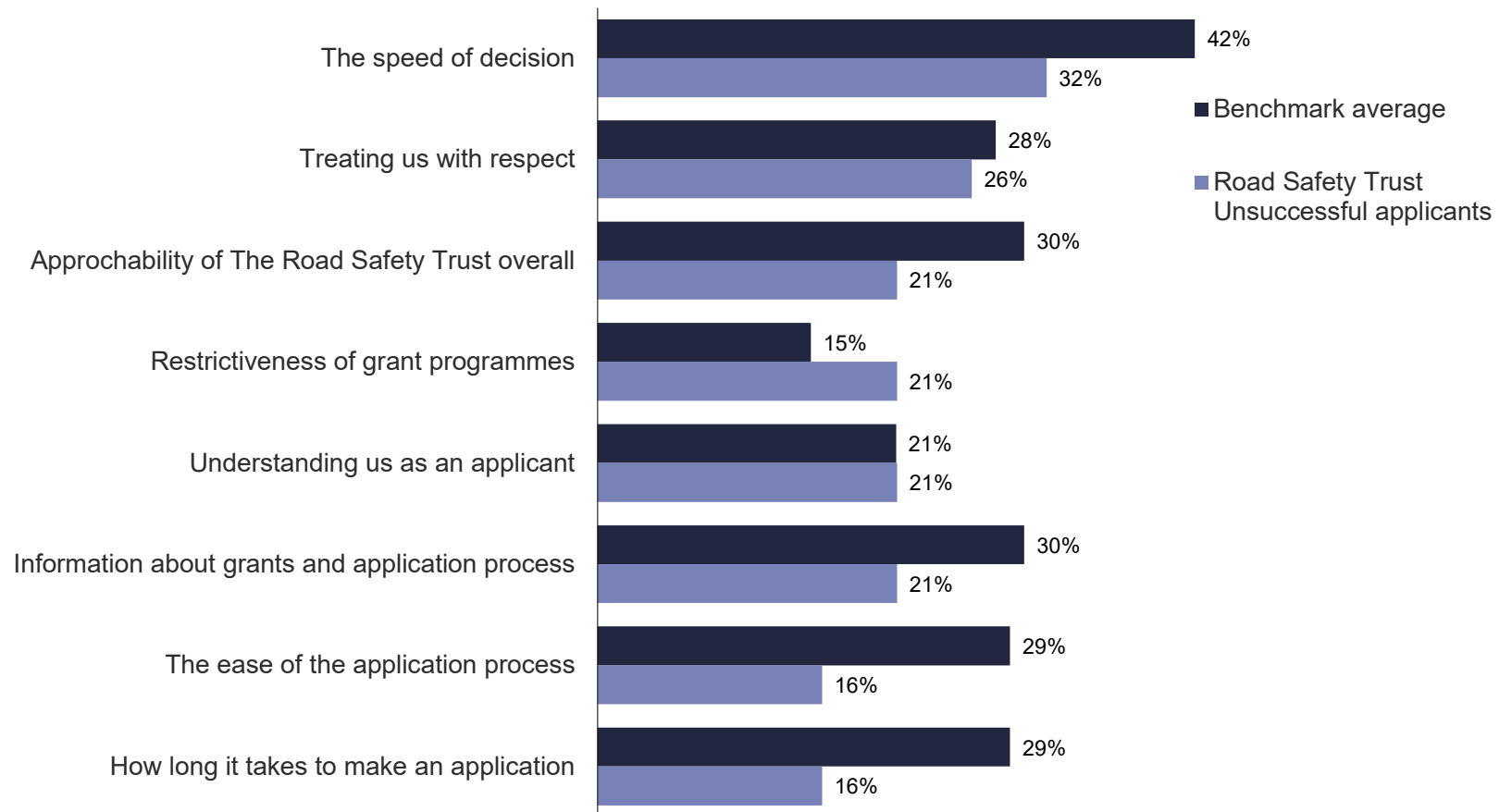
“When you think about your experience of applying for and NOT getting a grant from The Road Safety Trust how would you say they compare with other grant-makers?”



The Road Safety Trust underperforming compared to benchmark in a handful of areas

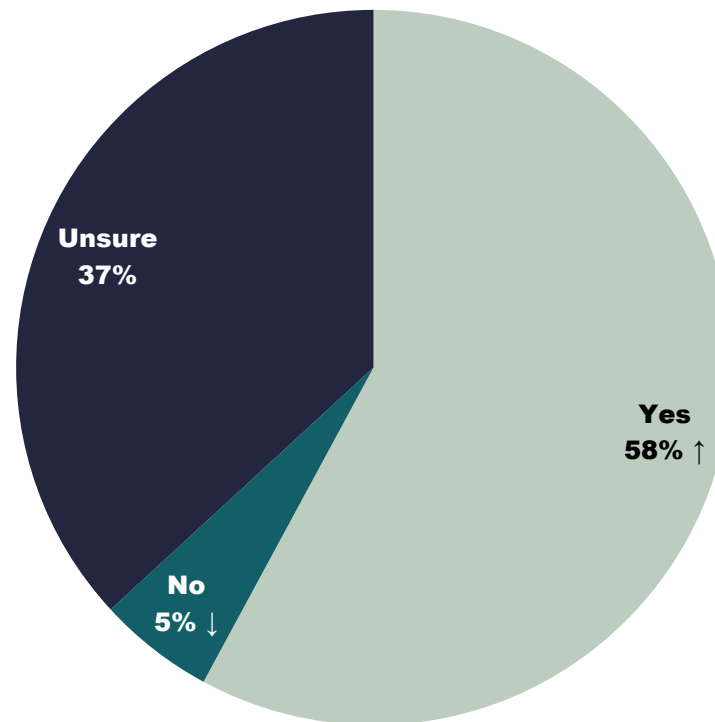
“When you think about your experience of applying for and NOT getting a grant from The Road Safety Trust how would you say they compare with other grant-makers?”

Much better + Better



6 in 10 would consider reapplying for a grant from The Road Safety Trust in the future

“Would you consider re-applying for a grant from the Road Safety Trust in the future?”





Would you consider re-applying for a grant from The Road Safety Trust in the future? Yes

Please explain why you chose this answer

Road Safety focus

“Road safety is a major priority for us so any opportunity to develop additional work to make our roads safer would be considered.”

Fire Authority, £1m-£5m,

“Where Community Road Safety is our objective, it will always be worth applying.”

Community Interest Company limited by Guarantee, <£10k

Innovative areas of funding

“We have some radical and innovative ideas to develop VR/360o road safety pilot studies. Just awaiting an application to deliver road safety in digital form and we can move forward.”

Community Interest Company limited by Guarantee, £11k-£25k

Limited funders

“The funders covering road safety in this area is small beyond academic funding council's openness, subject to calls, to bids on road safety aspects.”

University, >£50m

Good relationship

“We work well with The Road Safety Trust and feel we have a good relationship. The staff are always happy to help and provide good feedback.”

Charity, >£50m

Reasonable application process

“The application process doesn't feel overly onerous for the amount and type of projects we put forward.”

Charity, >£50m



Would you consider re-applying for a grant from The Road Safety Trust in the future? No + Unsure

Please explain why you chose this answer

Budget

“Due to our limited budget/reserve we cannot kick start projects without funding. Therefore, applying to the RST would be fruitless given the current policy.”

Charity, £101k-£250k

“Motivation - I think it is a bit closed in who is likely to be successful, who knows who etc.”

Local Authority, >£50m

Areas of funding

“The main criterion seemed to require 'innovative' solutions. In our case there was very little need for innovation, but a great need of funding for well established methods of road safety.”

Local Authority, <£10k

Need to know why grant was unsuccessful

“Without knowing the reason for the unsuccessful application it makes the decision to apply again difficult. Knowing why the bid was unsuccessful would assist in the decision making process of reapplying. Funding was generated through other bids and is not required at this point in time.”

Not for profit unincorporated association, <£10k

Areas of funding

“It took a lot of time to apply the first time as lots of project management info was required. On the next occasion I was planning to apply I realised that the grant would not cover the work we wanted to do.”

Local Authority

Onerous reporting

“...The expectations that the Trust have are more suited to an organisation with staff capacity to support in depth and research based reporting. If the Trust works with community groups in the future [...] it would be good to see a lighter touch in relation to management and reporting.”

Charity, <£10k

06

Support & additional learnings



“How else could The Road Safety Trust support you or the wider sector?” (1 of 2)

Focus on academia?

“RST has backed away a bit from directly supporting the academic sector in recent years, but **I think there is a place for it to fund studentships** - perhaps collaborative PhD or other postgraduate bursaries where an academic institutions and a police partner (for example) apply and recruit a student to deliver a particular project. **This is a very cost effective way of getting dedicated research resource and also helps to encourage and support the next research-informed generation** and grow capacity in the sector. 'RST fellows' could have their own network and events even which would aid their development and promote the work of the RST further.”

Education Establishment, £10m - £50m, Grantee

Efficiencies

“In a local authority just trying to maintain our road safety work in the face of challenging budget cuts is often our main focus. **Maybe there could be a role for the Road Safety Trust in providing advice on the most efficient ways of delivering road safety** rather than always focussing on something new and innovative. It is difficult to contemplate diverting resources to new innovative initiatives when we can hardly afford to deliver the basics.”

Local Authority, >£50m, Grantee

Flexible grant streams

“More grant funding opportunities, perhaps with a “responsive mode” where researchers suggest the topic.”

University, >£50m, Grantee

“Ensure a **flexible approach to grants** (as in type) allowing for a wide range of projects. Focused grants are important to support specific areas of the sector - but enabling innovation **by ensuring that “open” grant types are available** would be very much appreciated.”

Other (Please specify), Clinician, Grantee

“I worry that only offering themes or small grants is a bit limiting. **I liked the flexibility of the open call.**”

University, >£50m, Grantee



“How else could The Road Safety Trust support you or the wider sector?” (2 of 2)

Sharing knowledge

“Sharing and knowledge gained from innovative schemes so others can learn from the funded work that was carried out.”

Local Authority, Not sure, Unsuccessful applicant

“The current support is great. Perhaps lead on some events for disseminating project outcomes.”

University >£50m, Grantee

Diversity of programmes

“As before really, and as the largest grant provider for road safety, trying to support as many projects as possible over a wide range of road user groups as many are struggling to keep going.”

Other (Please specify) Partnership, Police & LA's, £11k-£25k, Grantee

Promoting RST's mission

“By promoting its mission and aims more vocally, catching the crest of this tidal wave regarding the ways in which we move around UK roads (e.g., micromobility).”

University, >£50m, Grantee

Researcher led ideas

“More grant funding opportunities, perhaps with a “responsive mode” where researchers suggest the topic.”

University, >£50m, Grantee



Are there any other grant-makers who you think The Road Safety Trust could learn from? In what way?

Big Lottery Fund

“Big Lottery Fund are very **experienced and established.**”

Local authority, unsure of grant size, Grantee

“The Big Lottery springs to mind from whom we obtained a grant for a Speed Indicating Device in 2017.”

Community Interest Company limited by Guarantee, <£10k, Unsuccessful applicant

DfT

“DfT. They fully understand how we operate and the issues that we face in a world of limited budgets.”

Charity, £101k - £250k, Unsuccessful applicant

Steve Morgan Foundation

“We love the Steve Morgan Foundation , they funded our Youth project and are just the loveliest helpful hands on group you can work with. Working with funders and foundations of all kinds is the best experience anyone could wish for, the future often relies on it, our projects make funders proud.”

Community Interest Company limited by Guarantee, £11k-£25k, Unsuccessful applicant

Rees Jeffreys Road Fund

“Some make much quicker decisions, have more frequent (quarterly) application sessions, and are lighter touch in reporting requirements, eg RJRF.”

Charity, £251k-£500k, Grantee

NIHR

“I can make a recommendation to NOT be like the NIHR. The process of application is so laborious that it stifles innovation and the efficiencies that come with that.”

Clinician, unsure of grant size, Grantee

Thank you.



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