

Northumbria Safer Roads Initiative

Minutes of Steering Group Meeting

30 September 2008

Whickham Room
Gateshead Civic Centre

Present:

Nick Clennett	Gateshead Council (Chair)
Ray King	Project Manager
Jeremy Forsberg	Communications Manager
Danny Barker	Regional Data Support
Peter Morris	Highways Agency
Andrew Farquhar	HMCS
Dick Fraser	Northumberland County Council
Gary Macdonald	Newcastle City Council
Kevin Ridpath	North Tyneside Council
Neil Mackay	Northumbria Police
Barbara Killen	Gateshead Council (Finance)
Alex Bennett	Northumberland Fire & Rescue
Neil Thorpe	Newcastle University

Apologies:

Dave Simpson	Tyne and Wear Fire & Rescue
John Edwards	South Tyneside Council
Burney Johnson	Sunderland City Council
Tobyn Hughes	Nexus

2. Minutes of the previous meeting

The minutes were agreed as a true and accurate account of proceedings.

3. Matters arising

No matters arising

4. Project Issues

a) Performance Indicators

Fixed cameras approved in 2004 show an 84% KSI reduction as opposed to those approved on to the scheme in 2003, which show a KSI reduction of 43%. Many of those approved in 2003 were historical cameras, many of which were approved without a collision criterion. RK pointed out that the performance indicators for historic cameras are based on maintaining

reductions in collisions when compared to the baseline. However, where the camera was not approved using a collision criterion, this is not necessarily achievable.

Mobile camera sites show a reduction in collisions as follows, according to the year they were introduced to the scheme:

- 2005 - 47%;
- 2004 - 83%; and
- 2003 - 72%.

Red-light cameras show the following:

- Red light cameras installed in 2004 are showing a KSI reduction of 100% or in real terms 7 less KSI casualties
- Red-light cameras approved in 2003 show a KSI increase of 14% or in real terms 1 more KSI casualty. Some of these sites include historic cameras that were commissioned prior to the formation of the partnership with no data led criteria for their installation.

NC clarified time frames for baselines. The issue of Red-light sites as well as some fixed cameras is that is that some historic cameras had no performance indicators to measure against or collision data, which meant they had not been as successful as those which did. Cameras under the partnership, which were collision led and had measurable data had shown significant KSI reductions. The issue at red-light cameras tended not to be red-light jumping but rather pedestrians walking on red.

Deployment and Activation Levels Report

Fixed cameras achieved deployment levels above those agreed in the SLA. However, mobile enforcement deployment levels were down. The low levels were believed to be a result of staffing issues and higher than expected court abstractions due to high profile road work enforcement. Activations per hour peaked in the summer in line with school holidays. Mobile enforcement peaked in January to March, which coincided with enforcement at the road works on the Coast Road.

There were around 70,000 activations. Activations per hour are down from 1.12 in 03/04 to 0.24 in 07/08 at fixed sites and 19.6 in 03/04 to 8.3 in 07/08 at mobile sites. RK highlighted that increased compliance was a positive sign that cameras were having the desired effect of slowing drivers down. RK also said that there will still staffing issues resulting from a move to civilianisation of enforcement.

AF queried if activations could be measured against traffic flows to compare against reductions in activations per hour. DB will compare activations versus traffic flows and feed back information to the group.

Action: DB

DF queried if any research had been conducted on the impact on decommissioning sites and the impact this had on driver speeds. RK raised the point that most decommissioned sites had some type of engineering or road alteration, which would significantly alter the dynamic of traffic.



Comment relating to vandalism policy redacted.

Action: RK

b) Review of Working Practices

Outsourcing of the Fixed Penalty Unit would not be carried forward due to national issues including the issue of an emergency contingency, which may require FPU staff and data protection, and ownership issues.

Civilianisation is proceeding with the intention of replacing one vacant and one imminently vacant PC position with civilian enforcement staff. As RWP document, the police have submitted the proposal. NM indicated that it was still the intention to proceed.

HMCS has had many changes recently and has made a £56k saving through internal efficiencies.

Red route signage will not be carried forward due to the HA's elimination of the signs on the A1. However, route enforcement will be carried forward on a trial basis along 25 km of road on the A696 just north of Ponteland. AB said this was a good route because of the widening of the road and increased grasscrete along the road, which would be useful for mobile enforcement parking. JF will run a communications plan to highlight the route and enforcement issues.

JF has a separate paper on a review of communications working practices.

A final review of the Project Office would be carried out later this year.

Action: RK

c) Changes to the Speed Awareness Programme

NM led with the changes to the speed awareness and driving improvement schemes as part of NDORS. The scheme has recently gone to tender and is currently in the final stages of the procurement process.

Currently £1.1m to £1.3m of camera enforcement is funded by the NSRI to the police. There is a £4.12 administration costs for the course diversion.

Based on the national scheme RSS, will provide the national database and receive £5 for every offence and £15 will be returned to the originating police force. Based on course attendance predictions this would amount to £420k. This money needs to be directed to road safety initiative.

NM laid out several options.

Option 1 – The police retain the money

Option 2 – The money is given to the NSRI

Option 3 – The police will return money for the administration costs, which the partnership currently pays at £4.12 per ticket, which, based on the estimates, would amount to approximately £160k. Additionally split the remaining money with the police retaining 50% and NSRI receiving 50%.

NM said the retention of some funds would allow for the police to run local area initiatives.

NC asked if the charge could be increased. This was an option but NM said it was not considered seriously. The national police model of NDORS runs on market forces so it was important to ensure the pricing in Northumbria was competitive.

RK said it was important regardless of any funding coming into the NSRI, that no commitments be made on these funds until they have come to the partnership as these are based on projections. The group agreed.

RK stated that the working group did not have the full proposals, but indicated all the money should be returned to the partnership as they fund the camera scheme, which drives offenders to the course. NC supported this on behalf of the group. GM supported this, but proposed the money remained with the NSRI, not returned to LA partners or any reductions be granted.

NM emphasised the need for the police's initiatives and to ensure they had the flexibility to address road safety issues as they arise.

DF requested a meeting of funding authorities to discuss the options before them and to decide on a proposal. NM will forward on the police's options to the group and a meeting would be arranged.

Action: NM & RK

d) Digitisation

In 5 years time Serco, the sole provider of Gatso equipment, will no longer support the use of wet film cameras. However, Robot said this could extend up to 10 years. RK pointed out that this claim might be to delay the procurement in order that their product may be through type approval.

Regardless the partnership would be required to replace existing wet-film Gatso fixed cameras with a new digital alternative.

RK produced a report that laid out several options to the working group. The first is to replace all fixed Gatso cameras, which would be a significant capital outlay, which was dismissed as a recommendation as it would be too costly. The second is to replace those, which currently meet partnership casualty reduction criteria for installation and the remaining historic cameras would continue to be operated by wet-film cameras until no longer supported. The final option is to wait two years until a new SLA is in place and there may be several more digital options available on the market.

The WG had supported option 2 four votes to two, however this was not unanimous. NC proposed any identified money remains with NSRI and the issue is revisited in 6 months and a reassessment of the available technology.



Section relating to vandalism policy redacted.

5. Finance

a) Final position 2007/08

RK gave the final position for 2007/08 as a £167k underspend. This money was identified for the possibility of underwriting digitisation. It was achieved through efficiency savings, police staff savings and HMCS savings. The group decided to roll forward the money with a view to use the money towards digitisation.

b) First Quarter Update

RK gave a breakdown of the current projections for this financial year, which has the partnership running under projections but were online to meet fiscal targets. There was a predicted underspend of £37k, which could be rolled forward for contingency or possible digitisation.

c) 09/10 Budget

RK laid the proposed budget for 09/10, which there was a predicted underspend. The underspend is separate from the agreed surplus that will be handed back to LAs in conjunction with the SLA. The budget also accounted for review of the project office review and possible restructure, but did not account for further savings resulting from civilianisation of enforcement officers.

The group agreed the 09/10 budget and agreed that any underspend would be carried forward for contingency (copy at Appendix A).

6. Communications

a) Current activity and review

JF laid out the review of communications and the overall assessment is that communications had been effective. There were areas where communications had increased value while not necessarily reduced expenditure. It was also noted that since April 08, there had been approximately £68,000 advertising value equivalent of positive free media driven by the NSRI locally. This was due to the positive relationship with the Chronicle on the Road Respect campaign. Overall the campaigns have been successful, but will be a constant focus on using new media methods with traditional modes to ensure impact and value. JF referred to the group to the Communications Review document for more specific details.

PM mentioned that he very rarely reads negative articles about cameras in the regional press and that the media campaigns appeared to be working.

There have been approximately 30 events covering all local authority areas since April 08, which have been highlighting the various campaign messages. However, there may not be significant increase this year in public engagement due to the abnormally poor weather, particularly on the weekends. Nonetheless, overall they have been successful. In order to continue to ensure value, the events management is currently undergoing a tender process.

In August a motorcycle forum was held following research commissioned by the initiative to examine the attitudes of a target group of riders. The forum was productive and most of the future work on motorised riders will be based around the objectives set at the meeting, including the development of the Ride Respect website; a site for motorcyclists by motorcyclists.

Krash TV has been very well received, and is gaining popularity. Pushing the online TV show will continue over the coming months. The show will also form part of a multi-media pack to schools and has been picked up by youth groups, driver trainers and instructors.

b) Vulnerable road users

JF has been working with DB to identify vulnerable users and the most effective way to target at risk user groups. Due to communications reliance on research and data led activity, this aided the campaigns effectiveness and

value, as resources can be more specifically targeted. Young drivers and motorcyclists would be core activity, but wider issues would also be identified.

c) Future campaign activity

The talking heads campaign will feature real stories and will be the main thread for all targeted activity.

Pedestrian issues will be addressed in the New Year with an advertising campaign.

We are continuing with the schools competition, with the intention that post-production will begin on the winning entries in the New Year.

We will continue to promote Krash TV and Krash Magazine will go out shortly. Each partner will initially receive 1000 copies with further distribution should stocks be required. The aim is to handout between 35k and 50k copies of the magazine, which is a broad topic magazine that is engaging and informative.

8. Any other business

None

9. Date of next meeting

The next NSRI Steering Group meeting will be held at 2pm on 27 January 2009

Appendix A

Agreed Expenditure 2009/10

Revenue Costs	2009/10 SLA	2009/10 Agreed Expenditure	Variance
Project Office Costs			
Staff costs	£120,969	£131,798	£10,829
Site Maintenance	£32,782	£50,000	£17,218
Accommodation	£36,729	£36,729	£0
Communications	£198,838	£180,000	-£18,838
Speed Surveys	£16,391	£20,000	£3,609
VAS Rotation	£0	£25,000	£25,000
Vandalism/camera protection	£42,436	£42,436	£0
Insurance	£38,245	£25,000	-£13,245
Vehicle Running costs	£0	£5,000	£5,000
Office costs	£8,397	£9,000	£603
RSS Membership		£12,000	£12,000
Contingency	£0	£71,930	£71,930
Project Office Sub totals	£494,787	£608,893	£114,106
HMCS Totals	£252,000	£196,000	-£56,000
Northumbria Police Costs			
Police Officers	£392,400	£366,900	-£25,500
Camera Technicians	£42,800	£42,300	-£500
FPU Police Staff	£263,000	£263,000	£0
Finance Salary Costs	£2,000	£2,000	£0
IT Salary Costs	£15,500	£15,500	£0
Vehicles	£44,300	£41,100	-£3,200
Cameras	£26,900	£26,900	-£0
FPU Running Costs	£143,100	£143,100	£0
IT Revenue Expenditure	£111,900	£91,100	-£20,800
Northumbria Police Sub Total	£1,041,900	£991,900	-£50,000
Local Authority costs			
staff	£22,611	£22,611	£0
Signage	£6,993	£12,000	£5,007
Speed Surveys	£13,113	£0	-£13,113
LA Sub Totals	£42,717	£34,611	-£8,106
Overall Total	£1,831,404	£1,831,404	£0
Amount Of Grant	£1,937,969	£1,937,969	£0
Surplus	£106,565	£106,565	£0
Capital Costs			
Vehicles	£0	£0	£0
Camera Replacement	£40,000	£0	-£40,000
New Site Preparation	£0	£40,000	£40,000
IT Capital Requirements	£107,500	£37,500	-£70,000
Contingency		£70,000	£70,000
Total Capital Costs	£147,500	£147,500	£0
Capital Grant	£431,188	£431,188	£0
Surplus	£283,688	£283,688	£0