

**Northumbria Safer Roads Initiative  
Minutes of Steering Group Meeting  
27 January 2009  
Wickham Room  
Gateshead Civic Centre**

**Present:**

Nick Clennett	Gateshead Council (chair)
Ray King	Project Manager
Jeremy Forsberg	Communications Manager
Neil Mackay	Northumbria Police
Barbara Killen	Gateshead Council (finance)
Sara Smith	Senior Support Assistant
Rod Steven	Nexus
Rohail Ahmed	LTP Core Team
Peter Morris	Highways Agency
Dave Simpson	Tyne & Wear Fire & Rescue

**Apologies:**

Kevin Ridpath	North Tyneside Council
Burney Johnson	Sunderland City Council
Gary Macdonald	Newcastle City Council
Danny Barker	Regional Data Support
Dick Fraser	Northumberland County Council
John Edwards	South Tyneside Council
Tobyn Hughes	Nexus
Neil Thorpe	Newcastle University

**2. Minutes of the previous meeting**

Minor amendments to the wording regarding cameras approved on to the scheme in 2003 as opposed to installed in 2003 were made.

**3. Matters arising**

DB had examined the flow data in relation to activations and had found that although activations were down flow rates remained constant.

There is currently no available speed data for vandalised sites.

**4. Project Issues**

a) Disposal of Speed Awareness Revenue

No definite decision has been made by Northumbria Police regarding how the £15 for every client attending the Speed Awareness course will be distributed. It has been proposed the money be held centrally and all

partner agencies would be able to submit bids to fund specific road safety projects.

b) On Going Membership of Road Safety Support

NSRI will initially pay the £19,600 cost of membership for Road Safety Support (RSS) for 2209/10 this financial year and claim the money from the Speed Awareness surplus.

c) Enforcement of 20mph zones and limits

20mph zones are not currently enforced by Northumbria Police. In order to enforce a 20mph limit, 20mph repeater signs would be required throughout the site length. With limited enforcement vehicles. It was agreed that only sites that have the correct signage and meet the current criteria (collision history and 85<sup>th</sup> percentile) be considered for enforcement.

d) Nexus Level Crossing Red Light Camera Trial

The Nexus Red Light Camera at Callerton Parkway began operation based on 22 cars per week jumping red lights. Since the cameras have been operational there have been for offences per week caught by the camera.

If the trial is successful, then four further sites, three in Newcastle and one in North Tyneside will go ahead. As these sites have no collision history it is the recommendation of the Working Group that un-gated level crossing should qualify for red light cameras based on the criteria that it is an exceptional case of the two mode of transport crossing and that although they are placed on LA road space they are treated as part of the metro system infrastructure.

It was agreed that if Nexus view this trial to be a success that they would fund all capital cost associated with the installation of cameras at the four remaining un-gated crossings.

e) Funding of the Regional Road Safety Resource

The Regional Road Safety Resource was a project funded by the DfT which ends 31 March 2009. This is a valuable resource and has been used extensively to inform communication and educational strategies. It is available to all partner organisations engaged in road safety or enforcement activities. It is proposed that continued funding for this project be provided by three police force areas covered by the project. The funding would be based on the 1994-1998 baseline casualty data, which would mean that Northumbria would pay approximately 60% of the cost amounting to £30k, with the remaining costs being split between Cleveland (£10k) and County Durham (£12k).

It was agreed that this funding is to be met from within the existing Northumbria Safer Roads Initiative budget.

f. Performance Indicators

On the recommendation of the Working Group it was agreed that historic cameras that were installed prior to the partnership forming that would not have been commissioned using the existing casualty criteria for fixed cameras should be excluded from the performance indicators. Collisions at these sites would continue to be monitored.

## **5. Finance**

BK distributed the budget and funding spreadsheet for 2009/10 which is attached at Appendix A.

A request to LTP for some surplus funds to be reinvested in the partnership to Tyne and Wear focused ETP campaigns.

## **6. Communications update**

Market research has begun to monitor campaign activity and will be available mid-March.

The new concept Krash TV was up and running and JF was trying to ensure it was distributed through LAs in addition to a strong push to the public via new media means and social networking sites. It has been positively received and has had high profile media coverage. There has been approximately 100,000 views between the various sources. Krash Magazine has been launched and each partner has been or will be provided with a stock of the magazine to distribute. NC queried how to monitor impact of Krash TV. JF said it was possible to monitor to a certain extent through controlled media outlets, i.e. Krash TV, Chronicle Website and YouTube, but that it has been taken on by many other sites, which is positive, but not always measureable.

JF would also be working with partners on examining the issue of elderly drivers. Initial discussion began with the police, fire services and Northumberland County Council about how to address the issue. DB has produced some analysis and a meeting is planned to discuss ways to deal with issue.

JF also announced that the events management and road shows have completed the tender process. Contracts will begin shortly and this process has produced savings that will be redirected to the campaigns.

There is also a focus on pedestrians in Tyne and Wear. A high level campaign is underway covering many urban areas that will continue throughout the year.

JF will be working with the fleet managers at local authorities in addition to Drive Tech for evaluation and interventions to improve driving standards. This will also target grey fleet drivers that are now more of an issue because of the Corporate Manslaughter legislation. A young driver programme is also being developed to improve skills in the first year of driving.

3 new road safety driving simulators have now been purchased with the Tyne and Wear LTP allocation for use in Tyne and Wear. RA queried if an eco-driving element could be added to the simulators. JF will contact the supplier about the engineering possibilities.

A Motorcycle Forum will be held on the 18<sup>th</sup> February 2009 to discuss the motorcycle season and various issues.

## **7. Any other Business**

RA brought to the group attention the LTP delivery reports which can be found via the following links:

### **LTP Delivery Report 2006-08**

<http://www.tyneandwearltp.co.uk/>

### **Chapter 4 - Safer Road**

<http://www.tyneandwearltp.co.uk/wwwfileroot/regen/ltp/DRPt2.pdf>

### **Appendix F – Road Safety Maps**

<http://www.tyneandwearltp.co.uk/wwwfileroot/regen/ltp/AppendixF.pdf>

## **8. Dates of future meetings**

The next NSRI Steering Group meeting will be held on 28 April 2009.

Then after, 29 September 09, 26 January 2010 and 27 April 2010

## Appendix A – Northumbria Safer Roads Initiative Funding Arrangement 09/10

NORTHUMBRIA SAFER ROADS INITIATIVE 2009/10				Subject to no top slicing of Road Safety Grant	
	%	DFT Road	NSRI	Surplus	
	Share	Safety Grant	£	repayable	
			£	£	
<b>Budget</b>					
<u>Revenue</u>					
Northumbria Police			991,900		
Gateshead Council			608,893		
HMCS			196,000		
LA costs			34,611		
Contingency			-		
			1,831,404		
<u>Capital</u>					
				147,500	
<b>Total Expenditure Budget</b>			<b>1,978,904</b>		
<b>Funding</b>					
<u>Revenue - Area Based Grant</u>					
Gateshead	22.22	316,522	299,126	17,396	
Newcastle	24.71	351,960	332,617	19,343	
North Tyneside	15.42	219,680	207,606	12,073	
South Tyneside	10.61	151,182	142,873	8,309	
Sunderland	27.03	385,020	363,859	21,160	
Total Tyne & Wear	100	1,424,364	1,346,082	78,282	
Northumberland allocation		513,605	485,322		Note 1
Total Revenue		1,937,969	1,831,404		
<u>Capital - Dept for Transport</u>					
Gateshead	22.22	70,424	24,091	46,333	
Newcastle	24.71	78,309	26,789	51,520	
North Tyneside	15.42	48,877	16,720	32,157	
South Tyneside	10.61	33,637	11,507	22,130	
Sunderland	27.03	85,665	29,305	56,360	
Total Tyne & Wear	100	316,913	108,413	208,501	
Northumberland allocation		114,275	39,088		Note 1
		431,188	147,500		
<b>Total Funding</b>			<b>1,978,904</b>		
<b>Net Surplus</b>					
Gateshead				63,729	Note 2
Newcastle				70,864	Note 3
North Tyneside				44,230	Note 4
South Tyneside				30,439	Note 5
Sunderland				77,520	Note 6
				286,783	
<b>Notes</b>					
1 Northumberland County Council to be invoice bi-annually			<b>Bank</b>	<b>Sort Code</b>	<b>Account Code</b>
2 Internal transfers to be made			Coop	08-90-06	61070066
3 Repayment to be made to Newcastle in July & January			Coop	08-90-06	61145043
4 Repayment to be made to North Tyneside in July & January			Coop	08-90-06	61130090
5 Repayment to be made to South Tyneside in July & January			Nat West	55-50-34	61529621
6 Repayment to be made to Sunderland in July & January			Natwest	55-61-11	46623590