

**Northumbria Safer Roads Initiative
Minutes of Steering Group Meeting
28 April 2009
Saltwell Room
Gateshead Civic Centre**

Present:

Nick Clennett	Gateshead Council (Chair)
Ray King	Project Manager
Jeremy Forsberg	Communications Manager
Barbara Killen	Gateshead Council (Finance)
Sara Smith	Senior Support Assistant
Neil MacKay	Northumbria Police
Gary MacDonald	Newcastle City Council
Steve Bahn	North Tyneside Council
Dave Simpson	Tyne & Wear Fire & Rescue
Peter Morris	Highways Agency
Hazel Walton	Sunderland City Council

Apologies:

Rod Stevens	Nexus
John Edwards	South Tyneside Council
Rohail Ahmed	LTP Core Team
Danny Barker	Regional Data Support
Neil Thorpe	Newcastle University
Alex Bennett	Northumberland Fire & Rescue

2. Minutes of the previous meeting

The minutes of the previous meeting were agreed as a true record.

3. Matters arising

4. a) Disposal of Speed Awareness Revenue deduction to be sent to partnership.

4. e) Funding of the Regional Road Safety Resource was supported. It has been agreed £10k will go to Cleveland and £12k planned for County Durham is going to cabinet.

Appendix a – Funding arrangements

The Tyne and Wear LTP group are proposing that £100k of the surplus from their road safety grant be given to the Partnership for additional communications activity.

4. Project Issues

a) Route Enforcement

Using a formula based on KSI per 100 million vehicles over km travelled the Working Group have selected two routes for a route enforcement trial. These are A696 Ponteland to Otterburn and A1300 South Tyneside. The Local Authorities will be asked to sign the route. JF will publicise enforcement

b) Digitisation

Steering Group decided not to go digital as yet and to make a decision later in the year. However, there won't be any more money invested in old technology.

Site meeting criteria for red light camera enforcement is A184 Bridle Path, South Tyneside. Cost would be £40k for wet and £90k for digital. RK suggested this to be the first digital conversion and that South Tyneside pay the cost of what would've been a wet camera set and the partnership meet the costs. A press announcement would detail the benefits of digital, i.e. the new technology takes a picture on green and detects an increase of speed towards the red light and jumping of red lights. The cost of the camera and stand are approximately the same as wet. Initial increase in cost will be the link with Police Headquarters and future costs will be paying for housing. There also should not be any additional revenue costs as the cameras are more efficient. Money will be saved on processing films and changing cameras around. Costs will remain for processing offences.

Steering Group agreed to South Tyneside site becoming digital however required further costs.

Action: RK

5. NDORS

Options for the national driver offender retraining schemes based on the options partnerships across the country are considering. These are based on the assumption of making money but how often to distribute it. Since February there have been 5400 through the scheme and feedback has been positive. Money generated from the scheme will only be spent on Road Safety. Options to be considered were distributed by RK. HW enquired if the money could also be spent on road safety education.

North Tyneside Council is currently looking at enforcement parking outside school in school hours during peak time. SB questioned if it would be more efficient if organised through partnership. NC queried how the police authority would access funding. They could bid for funding if road safety targets were met.

It was noted areas such as the Blue House roundabout would take a large proportion of the budget if distribution of funds was based solely on KSI history at sites. The working group had considered this and stated they were

keen to have a per capita ceiling due hotspots as the highest concentration would be at Newcastle.

HW had concerns about school travel plans as Sunderland Council is unable to find extra money to fund the project and questioned how such a project would meet criteria against major projects. NC noted if major funding was needed only part of the money would be available as this would rely on main line of funding and not through NDORS. Basic principles would apply until guidelines were decided.

Concerns were also raised from the group as to whether a deadline for the amount of bids would be set. NC suggested NSRI would acquire more details and circulate amongst the Steering Group electronically for further comments before the next meeting. All agreed on the basis of option 4b whereby 75% of the surplus would be available for local authorities to bid for. Consideration needs to be made regarding ease of access to funding and limitations on the amount any one organisation can bid for to give all equal opportunities. Other points to be considered by the group were noted as looking at one off programmes instead of multi-phase programmes, whether top ups would be available to road safety schemes and whether to allocate a certain amount of money to education.

Action: RK

6. DfT Road Safety Strategy Consultation – any need for NSRI response

It was suggested the group work on individual responses, however RK to put together a response for the partnership. It was queried whether LTP would be a joint response or an authority response. Joint responses should be consistent with NSRI. Police response would be made by JB. Concerns were raised regarding 20mph limit as not a clear voice between Police and Local Authorities and that any response by the partnership needs to have unanimous support of all partner organisations.

7. Finance update

BK noted a significant under spend on the revenue and capital with previous money brought forward to be spent towards digitisation and new computer system.

An update on digitisation will be available next meeting

Action: RK

8. Communications update

JF updated the working group on the latest round of public opinion survey which showed a 22% recognition for the Road Respect campaign, up 3% from last year. There was a significant increase in the levels of those hearing advertising on the radio and seeing bus backs. Overall the multi-media strategy has been paying off and the most notable figure was that 3 in 10

drivers who saw the advertising say it affected they way their driving behaviour.

The campaigns will continue to run as outlined previously, targeting identified user groups and with a multi-media strategy.

PM noted that he very rarely reads any negative comments about cameras in the local press but does see many positive articles about the Road Respect Campaign.

9. Any other business

JF noted the need to promote motorcycle safety, especially given the police resource of motorcycle patrols had been disbanded.

SB noted the revised road safety strategy would be distributed to partners over the next 6 months

10. Dates of future meetings

29th September 2009

Then after, the last Tuesday in January, April and September