

**Northumbria Safer Roads Initiative**  
**Steering Group Meeting**  
**Tuesday 26<sup>th</sup> January 2010**  
**Sandhill Room, Newcastle Civic Centre**

**Present:**

Nick Clennett	Gateshead Council (Chair)
Ray King	Project Manager
Jeremy Forsberg	Communications Manager
Sara Smith	Senior Support Assistant
Danny Barker	Data Analyst
Gary McDonald	Newcastle City Council
Peter Morris	Highways Agency
Barbara Killen	Gateshead Council (finance)
Andrew Farquhar	HMCS
Tom Capeling	Tyne & Wear Fire & Rescue
Neil Thorpe	Newcastle University
A Bennett	Northumberland Fire & Rescue
Ian Jobling	Northumberland County Council
Neil MacKay	Northumbria Police

**Apologies:**

	Sunderland City Council
	Nexus

**2. Minutes of the previous meeting**

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

**3. Matters Arising**

There were no matters arising

**4. Return for DfT**

JF is currently conducting a report to DfT to highlight how investment has been spent by the partnership. The DfT are looking at how money is spent and how the local authorities are spending the allocated road safety grant. RK provided examples of how other Local Authorities are spending this money. Our report will show that the money DfT are investing is well used within the Northumbria area. A letter to all local authorities and police was issued late November requiring the report by end of February. It is unsure as to the level of information the partnership feel should be included in the report as no guidance was given by DfT.

Included so far are casualty reduction figures as a whole at camera sites, column inches, positive reports and wider partnerships such as that with the fire service. Future funding or the efficiency of saving £900k is currently not included.

JF was concerned as to the lack of assistance from DfT as to what was requested in the report and had contacted them due to the unfair process with little information. Their response was to audit what the partnerships were saying.

NC advised the report should document what the aspirations for the partnership are and how there will be more efficiencies made through digitisation.

BK enquired about the funding. The report details too much about 'surplus' which may give a false impression. She recommended the use of 'balance' or 'invests' instead.

Section 5 focuses on the integration of the work with LTPs and Road Safety GB. JF observed how the partnership could not continue this work without the finance. Local authorities are already under financial strain and the police would not have as good results without the partnership.

AB remarked on the education agenda and the risk around young drivers and how the partnership has a positive impact through grants. If there's no funding; what will the impact be?

NC noted the partnership is a success and worthy of further funding. The report is to be submitted end of February. NC requested a draft to be circulated by Friday 12<sup>th</sup> February and any comments by Friday 19<sup>th</sup> February.

## **5. NDORS Funding**

Current level of income is high however the previous charge of £18.50 to September has now dropped to £15.00.

North Tyneside's bid has been successful and Gateshead's bid is likely to be approved. None have yet been received by Newcastle or Sunderland and Northumberland are looking at schemes.

NT asked the group if unsuccessful bids be disclosed to other partners or would bidders wish for this information to be confidential. NC responded this could be useful for others to look out for pitfalls. It was also noted that should a scheme run for 6 months and be successful should other local authorities run it. Transparency would be most useful for all partners.

## **6. Finance**

An amended First Quarter Actuals report was distributed showing the same as the last meeting as the communications money had not been taken into account. There is a contingency for the under spend of £19k

Tyne & Wear money to Gateshead comes through on a monthly basis. It was agreed to repay the balance to local authorities. Sunderland, North Tyneside and Newcastle are all repaid. Northumberland's will go out in January.

## **7. Communications Update**

JF summarised last years activities, which were thought to be successful with significant levels communication campaigns and around 45 events occurring in throughout all six LA geographical areas. In particular the driving simulators were very useful tools for engagement.

The annual market research would be available shortly. JF informed the group that the marketing plan is in development and will be circulated in due course. The proposals include a similar level of events although some will be cancelled or reprioritised in favour of other events that were more appropriate.

JF informed the group to hold a Road Respect City event, initially launching in Newcastle due to its central geographical location. The intention is to hold the event sometime in April or May.

There are several projects being developed that will integrate with other initiatives around the region and would tie in with other transport related issues. New creative is being developed to ensure the messages are strong and remain relevant.

## **8. Any Other Business**

There was no other business

## **9. Dates of future meetings**

Next meeting Tuesday 27<sup>th</sup> April, Wickham room, Gateshead Civic Centre

Then after, last Tuesday in September and January