

Northumbria Safer Roads Initiative

Minutes of Working Group Meeting

09 July 2008

Gateshead Civic Centre Development & Enterprise

Present:

Ray King	Project Manager (Chair)
Jeremy Forsberg	Communications Manager
Neil Thorpe	Newcastle University
Kelly Wilson	Gateshead Council (Finance)
Peter Morris	Highways Agency
Paul Fleming	North Tyneside Council
Alan Bawn	Northumberland County Council
Kevin Wellden	Northumbria Police
Sia Mahmoodshahi	South Tyneside Council
Neil Frier	Gateshead Council
Denise Newman	HMCS
Rohail Ahmed	LTP Core Team
Allan Calvert	Sunderland City Council

Apologies:

Danny Barker	Data Support Officer
Derek Ord	Newcastle City Council

2. Minutes of the previous meeting

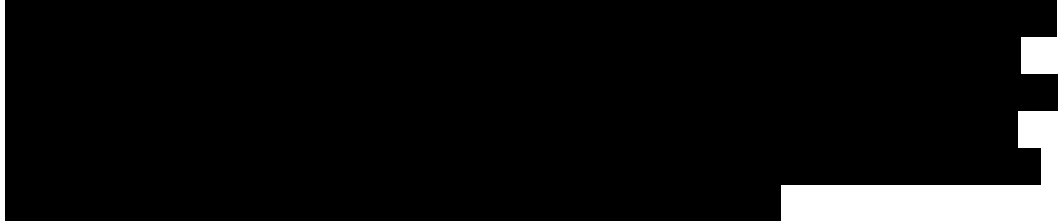
The minutes were agreed as a true record of proceedings.

3. Matters arising

Road Safety Support:

Following agreement at the last meeting, RK has contacted the Steering Group via email about joining RSS and has received positive feedback from a majority of members. SM queried the decision taken at the last meeting as he had not been present and RK explained the decision was taken at the previous working group meeting based on the Police's contribution of £12k and the partnership meeting the remaining £11,500 in costs. The decision was also based on all partnerships or police forces in the country, with the exception of 3, having joined RSS. However, the utility would be monitored over the coming year to determine if continued membership would be viable.

Public Concern Site Certificates:



Action: SM, PF, DO

4. Project issues & progress

The selection process for new core camera sites is still ongoing. Due to the delays from several partners in conducting site selection, the speed surveys will be delayed until after the school holidays, to ensure more accurate data based on normal traffic flows.



RK also highlighted a new enforcement regime is in place and is monitoring the effectiveness.

5. Finance

KW informed the group that Q1 claims must be in by 22 July 2008. As of yet only the courts have put in their claims. Northumberland have put in a claim for electricity and AB highlighted that electricity costs have increased.

KW said that in light of the police's contribution to RSS, KW, RK and KW(NP) would need to discuss how RSS were to be paid. RK noted that no further contributions would be required from the partners and would not affect the surplus.

RA queried how the road safety surplus was to be allocated for added communications funding. RK pointed out that they would retain the surplus of the agreed amounts and the remainder would be handed back to the LA's.

RK informed that some of the £250K set aside for Pentip would be needed for crucial IT upgrades as implementation of Pentip would be delayed until 2010/11. RK raised the issue, if these improvements were made from this capital, that it may not be possible for the partnership to fund full amount of Pentip as the IT upgrades have to take place in order to extend the life of the existing systems until Pentip. There has been mention of the Home Office funding Pentip, however this has not been confirmed.

6. Motorcycle Research

RK and JF commissioned focus group research on a hard to reach group of motorcyclists, specifically those over 35 mph, who ride 500cc + bikes, with a focus on sports bike riders. The research concluded that road safety messages will have little impact on this group and the main focus should be directed toward up skilling, but cautiously so as not to condone illegal riding.

KW(NP) is holding a forum on the 13th August 2008 at the Holiday Inn at 12.30 and extended an invitation to all present and will also be inviting motorcycle dealers, the IAM, ROSPA, Motorcycle Forums and other stakeholders to discuss how to address the issue long-term. The intention is to develop a 3 year strategy which includes the development of a rider run website.

RK highlighted that LA's, the NSRI and the police must not be seen to lead the strategy, but a rider led initiative in order to effectively engage with motorcyclists. While the LA's, NSRI and police will have role, the focus should be on encouraging better riding from within the motorcycle fraternity.

Several members raised the issue of other types of bikes and two wheel issues such as roundabouts and JF raised noted that there is a wider strategy for other issues such as 4 wheel vehicle awareness of two-wheel riders and target smaller bikes and scooters, but that the meeting was to mainly focus on this difficult to reach riders.

KW(NP) reiterated that everyone was invited and would welcome feedback. JF will forward on the report to the members of the working group.

Action: JF

7. Replacement of wet film cameras

DB and RK have carried out assessment on replacing fixed cameras and raised the issue of those that were installed before the partnership was formed and would not have been approved under the current criteria based on collisions for site selection. 15 were identified with 8 having seen an increase in collisions in Northumberland, Gateshead and on Highways Agency roads. RK wanted to know the groups thoughts on replacing the cameras and would their be any road safety benefit to doing so.

NF suggested there be a graded approach in looking at each camera, particularly those where collisions have gone up. AB highlighted that where collisions have not gone up, it would be difficult to justify replacing the fixed cameras based on current criteria for collisions.

SM queried who would have ultimate say on decommissioning and also raised the issue about Red-light cameras and would they be included. RK said that where the camera went in prior to the partnership forming LAs would

have to have final say on the decommissioning of the camera through their own procedure. RK also said Red-light cameras would come under the review as they too are Gatso and would not be supported in 5 years time.

AC raised the issue of cost, and it was noted that the maximum cost would be approximately £300k a year over 5 years to replace all existing stock, but would be less should some be decommissioned. RK said that it was possible to go to all mobile enforcement after that time as a potential option.

AB asked if there was technology available to go digital and RK said there was technology available, but in a year there may be more products available meaning more competition, which could lower prices.

It was agreed that RK would carry out an audit of all existing fixed Gatso sites including Red-light cameras and report back on those that did not meet the criteria or those that may be eligible for decommissioning, then provide options on technology and alternative enforcement. RK will also email the DfT on advice and potential additional funding for replacing cameras.

Action: RK, DB & NT

9. Communications

JF stated that all communications activity was running to plan. A calendar of activity has been sent around with NSRI campaign schedule with added value T&W LTP activity. The NSRI is in the process of launching its viral media campaign KRASH TV and the associated magazine KRASH Magazine.

JF will also send an updated schedule of events taking place in each LA area. He confirmed at least two events in every LA area excluding major regional events, such as the Sunderland Air show.

AB asked what is being done to target older drivers and JF said that the general campaign activity would target a wide audience. Also several events over the summer would have significant populations of those 60 + and information would be targeted at them.

Action: JF

10. Any other business

RA said the T&W LTP Draft of the Road Safety Action Plan is in process. There will be some amendments to the capital programme as there was some issue over definitions used. The T&W LTP Steering Group decided to have two classifications for capital. Class A – for casualty reduction initiatives, which could be monitored, and Class B – for value added initiatives. RA said each partner would put in a 3-year programme of investment. The action plan has also identified 4 areas and additional communications funding has been directed to target these 4 groups. JF has been working in conjunction with the group to target communications activities in addition to the NSRI activity for

these areas, and lead members and the steering group have already approved this expenditure.

The T&W LTP Road Safety Action Plan will be reviewed in year to monitor progress.

11. Date of next meeting

The next meeting will take place at **9:30am on Thursday 18 September 2008** at Gateshead Civic Centre in the **Saltwell Room**.