

Northumbria Safer Roads Initiative

Minutes of Working Group Meeting

23 April 2009

Gateshead Civic Centre Development & Enterprise

Present:

Ray King	Project Manager (Chair)
Jeremy Forsberg	Communications Manager
Danny Barker	Data Analyst
Sara Smith	Senior Support Assistant
Neil Thorpe	Newcastle University
Kelly Wilson	Gateshead Council (Finance)
Sia Mahmoodshahi	South Tyneside Council
Alan Bawn	Northumberland County Council
John Barnes	Northumbria Police
Neil Frier	Gateshead Council
Bryan Mullen	Newcastle City Council

Apologies:

Paul Flemming	North Tyneside Council
Allan Calvert	Sunderland City Council
Rohail Ahmed	T & W LTP

2. Minutes of the previous Meeting

The minutes were agreed as a true record of proceedings.

3. Matters Arising

There were no matters arising

4. Project Issues and Progress

Digitisation

Home office type approval due in May therefore September by earliest. The scheme would be in place by April 2010. Savings will pay for digitising those that meet the criteria. Options outlined are to have them live all the time or via Gatso option, which given the current type approved devices is the most cost effective. A decision would need to be made as to which sites should be digital, should the cameras be live 24 hours, do you rotate the cameras meaning purchase 22 cameras for all the sites or 5 or 6 cameras and rotate the sites.

No other issues

New Sites

RK noted that only North Tyneside Council had returned signed certificates for the new sites. AB to check all in place before signing and returning certificates. Additional certificates were handed to SM and BM

Press release listing all new sites has been done and should be publicised Friday 24th April. JF to circulate press release detailing KSI. The sites will be live as of Monday 27th April these are 6 sites from last year and 10 sites this year.

SM concerned about A184 Bridle Path recent fatality; possible red light running. Collision history for past 3 years – 1 serious and 3 slight. RK noted this site would meet the criteria for red light camera and could be possibility for first digitised camera. RK suggested joint funding for site; SM to contribute and NSRI to meet the cost. RK to advise SM of approximate costings. Decision to be made re digital or wet camera. If digitised a press release would be done. JB expects a report to the incident will be available in the next few weeks.

6. Route Enforcement

1 rural, 1 urban route suggested last time. Jesmond Road expect collisions but stats show it's the safest route based on flows and km travelled per collision.

NF suggested length of road would skew results and would it be better to work per km. DM to work with NT on a formula to determine like for like. Surveys still needed for routes without camera sites A68 and A194. There would be no delay for sites that already have surveys.

7. NDORS Surplus Fund

Northumbria Police went live with NDORS in February 2009.

1. Driver improvement scheme
2. Speed Awareness
3. Rider Intervention Developing Experience (RIDE)

Northumbria Police receive a £15 admin fee for each person. 1 April 70,000 admin fee per year Northumbria Police Authority. May be as much as £450k per annum. Figures could drop due to possible 20 mph speed limits as can't refer speed awareness in 20.

Matter for steering group

1. NSRI to get the money and decide how it is spent.
2. Money in a central pot to bid for
3. Individual panel, e.g university given criteria by steering group. At present already have £102k

SM queried if local authorities could decide how it is spent. RK noted if it goes back to local authorities how would it be known if it was spent on Road Safety Initiative

Preferred option would be held centrally and allocated to local authorities
RK to draft proposal of preferred working group option: 75% pro rata, 25% independent panel would decide. Also the possibility of fire and rescue to bid for the 25%

8. Finance

Subject to audit 08/09 £258k under spend

£237k – revenue

£21k – capital

Newcastle not submitted a claim.

RK queried last years under spend, thought to be £400k which will go towards digitisation.

9. Communications

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.

SM noted that the work of the Road Respect Campaign had been praised at a recent conference in London.

10. Any other Business

RK mentioned the consultation paper from the DfT relating to the road safety strategy. Some of the items discussed are targets for reduction in no killed 33% seriously injured 33% and a strategy of 20mph and 50mph (rural).

RK noted if any value in NSRI responding on the consultation if not supported by the group. RK to suggest this issue to the steering group.

JF invited anyone to NSRI who would like to try the driving simulators.

Dat of next meeting: Thursday 2nd July 2009, 10am, room S11