

Northumbria Safer Roads Initiative

Minutes of Working Group Meeting

25th March 2010

Saltwell Room, Gateshead Civic Centre

Present:

Ray King	Chair
Danny Barker	Regional Data Analyst
Sara Smith	Senior Support Assistant
Jeremy Forsberg	Communications Manager
Neil Frier	Gateshead Council
Graeme Dixon	Gateshead Council (Finance)
Bryan Mullan	Newcastle City Council
Alan Bawn	Northumberland County Council
Ian Pearson	Sunderland City Council
Neil Thorpe	Newcastle University
Denise Newman	HMCS
Paul Fleming	North Tyneside Council
Rohail Ahmed	T & W LTP
Peter Morris	Highways Agency
Sia Mahmoodshahi	South Tyneside Council

Apologies:

There were no apologies

2. Minutes of the previous meeting

Potential new sites

Some local authorities responded with views to potential sites. Surveys were ordered for all other sites.

Finance

Query regarding salaries for JF and DB. GD looked into matter and JF's salary was coded correctly; DB's has now been recorded and will be reflected in the new figures

3. Matters arising

There were no matters arising

4. Project issues and progress

a. Site certificates

New public concern site certificates to be issued to local authorities.

New surveys are being done this week at 54 sites which meet the criteria for potential new sites.

b. Covert Enforcement

There have been suggestions by some police to carry out covert camera enforcement. The proposal would be to hire a van and contact the local press to highly publicise, notifying the public of this operation. Details given to the public would be just the type of van which is hired giving the perception that any van of this description could be enforcement. It was put to the group their views and opinions on the matter.

AB queried whether any other enforcement would be operating. A patrol car and unmarked video car would also be used.

IP queried if the covert vans would be on roads where there were signs or any road. The idea would be to enforce on any road.

NF enquired if it would be directed more to roads such as A1 and A19 where there are speed problems and not necessarily casualties or in local communities. JF stated local communities would be easier and more effective to spread the word. NF replied this would be acceptable if attached to the current programme of residential areas such as schools etc however there may be an issue in urban areas as drivers are unaware of the difference between zone and limit.

IP and SM both advised they would need to seek the political view from the council.

It was decided that an email would be circulated with the general proposal and representatives should brief their steering group members before the next meeting in April.

Action: RK

5. Update from project board

Previous steering group meeting was focused on the return for the DfT which has recently been cited for best practise by other partnerships. Main response from the steering group was with regards to the use of the word 'surplus' as this may suggest there is too much money and also what happens post 2011.

6. NDORS surplus fund

Claims are yet to be received by Newcastle, Northumberland and Sunderland. South Tyneside has claimed all of their allocated funds and Gateshead and North Tyneside have claimed part. Money which has not been spent will transfer 25% bid pot in February 2011. It is still debatable as to what will happen to the funds post 2011.

Money is still coming in; approx £40k per month.

Deadline for joint bids is 31st March 2010.

Invoices should be sent to SS

7. Finance

Q4 claims to be received by 6/4/10. If it is not full claim then approximate amount.

Newcastle returns have not been received all year.

The miscoding of salaries has now been resolved and 4th Quarter figures will be correct

The surplus of £186k will come down to around £100k

8. Communications

There is a wide range of activity planned for the coming year. An events calendar will be circulated to engage partners in many of the events throughout the year.

Road Respect had a very successful campaign year last year with a 40% increase, from 22% to 31% of people recognising the campaign. A 50% increase in road show visibility from 6% to 9% and many of those engaging in the events for longer. Importantly, 1 in 3 people said their driving had positively changed after seeing our advertising. JF will circulate a brief with full findings.

The Road Respect Campaign will have a road show and week of activity in the first week of April with high level activity. The theme for the week was what are you willing to risk, and the main activity area was in Newcastle City Centre. There will be high visibility advertising in all boroughs leading up to the week of activity. There has been tremendous support from the emergency services, so the event should be very dynamic and high profile.

There is comprehensive marketing plan going ahead in the year, focusing on the theme "What Kind of Driver are You?" The marketing plan will be circulated if requested.

9. Tyne and Wear LTP update

LTP2 is evolving into LTP3 in 2011 with more emphasis on environmental factors. Road safety will feature under an over-arching theme.

JF has recently updated the T&W lead members with the progress of the 'Road Respect' campaign.

10. Any other business

There was no other business

11. Date of next meeting