

Governance Board Meeting
Summary of Discussion and Resolutions

Date:	Monday 16 th October 2017	
Time:	14:00 to 17:00	
Venue:	Victoria House, Chelmsford	
Chairperson:	Cllr Grundy	
Attendees:	<p>Cllr Grundy (IG) R Hirst (RH)</p> <p>Cllr Little (BL) A Pipe (AP)</p> <p>L Burr (LB)</p> <p>N Foster (NJF) A Harris (AH) W Cubbin (WC) T Ashwell (TA)</p> <p>A Stroulger (AS)</p> <p>M Bruin (MB)</p> <p>A Cook (AC)</p> <p>S Elms (SE)</p> <p>L Willis (LW)</p> <p>M Fellows (MF)</p>	<p>Essex CC (Highways) Police, Fire & Crime Commissioner for Essex</p> <p>Thurrock Council Casualty Reduction Manager - Essex Police</p> <p>Head of Network & Safety / Traffic Manager - Essex CC</p> <p>Safer Essex Roads Partnership Safer Essex Roads Partnership Safer Essex Roads Partnership Highways and Transportation Manager - Thurrock Council</p> <p>RTC Reduction Manager – Essex Fire & Rescue Service</p> <p>Head of Community Safety – Essex Fire & Rescue Service</p> <p>Director for Commissioning: Transport & Infrastructure - Essex CC</p> <p>Clinical Director – Essex and Herts Air Ambulance Trust</p> <p>Regional Safety Co-ordinator, Highways England – Bedford</p> <p>Regional Director, Operations East Region, Highways England</p>
Apologies:	Apologies were received from M Woodford (Safer Roads Foundation), J Cracknell (East of England Ambulance Service NHS Trust), N Beach (Essex CC), Chief Inspector Lee (Essex Police) and A Osola (Thurrock Council).	

Item No	Discussion and Resolution	Action Owner
1	<p>Welcome, introductions and apologies:</p> <p>Cllr Grundy welcomed everyone and apologies were recorded. Cllr Grundy congratulated WC and the Safer Essex Roads Partnership (SERP) on their award at the Essex CC 'You Make The Difference Awards' which was in recognition of the partnership work undertaken by WC in using data analysis to direct activities that save lives.</p> <p>Cllr Grundy also congratulated Essex CC on winning the Transport Authority of the Year 2017 award, in which SERP was highlighted as part of the submission.</p>	
2	<p>Review of previous SERP Governance Board actions:</p> <p>There were no outstanding actions from the meeting.</p>	
3	<p>Action points from previous SERP Strategic Group Meeting:</p> <p>Item 8 –Education was the only item not on the Board's agenda for today. Following investigation into the ECC delivered 'Risk Avert' programme, the Strategic Group considers that there would be benefit in the formation of an 'Education group' comprising as many ECC and external, but connected, bodies as possible with a view to ascertaining how many different groups have access to students, what messages they wish to convey, to what age groups and to look at possible efficiencies in the delivery of materials / messages. It is likely that students would benefit from a consistent style of delivery to allow them to make connections between related messages from different bodies (e.g. Activity/obesity messages with risk/safety messages).</p> <p>Agreed: That Cllr Grundy would contact Cllr Gooding and Public Health about starting an 'education group'.</p>	Cllr Grundy
4	<p>SERP collision data:</p> <p>WC presented the collision data (2 items attached).</p> <p>Due to the discrepancies identified, but not yet resolved, between the Collision and Recording System (CRASH) data and validated ECC data, it is difficult to predict an accurate year-end position. However, it is likely that killed and serious injuries will be below the indicator. SERP data reflects national data with an increase seen in fatal collisions last year. SERP had 50% increase but sample size was small. This year's figures are well below last years. Provisional figure for year-end data likely to be available by end of March 2018 with confirmation around May. This is SERP's third year using CRASH so systems and understanding are improving. WC has access to all police data which is bringing rewards with intelligence and collaborative work.</p> <p>WC will be investigating data around young pedestrians and young cyclists to ascertain what behaviours should be targeted, as well as 46-55 age group, which tends to be less 'at-fault', van drivers and the 'other' category to look at behaviours and whether group size is changing.</p> <p>It was noted that alcohol plays a large part in pedestrian casualties.</p>	WC

	<p>Fatal casualties could be heading for the lowest level ever. There have been 26 since 1st January 2017. Data shows that you are more likely to kill yourself on the road than be killed by a stranger.</p> <p>AC suggested that SERP considers a 'hard hitting' campaign around Christmas using the messages that most people in Essex are killed through their own actions or the actions of someone they love/know rather than through the actions of a stranger. AC also made reference to the recent Road Casualties Great Britain (RCGB) publication.</p> <p>Elderly road users (76+) 'at-fault' increasing. There are more on the road, physical and cognitive impairments lead to more mistakes than risky manoeuvres. There may be a National Driver Offender Retraining Scheme (NDORS) course for older drivers next year (October?).</p> <p>AP explained that Essex Police have undertaken over 300 home visits to drivers aged 70+ this year resulting in a unacceptable failure rate of eyesight test leading to revocation of their licence; this can be done in 12 minutes! WC to look at offence data of elderly drivers to determine engagement and / or enforcement opportunities before injuries occur.</p> <p>Agreed:</p> <ul style="list-style-type: none"> • WC will look at data around young pedestrians and cyclists and elderly. • NF will discuss Christmas campaign / messages around likelihood of killing yourself on Essex roads 	<p>WC</p> <p>WC</p> <p>NF</p>
<p>5</p>	<p>Co-Location</p> <p>The Board were given an update of the SERP's co-location proposal and the progress made since the last meeting. No dates have been set yet for any potential moves although activity is anticipated during 2018/19. Essex police have yet to announce their preferred option.</p>	

<p>6</p>	<p>NDORS/Activity A Update:</p> <p>AH explained the revised finance projections for 2017/18 and that for the 2018/19 Road Safety Delivery Plan (RSDP) it is currently proposed to allocate £600k to enforcement activity and £400k to the education, training and publicity activity.</p> <p>It is also proposed to use the figure of £301,673 for a 'Golden Bullet' (GB) Fund. The Board has been previously advised about this matter and decided it would be in the public interest if the sum was invested in road safety activities.</p> <p>It is proposed that any partner can bid to the GB fund to provide an asset or intervention that would not normally be provided under the enforcement or the education, training and publicity activity and which would assist the SERP in meeting its interim casualty reduction targets.</p> <p>Ideally a complete package of activities will be developed which will be considered by the Board in January or April 2018 for approval. AH will co-ordinate the development of the package along with the draft RSDP.</p> <p>Ideas suggested so far include:</p> <ul style="list-style-type: none"> • Goggles for demonstrating the effects of drink/drug driving for use by Road Safety officers. • Night-time speed enforcement equipment. • Additional speed cameras. • Additional communications and awareness / perception of increased levels of enforcement across the SERP's area. <p>SE thanked AH for steering SERP through challenging times and for ensuring the SERP was able to continue undertaking its activities.</p> <p>The Tri-Force NDORS contract ends in 2019 so there is potential for SERP to pick up work, if it is able to expand sufficiently to do so.</p> <p>Legislation to allow the charging of an NDORS enrolment fee, proposed under the Vehicle Technology and Aviation Bill, has now been delayed. It has been hoped that an alternative bill would be passed by April 2019 but there is currently no update.</p> <p>Agreed:</p> <ul style="list-style-type: none"> • The 2017/18 projections were accepted. • It was agreed that SERP proceeds with the proposals for the enforcement and the education, training and publicity activities for 2018/19. • The principles of the Golden Bullet Fund were approved. 	<p>AH</p>
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<p>7</p>	<p>Activity B and campaign update:</p> <p>NF updated the Board on the current campaigns (information attached).</p> <ul style="list-style-type: none"> • Extra Eyes will launch (quietly) on 12th December. There will be radio advertising and bus-backs. The leaflet will be sent out with 35,000 Notices of Intended prosecution and 15,000 will be used at Surround-a-Town events. There is more information for participants on the SERP website. It is important that AP has sufficient resource to process the footage and court cases. • Let's Look Out for each other campaign has commenced and will run through to at least January. Primary school parents and year 6 children are being targeted. Other parking and sustainability messages also being delivered to encourage cycling as well as safety. • Pedestrian campaign will use bus sides and leaflets at events. Targeting adult pedestrians and their increased risk after dark, injuries caused by carelessness and stepping out without looking and the leaflet covers alcohol use. Although young pedestrians comprise more of the KSIs, they are targeted more directly in schools. <p>Information on all the campaigns can be found on the SERP website to which people are directed by campaign publicity and by our staff at events.</p>	
<p>8</p>	<p>M Fellows, Highways England</p> <p>MF detailed Highways England current asset work programme including:</p> <ul style="list-style-type: none"> • Lower Thames Crossing • M25 J28 Improvements • A12 J19 Chelmsford to J25 Marks Tey Widening – RIS 1 scheme • A12 RIS2 schemes - M25 to Chelmsford and A12 Colchester Bypass • A120/Millennium Way Slip Roads – proposals to reduce congestion at Galleys Corner Interchange • A120 Marks Farm Roundabout • A120 Braintree to A12 Widening – ECC leading on the feasibility study • M11 J7/7a • M11 J8 • Garden Settlements • A120 Harwich Road Roundabout (Pellens Corner) <p>AP welcomed Pellens Corner improvements. This will be welcomed by the community and reduce the risk of further casualties, particularly of older drivers for whom the roundabout layout will be much safer.</p> <p>MF recognised that SERP is one of the most highly regarded Road Safety Partnerships at a regional and national level which used data to develop and delivery interventions and which had truly integrated CRASH.</p> <p>Highways England wishes to continue to build on the current excellent working relationship that extends through both road safety activities and wider Asset Management and thanked the Strategic Group for its support with the regional motorcycling work. Highways England looks forward to realising future opportunities through joint working and a regional approach.</p> <p>MF would be happy to discuss the possibilities of working together to reinstate the A12 patrols (possible bid to the GB Fund).</p>	<p>MF/LW</p>

9	<p>Tendring Car Rally:</p> <p>If the proposed on-road car rally in Tendring on Sunday April 22nd 2018 is approved by Cllr Grundy in his capacity as ECC Cabinet Member, should SERP attend the event as an educational opportunity? The routes and risk assessments had been previously circulated.</p> <p>Agreed: That SERP should take the opportunity to engage with young drivers and car enthusiasts at the event. Essex Fire & Rescue Service to take the lead.</p>	AS
10	<p>Partner Updates:</p> <p>East of England Ambulance Service NHS Trust (EEAST) – the Ambulance Response Programme (ARP) going live tomorrow for EEAST, this is a large piece of national work which has required a tactical and strategic cell to be running for 14 days to mitigate the risk associated with all of the changes we are implementing. This has meant that we have had to clear our diaries to perform these roles. Hence, apologies for not attending.</p> <p>Highways England: planning workshop for powered two wheelers next week for regional pilot to improve Compulsory Basic Training (CBT). WC supporting by presenting data analysis. Aim to encourage and incentivise all CBT trainers to increase their skills and to understand the importance of CBT.</p> <p>Thurrock Council: Thurrock undergoing structure review so there may be a change in Cabinet Member and directorate for highways team. A13 widening works start in Spring 2018 so there will be delays.</p> <p>Essex and Herts Air Ambulance Trust: Although the Air Ambulance is a charity, it punches well above its weight with communications. SE will discuss with colleagues to see if they can target elderly subscribers with AP's leaflets. SE attending all Parliamentary group in a couple of weeks so can promote SERP message. Thanks to AS and team for helping make this year's annual motorcycle run collision free.</p> <p>Police: Police motorcyclists now have helmet cameras. As well as capturing footage it can help protect them in the event of a pursuit. Chief Superintendent Nolan is our regional lead, representing 7 forces. WC's data analysis on the M11 was mentioned in Parliament by R Halfon MP. Maldon DC has 9 Community Protection Officers trained to use Trucam. Due to launch this new activity imminently.</p> <p>Essex Fire & Rescue Service: M Briun has replaced J Ashley and L Lucas has replaced N Fenwick. The powered two wheeler season has come to an end; 38 courses have been delivered to over 250 riders. There is continuing demand for 2018. The virtual reality equipment has gone down well with young road user groups; adding to the impact of engagement.</p> <p>Powered two wheeler campaign – Street Spirit will use two prize mopeds to encourage riders to enter an on-line competition based on the success of 'mysmallchange'. Video clips will aim to plug the gap in theory knowledge.</p> <p>AP thanked the Fire Service for their support with young driver work. KJ discovered an event planned for Rochford for which a dispersal order was then able to be obtained so that the event didn't happen.</p>	

11	AOB None	
12	DONM: SERP Governance Board: Wednesday 24 th January 2018 at Tickfield Centre, Southend.	