

Governance Board Meeting
Summary of Discussion and Resolutions

Date:	Thursday 19 th April 2018	
Time:	14:00 to 17:00	
Venue:	Committee Room 6, County Hall, Chelmsford	
Chairperson:	Cllr Grundy	
Attendees:	<p>Cllr Grundy (IG) R Hirst (RH)</p> <p>A Cook (AC)</p> <p>L Burr (LB)</p> <p>N Foster (NJF)</p> <p>A Harris (AH) W Cubbin (WC) C Spencer (CS) T Ashwell (TA)</p> <p>A Stroulger (AS)</p> <p>L Lucas (LL) M Hine (MH) L Willis (LW)</p> <p>M Whiley (MW)</p>	<p>Essex CC - Highways Portfolio Holder Police, Fire & Crime Commissioner (PFCC) for Essex</p> <p>Director for Commissioning, Transport and Infrastructure - Essex CC</p> <p>Head of Network & Safety / Traffic Manager - Essex CC</p> <p>Safer Essex Roads Partnership (SERP) – Strategic Group Chairperson SERP – Partnership Manager SERP – Road Safety Strategy Analyst SERP - Communications Manager</p> <p>Highways & Transportation Manager - Thurrock Council</p> <p>Road Traffic Collision Reduction Manager – Essex Fire & Rescue Service (EF&RS) Essex Fire & Rescue Service</p> <p>Operational Tasking Supervisor - Essex Police Regional Safety Co-ordinator - Highways England, Bedford</p> <p>Community Speed Watch Co-ordinator – Essex Fire & Rescue Service</p>
Apologies:	<p>Apologies were received from J Cracknell (East of England Ambulance Service), N Beach (Essex CC), N Lee (Essex Police), A Hook (PFCC office), K Edwards (East of England Ambulance Service), P Swanwick (Southend BC), S Elms (Essex & Herts Air Ambulance Trust), J Rogers (Thurrock Council), M Bruin (EF&RS), M Woodford (Safer Roads Foundation), Cllr Little (Thurrock Council), S Thulborn (Highways England), A Pipe (Essex Police) & C Evans (Highways England)</p>	

Item No	Discussion and Resolution	Action Owner
1	<p>Welcome, introductions and apologies:</p> <p>Cllr Grundy welcomed everyone and apologies were recorded.</p>	
2	<p>Review of previous SERP Governance Board (24/1/18) minutes & actions:</p> <p>The minutes were agreed and there were no actions outstanding.</p>	
3	<p>Notes and action points from SERP Strategic Group Meeting (19/3/18):</p> <p>The only item that would not form part of this meeting's agenda is item 8 on evaluation. NJF made the Board aware that it is the Strategic Group's intention to present a report on evaluation to the Board each year to highlight lessons learned and changes made as a result.</p>	
4	<p>SERP collision data:</p> <p>SERP is forecast to be under its projection for 2017 KSIs; with a projected total of 910 KSIs against an indicator of 986. There is a downward trend against KSIs/million vehicle miles. However, the SERP is slightly above the KSI projection for this year to date (over 3 year average). AC asked whether this could be weather related. WC explained that targets are seasonally adjusted and that P2W are even lower than expected given the cold weather. Expect increase in collisions in cold/icy weather but decrease in severity. Although pedestrian and P2W KSIs are below indicator, pedal cycle casualties are not. Could this be due to an increase in cycling?</p> <p>CS commissioned a review of young driver behaviour to look at the issues accounting for <i>extra</i> collisions in this cohort.</p> <p>WC has analysed the acceptance of NDORS course offers with a view to examining how we can increase uptake.</p> <p>IG enquired whether we could engage more with driving instructors. LW mentioned an application that is being developed by HE which young drivers can use with their driving instructors. SERP will help promote the application when it is available.</p> <p>LL enquired whether there is any evidence that young drivers might be not insuring their vehicles as a result of paying fines/for a course.</p>	
5	<p>NDORS Activity A Update and review of 2017/18:</p> <ul style="list-style-type: none"> • End of 2017/18 financial reconciliation still being undertaken but AH able to confirm that sufficient funding will be available from last year's activities to fund this year's RSDP. Summary will be provided at the next meeting when all figures finalised. • Proposed legislation – we are now advised that it is unlikely to be introduced in the near future. Notified in February by UKROEd that existing legislation adequately covers scheme – for the police the <i>Local Authority (Goods & Services) Act 1970</i> is applicable and for Local Authorities it is the <i>Local Government Act 2003</i>; this prohibits the inclusion of any surplus/profit element in course fees. The proposed legislation would have enabled a fee to be added for investment in Road Safety. 	

	<p>Actions:</p> <ul style="list-style-type: none"> • The Board agreed the Course fees for 2018/19. • National NDORS reoffending report to be circulated when available and summary presented to the next Board meeting. • AH will prepare a mid-year review of figures and estimates of available spend for 2019/2020 	AH AH AH
6	<p>Extra Eyes Update:</p> <p>EP has received 761 submissions to date resulting in 226 disposals. This equates to about 230 submissions per month of which about one third are successful. The website will be reviewed in 3 months to determine whether more positive outcomes can be achieved. Further back-office support is required to process the submissions. The Strategic Group had agreed that SERP should support an additional member of police staff to process Extra Eyes submissions.</p>	AH/MH
7	<p>Community Speed Watch (CSW) Report:</p> <p>MW gave a presentation on the development of this scheme over the last 18 months - there are now:</p> <ul style="list-style-type: none"> • 18 new CSW Groups • 10 groups have reformed • Over 200 new sites • Communities are working together (sharing equipment & planning joint events) • Sharing road safety messages (supporting Project Edward & TISPOL days etc.). <p>There are 720 approved sites in total which MW is plotting on an interactive map. Last year the scheme resulted in:</p> <ul style="list-style-type: none"> • 1,343 sessions • 15,294 letters being issued • 5.7% repeat offenders • 0.8% identified for further action <p>CSW carried out 13% of all SERP's interactions with speeding drivers in 2017. So far during 2018 CSW groups have carried out 338 sessions resulting in 2,954 offences; the groups also gather local intelligence.</p> <p>A newsletter is sent to all volunteers giving them results and additional road safety information they can share. Could this go to all Parish Councils to encourage those that do not already have a CSW group to start one? MR thanked the processing team at Billericay and recognises that they are at capacity. Decisions about the scheme therefore need to be made as, if it grows without back office support, the groups will feel unsupported. RH supportive of providing additional capacity for processing at Billericay. AH suggested that SERP could also look at providing some funding.</p> <p>MH thanked MW for her effort, time and support put into the CSW scheme and the changes this has brought about over the last 18 months. MH would be keen to gather the 'additional intelligence'.</p> <p>Volunteers are thanked. The top 10 groups are being invited to Kelvedon Park for an RTC event as a thank you.</p>	AP/AH MH /MW

<p>8</p>	<p>Road Safety Project Fund:</p> <p>CS presented some ideas to:</p> <ul style="list-style-type: none"> • reduce KSIs significantly amongst young people (predominantly males aged between 17 and 25); • promote SERP as a recognisable brand; • engage with a younger audience and promote conversation about road safety; and • boost SERP’s digital and social media presence, <p>and showed a film detailing a campaign implemented in Iceland.</p> <p>It is proposed to launch a campaign in 3 phases:</p> <p><u>Phase 1</u> would be via Facebook:</p> <ul style="list-style-type: none"> • Viral shareable content • Interactive • Targeted • Prompting conversations and dialogue about road safety • Cost effective <p><u>Phase 2</u> would be via Instagram and use influencer marketing:</p> <p>“Influencer marketing is a form of marketing where a brand or business utilises key individuals to promote their products or services to a ready-made audience. These individuals could be bloggers, vloggers or even social media influencers and celebrities who have a large and loyal following across various platforms. They will keep their fans and followers up-to-date, as they look to them for advice, offers and lifestyle tips etc.”</p> <p><u>Phase 3</u> would use technology for:</p> <ul style="list-style-type: none"> • Experiential marketing – encouraging participation and engagement • Reaction time games • Use of Virtual Reality • Can use the influencers and film reactions to watching VRs of collisions – interviewed after to ask about how it made them feel <p>An outline of costs in the region of £164,000 was given and evaluation programme discussed. Anticipated timescales are:</p> <ul style="list-style-type: none"> • Phase 1 to be launched July 2019 (to tie in with seasonal peak) • Phase 2 – September 2019 • Phase 3 – December 2019 (to capitalise on Christmas shoppers) • Phase 4 – cinema advertising, pending evaluation results in January 2020 to mark the new year <p>LW will send CS evaluation of the HE ‘distressed’ campaign as there were good learning points.</p> <p>SERP needs to be aware of risks around engaging with ‘influencers’ – can we influence them at all? We should have a hashtag.</p>	<p>LW</p>
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9	<p>Co-Location Update:</p> <p>The police priority is now to sell South Woodham Ferrers as Billericay cannot be sold until the Airwave mast is relocated. COMG meeting in July 2018 will discuss more detailed plans. RH will discuss with the Chief Constable.</p>	RH
10	<p>Partner Updates:</p> <p>Police: MH has been in post 18 months and presented a review of his time.</p> <p>Highways England: Recently sent out correspondence regarding network recovery plan for potholes and have been using rolling road blocks on A12 to make repairs. LB to send Cllr Grundy information. DFBB (Driving for Better Business) team has employed David Rudd (EH business officer) on part-time basis to support LW with business road safety. The recent P2W workshop in Peterborough has resulted in a pilot of enhanced CBT (Compulsory Basic Training) with DVSA. It will pilot the new motorcycle theory test. There are several trial areas in Essex but there will be control groups for evaluation. Group will need a little more input from WC. LW offered evaluation training to partnerships and Safe Systems training. Suicide prevention strategy suggests that 30% of KSIs may have suicide element; WC to review. Young driver report also issued and to be reviewed.</p> <p>Cllr Grundy commented on the amount of litter along the A12. This is a district council function and it is believed that Braintree District Council co-ordinate these works; LW to confirm.</p> <p>Thurrock Council: A13 widening is on target. A128 signing issue has funding in place but engineers are looking at other locations and will contact MW to see what he might recommend. Cllr Little is standing down at May elections. Following a restructure, AP and AH met Thurrock's new director, Julie Rogers, to explain the workings of SERP. The Board wished to note its thanks to Cllr Little for his support and engagement with SERP. NJF to prepare letter for Cllr Grundy.</p> <p>EF&RS: Gavin Ellis has 'replaced' Kevin Jenner in Community Wheels role. There are two new FireBikes due for delivery. Machine skills courses were half full within 3 weeks of opening. Anyone attending a course can get 10% insurance discount – this is a real coup to be able to negotiate this at local level as this normally has to be done nationally. Company also agreed to provide insurance cover for first year for Street Spirit winners. Cruiser event being held at Kelvedon Park on May 3rd. Tending car rally is the first event of its kind on closed roads and is therefore a significant event with 120 rally cars taking part; there will be SERP engagement on the day.</p>	<p>LB</p> <p>WC WC</p> <p>LW</p> <p>NJF</p>
11	<p>AOB</p> <p>TA asked whether others had issues with the GDPR (General Data Protection Regulation) due to come into force on 25th May 2018. LB explained that bus enforcement and Parking partnerships now included privacy statements on documents/PCNS etc. AS offered assistance as required as Fire Community safety office is GDPR compliant.</p> <p>The suggestion to use Ford Dunton as a meeting venue has not been forgotten but no date has yet been agreed.</p>	

14	DONM: <ul style="list-style-type: none">• 19th July 2018 Kelvedon Park, 10:00-14:30• 11th October 2018 County Hall, CR 6, 14:00-17:00• 24th January 2019 Kelvedon Park, 10:00-14:30	
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