



Governance Board Meeting
Summary of Discussion and Resolutions

Date:	Monday 1st April 2019
Time:	14.00 to 17.00
Venue:	Crompton Room, Seax House, Chelmsford
Chairperson:	Cllr L Wagland
Attendees:	
Cllr L Wagland (CllrLW)	Essex CC (Highways)
A Stroulger (AS)	RTC Reduction Manager - Essex Fire & Rescue Service
M Hine (MH)	Operational Tasking Supervisor - Essex Police
S Harrington (SH)	Group Manager Traffic & Highways - Southend Council
M Woodford (MW)	Executive Chairman - Safer Roads Foundation
N Foster (NJF)	SERP - Strategic Group Chairperson
A Harris (AH)	SERP - Partnership Manager
W Cubbin (WC)	SERP - Data Analyst
C Churchouse (CC)	SERP - Communications Manager
B Wheelwright (BW)	Essex Highways assistant data analyst and note taker
P Brent-Isherwood (PBI)	Chief Exec. Office of PF&CC
M Kiely (MK)	Thurrock Council
Apologies:	Apologies were received from: C Evans (HE), M Bruin (EF&RS), R Hirst (PF&CC), L Burr (ECC), A Pipe (EP), S Taylor (EP), S Thulborn (HE), A Hook (EP), A Cook (ECC), L Lucas (EF&RS), L Willis (HE), N Tung (TC), ACC P Mills (EP), C Hindle-Terry (SBC), J Craigen (HE), S Elms (EHAAT) and J Kelly (EEAS).

Item No	Discussion and Resolution	Action Owner
1	Welcome, introductions and apologies:	CllrLW
2	<p>Review of previous SERP Board minutes (meeting held on 24/01/19) and approval for publication on SERP Website.</p> <ul style="list-style-type: none"> • Discussion on getting feedback from customers, if desired, led to SERP considering using Survey Monkey. ECC has new system but on SAT days we could ask what SERP activities people think we should be doing to help road safety. • Damage to camera installations; suggested SERP provides signage to advise that no data held in the camera housing as transmitted digitally. Water damage also an issue and AH has spoken to the fire service. ANPR system has also been checked for evidence of vehicle presence at time of attacks. • MW suggested nominating MH and the specials team for a Prince Michael Award – closing date for submission is June 2019. There is an enforcement category so it was suggested to submit details for SAT day events to this. There is also a “Lynda Chalker” award which was suggested that Special Constable Smith be nominated for. <ul style="list-style-type: none"> • Action: NJF to send Lynda Chalker award link to MH. • Action: Video of air-bag deployment to be considered for inclusion with seat belt advice on social media to show the impact and speed of deployment. AS has video footage to use if required, however the content maybe dated, combine this with seat belt campaign. • The Board approved the minutes for publication on website. 	<p>NJF / K Brimley</p> <p>NJF</p> <p>CC/AS</p> <p>NJF</p>
3	<p>Notes and action points from SERP Strategic Meeting (held 18/03/19):</p> <ul style="list-style-type: none"> • Development of the suggested event with Ford Motor Company, at their research facility in Dunton, has been postponed until October 2020 which would coincide with SERP’s fifth anniversary. We will continue to build relationship with Ford and develop ideas and content for this event. • WC to look into what vehicles are in the “Other” category to understand why this is over target and whether any of the issues can be addressed. <i>Post meeting note – ‘other’ category comprises buses, coaches, goods vehicles, vans, taxis and minibuses.</i> • S Plail (NDORS Course Manager) to discuss with NDORS the possibility of developing a course for Drug Driving. AH and MH to discuss further. • Operation Nucleus, a jointly funded project between Highways England and Essex Police, is focussing on the M11 addressing poor driving (close following, speeds, manoeuvres at slip roads etc.) as there have been a number of incidents on the motorway. Enforcement hours and results to be evaluated to measure the success. 	<p>NJF / K Brimley</p> <p>WC</p> <p>SP / AH / MH</p> <p>MH</p>

	<ul style="list-style-type: none"> • H Wicks (HW) to draft a letter to send to newsagents advising them of their responsibility to cyclists who deliver newspapers. Reflective clothing and lights should be used in the darker months of the year and ideally helmets all year round. It was thought more relevant to send the letter in September with the increasing hours of darkness. • Older driver leaflet is nearing completion, possible launch to coincide with Chelmsford City Council event at the Cathedral on 30th April. • CllrLW has trialled the older driver course; thought the road choice was good and the trainer had a firm and helpful manner. Full report made after the course is recommended. It may also be useful for drivers who have had their licence for a long time to refresh their driving and road user skills. • Action: CllrLW suggested that a more formalised structured introduction to start of course would be beneficial. 	<p>HW</p> <p>CC</p> <p>NDORS Course Manager</p>
<p>4</p>	<p>SERP Golden Bullet - Young Driver Influencer Campaign</p> <p>The campaign to use influencers on social media platform to appeal to young drivers in the 17-25 age group. Campaign will be over a 2-year period to promote safe driving message.</p> <p>Following funding approval from the Board, CC has liaised with ECC Procurement Team regarding the specification for the tender for influencer marketing companies to submit a bid.</p> <p>The specification requires 'quality' questions which also need to reflect how the campaign will be evaluated, what success looks like and how it will be achieved.</p> <p>So far there have been 2 expressions of interest in the evaluation project'; one from the Roads Policing Academic Network and the other from Loughborough University. Both have supplied information on previous experience including a relevant study on social media from 2008.</p> <p>Tender applications will pitch to panel of 7.</p> <p>J Wagland will provide information and share his experience of influencers at a meeting scheduled for 24/4/19.</p> <p>No time scales or costs have been set as yet as the proposal will have to go through a governance process.</p> <p>CC has applied to the Road Safety Trust for funding, however current tranche is only for traffic calming measures so the application has been refused. There will be a new funding opportunity available in September.</p> <p>CllrLW would like to investigate with ECC why there is a 70/30 cost and quality default split for procurement.</p> <ul style="list-style-type: none"> • Action: Meeting with procurement and legal to establish copyright once campaign is completed. 3 way transaction. Requirement and result. Evaluation once completed. 	<p>CC</p>

	<ul style="list-style-type: none"> • Action: Proposal requires a higher quality level which will need a waiver as it has to go through ECC procurement process which has a default cost/quality 70/30 split. • Action: CllrLW to check default 70:30 price : quality split for ECC procurement 	CC/AH CllrLW
5	<p>Extra Eyes (EE) Update:</p> <p>SERP Board is keen to promote, however Home Office software launch for EP in June doesn't accept video footage, at present.</p> <p>Current issues with system, adversely affecting ability to progress, include:</p> <ul style="list-style-type: none"> • Footage is currently being dealt with but administration and follow-up has challenges due to resources. If EE is publicised, it is considered the number of submissions could double. • DfT £100k fund - only available to new projects. • Currently around 3,300 EE submissions per annum with a positive action taken in about one-third of cases. • Re-structure of EP Crime Reduction Section is now complete • In some cases, the person who has submitted footage is refusing to participate in the court process which wastes police time and effort in pursuing a prosecution. • DONM 21st March (postponed, now 3rd April). <p>Promotion of EE has been held at the moment until some of the issues mentioned above have been addressed. However, as an award winning scheme this should be continued.</p> <ul style="list-style-type: none"> • Action: Wording on website required to advise that any footage uploaded will not be acted upon unless provided with a witness statement. 	K Brimley
6	<p>SERP collision data, summary of latest analysis and action taken as a result of previous reports:</p> <p>Fatalities Long-term trend indicates a reduction in fatalities. For 2018, the figure is 49 fatalities.</p> <p>KSI casualty projection KSI casualty numbers – the target indicator is 942, but the year-end projection is currently 925. For February there were more KSI casualties recorded than slight casualties.</p> <p>Adjustment for vehicle miles only uses Essex Highways traffic counters on major roads and not Highways England roads.</p> <p>Slight casualties A new target for slight casualties has been agreed with Board; it is a 40% reduction from the 2005-2009 CRASH adjusted baseline average.</p>	

	<p>HGV collisions have been reported separately at the request of Cllr Bass who was a previous chair of the Board. However, it is now considered appropriate to integrate this user group into the 'Other' group.</p> <p>CllrLW asked if weather was a factor in the November / December reduced casualties as it wasn't severe, however this wasn't thought to be the case.</p> <p>It has been identified that NDORS course numbers for red-light offences have dropped – this was put down to the proportion of offenders who reside outside of Essex increasing and were therefore more likely to take their course closer to their home address than in Essex. The nature of the routes upon which the cameras are erected (e.g. A127 leading to and from Southend) and seasonal influences also considered to be a factor.</p> <p>M11 map showed where hotspots from collisions occurred, these were found to coincide with junctions where vehicles are joining or leaving the motorway</p> <ul style="list-style-type: none"> • Action: Can LW forward M11 engineering report to MH so he can understand what improvements have been/will be made to inform Operation Nucleus? <p>Operation Dunker at Stansted showed that the majority of seat-belt offenders had a home address outside Essex; this may mean the operation may not be totally targeting Essex drivers.</p> <p>A comparison of speed and flow data recorded before, during and after selected SAT days showed that speeds reduced during and after the day, however, it would be beneficial to deploy counters for observational study over a longer period to establish the longer term effects.</p>	LW/MH
7	<p>Drug driving analysis for discussion:</p> <p>Research has shown that 42% of drug drivers are under the age of 30 and under 30 year olds account for 28% of collisions in which the presence of drugs was a factor. The social media platforms should be a good influencer to this group of drivers. A map of Essex showing the hotspots of the highest offending areas includes Colchester. This could be because there is a University in the town, an Army barracks and areas of deprivation. Manningtree was also highlighted as significant but this is a rural area with little or no night-life (when compared to Colchester).</p> <p>In relation to traffic offences foreign registered HGV drivers are often more difficult to deal with. It is also noticeable that the driver of certain types of lorries and vans may be more likely to be under the influence of drugs. These factors give the potential for business training involvement.</p> <p>EP made 164 arrests for drug driving in March '19 and 117 for drink driving with 39 drivers failing to provide. The cost for analysing saliva and blood samples from a driver suspected of being under the influence of drugs is about £380. This activity incurs a significant cost for EP.</p> <p>Can we find any influencers who may have 'used drugs' and had an incident who could attract an audience within our target group? Would need an existing profile (like the Icelandic example) rather than someone wishing to build profile.</p>	NJF

	<ul style="list-style-type: none"> • Action: Could building and construction companies be targeted for DfBB involvement? Do they have a disproportionate level of work based accidents connected to drug/drink use? • Action: CllrLW would like the opportunity of seeing a SAT day in Colchester (PMN: 31st May 2019) 	NJF
8	<p>Progress against 2018/2019 and 2019/2020 Road Safety Delivery Plan:</p> <p>Activity A - All projections met.</p> <p>Activity B - Have met all projections in the 2018/19 Delivery Plan.</p> <ul style="list-style-type: none"> • 46 SAT days throughout Essex • 23 SERP engagements days throughout Essex Highways • 64 Roadsters throughout Essex • TIE five week tours to year 7, 9 and 11 throughout Essex • 40 school speed watch • 11 YDS days at Chelmer • 400 year 5 school visits • 100 Reception visits • 9 crucial crew visits • 15 Reality road show delivered to year 9's • 25 school ambassadors 	
9	<p>Co-Location:</p> <p>Meeting being chaired by Chief Supt Wells on 8th April to discuss requirements. Establish ground rules and specifications for property before approaching agents for property consideration. Confirmation of who might sign any lease on a commercial property.</p> <p>Recent viewing at a location on the Widford Industrial Estate in Chelmsford was positive but since then an offer has been made by a third party which is likely to be accepted by the owner.</p> <p>Proposal for re-location of Billericay staff to an alternative location within the EP estate is being developed.</p> <ul style="list-style-type: none"> • Action: Meeting on 8th April chaired by Chief Supt Wells to discuss requirements and agree who might sign any lease. • Action: SERP to create specification. Look at terms of rental for a commercial lease. 	<p>CllrLW/ NJF/AH</p> <p>NJF/AH</p>
10	<p>NDORS / Activity A Finance Model update and Review of Finance and Requesting Approval for 2019/20 SERP Finance Model:</p> <ol style="list-style-type: none"> 1) Delivering NDORS courses – to end of March 79,645 clients received some form of education as a result of the SERP's activities which was marginally below the annual projection. 2) There are possible 2 reasons why the SERP was slightly below the annual projection; a communications failure for the Gatso sites during the summer and the implementation of a new DMS at Billericay necessitated a reduction in processing for a 3-month period between November and 	

	<p>January – there was a reduction of about 3,000 NIPs per month over this period.</p> <p>3) ECC delivered a NDORS course to 57,524 clients at 2,689 courses – that is an average of 4,793 clients per month at 224 courses per month.</p> <p>4) Seat-belt on-line courses – 8,226 completed.</p> <p>5) At least 7 different sites suffered some form of vandalism costing almost £100k to repair. The latest being one of the A127 where a camera was destroyed. MH has advised if there are any future attacks there will be more emphasis on investigation. The Epping area had the highest number of attacks; if residents were advised of the cost of the damage they may come forward with information. Possible liaison with Epping Police.</p> <p>6) Financial projections for 2019/20 shown and approved.</p> <ul style="list-style-type: none"> • Action: Advertise that the camera is digital so no data stored in the housings. Publicise ‘wasted money’ on vandalism etc. Safer Roads Foundation offered to pay for signing on the cameras. 	AH
11	<p>Activity A Operational Update:</p> <ul style="list-style-type: none"> • 21,300 vehicles stopped in Essex this year; up from 17,994 last year. <p>SERP operations had resulted in:</p> <ul style="list-style-type: none"> • 596 arrests - up from 384 last year not including arrests made by Special Constables. • 92 arrests by police motorcyclists - up from 35 last year. • 670 seizure of vehicles - up from 513 <p>There were 117 drink drivers and 164 drug drivers with 39 fail to provide this month resulting in 320 arrests.</p> <p>Overall from April 2018 EP have arrested 1,285 drug drivers, this was up from 756 the year before and 1,242 drink drive arrests this year which is down from 1,386.</p> <ul style="list-style-type: none"> • End-of-year data to be provided at next meeting 	MH
12	<p>Transport Committee Inquiry into Government’s Road Safety Strategy:</p> <p>Discussed at the Strategic Group meeting and circulated for Board and to Acting Chief Inspector Taylor, to add comments. Suggestions include: the lack of set targets, improvement to funding, more publicity around public health, roads policing resources and education, legislation for offence definition, graduated licencing and covert policing.</p> <p>CllrLW suggested reply should start with a description of SERP and what the partnership does, with interesting statistics, i.e. drug/drink driving and explaining that we are a data driven partnership. Detail what projects and interventions the partnership needs to undertake to achieve its targets. Suggestions for the government to consider including funding, promoting</p>	

	<p>DfBB, especially amongst construction companies in Essex to promote their responsibilities and national evaluation and development of road safety interventions to promote correct and consistent messages to improve quality and save duplication.</p> <ul style="list-style-type: none"> • Action: Respond to Inquiry, promoting SERP and offering to present to Inquiry. Need to promote a national evaluation for recurring issues to deliver consistent message. 	NJF
13	<p>Cllr Wagland update:</p> <p>Covered throughout meeting.</p>	
14	<p>Partner Updates:</p> <p>Essex Police</p> <p>MH is now the Road Crime Manager dealing with operational issues. M Green heads the Billericay team and K Brown has financial responsibility. They feed into the Chief Inspector (A Pipe) with continued focus on KSI reduction within the Road Crime Team.</p> <p>Road Safety Operation at Stansted Airport this month achieved:</p> <ul style="list-style-type: none"> • 91 x No seatbelts • 7 x No insurance • 3 x MOT's • 12 x Other offences • 2 x Cannabis warnings • 2 x Arrests on Warrants • £6,000 seized in cash under POCA <p>Essex Fire & Rescue Service</p> <p>The new PFCC fire and rescue plan includes a road safety priority which will be delivered through SERP. This reflects commitment to road safety and the importance of the partnership.</p> <p>Two new fire bikes have been ordered, one of which is funded by SERP, bringing the total fleet to 4. Publicity to be arranged. They will support the Bike Safe courses (that are no longer being delivered by EP). Audi has replaced the S5 with a new S3 car which is being branded at the moment. L Lucas is retiring at the end of May and M Bruin is moving to be the Director of Operations.</p> <p>Southend Borough Council</p> <p>The group welcomed S Harrington who is new to her role.</p> <p>Thurrock Council</p> <p>SAT day successful in January in South Ockendon; hence, using the same location on 2nd April, which will be the third operation at this site.</p> <p>School crossing patrol (SCP) site issues with motorists ignoring patrol and vehicles driving through. Body-worn cameras may be a solution but not sure if this would be funded by Thurrock Council. The lack of compliance with SCPs</p>	AS

	<p>was thought to be countywide problem and results in people not willing to do the job.</p> <p>Parents parking inconsiderately doesn't help. A mother holding a baby had been hit by a van door mirror and the baby knocked from her arms. Thankfully not a serious injury. Cllr Gooding, the ECC cabinet minister for schools, could advise best practice and learnings. Southend BC have removed some patrols due to lack of support.</p> <p>On one SAT day the SERP trialled having a police motorbike visible on the school Keep Clear markings outside a school, which was a successful deterrent when present and provided visibility of the SAT day. Extra Eyes can be used to submit any footage from SCP cameras. Can cameras be used to enforce yellow box type junctions or offences outside schools? SEPP and NEPP have created '3P' areas involving restrictions for vehicles entering areas at school times.</p> <ul style="list-style-type: none"> • Action: Separate group to discuss SCP issues • Action: London Gateway event on 14th June at DP World Port at Corringham with over 200 businesses. Opportunity to have a SERP presence. <p>Essex County Council 'My small change' competition has now ended and the winner of the prize car will be drawn and announced next week.</p> <p>SAT review ongoing, looking at alternative engagement messages etc.</p> <p>Engineering sites feedback requested by MW: there are 37 sites identified for this year that have 4 or more injury collisions within a 50m radius in urban areas and 3 or more within a 250m radius in rural areas. Total cost for year estimated at £550k which will save 13.6 collisions; so a saving of £1.6 million. 42 schemes implemented last year giving a First Year Rate of Return (FYRR) of 551%.</p> <p>Safer Roads Foundation All new vehicles from 2022 will have speed restrictors fitted. This is promoted on the SRF website. Can be overridden for safety reasons and other features like alcohol sensors can also be added. Some automobile manufacturers were against the legislation.</p>	<p>MK / SH / ECC SCP Manager</p> <p>NJF</p>
<p>15</p>	<p>Any Other Business:</p> <p>None raised.</p>	
<p>16</p>	<p>DONM:</p> <p>Monday 15th July 2019 - Kelvedon Park 10:00 – 14:00</p> <p>Monday 21st October 2019 - venue tbc 10:00 – 14:00</p> <p>Monday 20th January 2020 - Tickfield Centre, Southend 10:00 –14:00</p>	