



Governance Board Meeting Summary of Discussion and Resolutions

Date:	Monday 15 th July 2019
Time:	10.00 - 14.00
Venue:	Essex Fire & Rescue Service HQ, Kelvedon Park
Chairperson:	Cllr L Wagland
Attendees:	
Cllr L Wagland (CllrLW)	Essex CC (Highways)
R Punt (RP)	Head of Corporate Communications – Essex Police
A Stroulger (AS)	RTC Reduction Manager - Essex Fire & Rescue Service
A MacAlister (AM)	Acting Head of Community Service - Essex Fire & Rescue Service
M Hine (MH)	Road Crime Manager - Essex Police
S Elms (SE)	Clinical Director – Essex & Herts Air Ambulance Trust
T/CH/INSP S Taylor (ST)	Acting Head of Roads Policing - Essex Police
N Foster (NJF)	SERP - Strategic Group Chairperson
A Harris (AH)	SERP - Partnership Manager
W Cubbin (WC)	SERP - Data & Strategy Analyst
C Churchouse (CC)	SERP - Communications Manager
P Brent-Isherwood (PBI)	Chief Executive Office of PF&CC
N Tung (NT)	Principle Transport Planner - Thurrock Council
S Thulborn (ST)	Asset Development Team Leader - Highways England
P Swanwick (PS)	Road Safety Officer - Southend BC
Apologies:	Apologies were received from: C Evans (HE), L Burr (ECC), A Cook (ECC), L Willis (HE), J Kelly (EEAS), B Wheelwright (SERP), M Woodford (SRF) & A Whitehead (EEAS)

Item No	Discussion and Resolutions	Action Owner
1	Welcome, introductions and apologies:	
2	<p>Review previous SERP Governance Board Minutes (meeting held 1/4/19) and approval for publication on SERP website:</p> <ul style="list-style-type: none"> • Action from 18/3/19 to consider joint event with Ford Motor Company maybe be pursued with the stakeholder workshop idea. This is part of the overall campaign to get buy-in and ideas from stakeholders. The young driver initiative also requires meeting with procurement for social media element to establish copyright once campaign is completed. • Extra Eyes wording on SERP website has now been changed to advise any footage uploaded will not be acted upon unless witness statement provided. • LW to send M11 engineering report on signage, environment on motorway etc. to MH for inclusion in evaluation of Operation Nucleus. • Drug driving – could building / construction companies be targeted for Driving for Better Business (DfBB) involvement? Work-based accidents connected to Drink/Drug use? Road safety officers collect data from Surround-A-Town (SAT) days which can be used to promote DfBB. NJF to ensure data passed to Business Officer for investigation. • Camera enforcement – Consider advertising that speed cameras are digital so no data stored in housings. Publicise “wasted money” on vandalism etc. MW offered to pay for signing on cameras. Under consideration – limited space available on camera pole. • Government’s Transport Committee Inquiry – response promoting SERP and offering to present to Inquiry. Promoted national evaluation for recurring issues to deliver consistent message. • Partner update Thurrock Council - Separate group to discuss School Crossing Patrol issues, regularly meet with ECC school crossing manager to update. Complete. • London Gateway event on 14th June at DP World Port for businesses did not go ahead 	<p>NJF / CC</p> <p>CC</p> <p>LW</p> <p>NJF</p> <p>AH / CC</p>
3	<p>Notes and action points from SERP Strategic Group Meeting (held 27/06/19):</p> <ul style="list-style-type: none"> • To develop a more flexible and random enforcement strategy to be known as ‘unpredictable visibility’, WC and MH to agree strategic locations which may provide opportunities for enhanced visibility of enforcement. Strategy to be documented • Media strategy to be considered for highlighting overt and covert enforcement and ‘unpredictable visibility’ strategy. 	<p>MH / WC / NJF / AH</p> <p>CC</p>

	<ul style="list-style-type: none"> • WC to review ‘serious’ injuries category to determine whether level of severity is being reduced. • ‘Other’ category examined in detail. Delivery group to discuss an action plan for dealing with issues within this category, starting with taxis. In particular, non-wearing of seatbelts by passengers in the Stansted Airport area and working with licensing authorities to share accurate information about the legal requirements for taxi drivers to wear seatbelts. • Additional £100k expenditure during 2019/20 to be recommended to the SERP Governance Board for ‘unpredictable visibility’ strategy and additional resources and vehicles. • ‘My small change’ campaign/competition for young drivers has ended. This campaign is to be reviewed following evaluation feedback. • Young Driver ideas to be shared with Department for Transport (DfT) and Road Safety Great Britain (RSGB) to determine whether national involvement in similar work is planned. • ‘Driving with Confidence’ courses, for drivers aged 70 or over, very successful in numbers and quality. Also support for victims through police liaison has gone well and should be promoted. • Powered 2 wheeler (P2W) 360-degree film looks excellent but needs final edit to be viewed with Virtual Reality goggles. • NJF requested data from partners showing involvement in road traffic collision reduction work and outcomes to allow SERP to show impact of interventions on all partners. • AH has drafted a Highway Practice Note (HPN) for implementation of safety cameras for ECC which will be commended to partners for adoption. Currently undergoing consultation phase. 	<p>WC</p> <p>K Brimley</p> <p>AH</p> <p>K Brimley</p> <p>KB / CC</p> <p>CC</p> <p>AS</p> <p>ALL</p> <p>AH</p>
<p>4</p>	<p>SERP collision data, summary of latest analysis and action taken as a result of previous reports:</p> <p>Crash database adjusted killed and seriously injured (KSI) casualty figure is estimated at 932 which is 5 KSI over the SERP target. Data yet to be finalised by Department for Transport (DfT). The figure exceeds the ECC target by 19 KSI casualties. ECC data includes Highways England roads for which they have little influence over in respect of casualty reduction measures. Increased proportion of KSI casualties and all casualties seen in ECC’s area.</p> <p>WC gave details of 3 projects he has researched this quarter; P2W across the Eastern Region (for HE) for a trial of new Compulsory Basic Training (CBT) for learner riders, the category of ‘other’ drivers and ‘drink drive’ trends to answer the query raised by a Sky News article.</p>	

<p>5</p>	<p>SERP Finance Model Update:</p> <ul style="list-style-type: none"> • Final 2018/19 figure for education interventions delivered by SERP was 79,645 (1,343 or 1.7% below projection). • During 2018/19 SERP delivered National Driver Offender Retraining Scheme (NDORS) courses to 57,524 clients (3,206 or 5.5% below projection) - 78% of clients attended a speed awareness course. • To the end of May 2019 some 14,501 clients had received an education course (1,039 or 7.1% above projection). • By the end of June 2019 SERP should have delivered NDORS courses to approximately 14,000 clients which is 1,000 below projection. • Essex NDORS course fees are in-line with national average and fees remain with no plan to change at this time. • New average speed camera systems expected in near future include A133 Clacton Bypass, radial distributor road for Greater Beaulieu development at Chelmsford, A127 between Nevendon Interchange & Fortune of War and possibly A1089 Tilbury Dock Approach Road. • The Governance Board agreed that an additional £100k could be allocated for enforcement during 2019/20. • £25k allocated this year for development of proposed automatic number plate recognition (ANPR) 'dual-use' vehicle. • £500k set aside for asset renewal at the end of 2017/18 – Governance Board agreed that a further £100k could be added to this fund for future investment. • £800k remains set-aside for the possible co-location proposal. 	
<p>6</p>	<p>Enforcement Operational Update: MH highlighted that current figures suggest over 28,000 vehicles will be stopped for moving traffic offences during 2019, and detailed the performance of the special constable team and the commercial vehicle unit.</p>	
<p>7</p>	<p>Education, Training & Publicity Operational Update:</p> <p>The production of the P2W 360-degree film allows the SERP to access the ICE hub to use any of the other films in the library. The SERP will be reviewing these and seeing whether they can be used to support its various strategies. The 360-degree film should be ready to deliver in September.</p> <p>The Surround-A-Town (SAT) day footprint is being reviewed in-line with our strategy for 'unpredictable visibility'.</p> <p>The Roadster activity, for new and potential drivers, review continues to ensure we use our influence to maximum advantage with pre-drivers.</p> <p>The 'My small change' intervention for young drivers is being reviewed. The winner of the previous competition has accepted their prize of a car and this will be handed over shortly.</p>	

	<p>AS showed a version of the 360 degree P2W film. It is anticipated, the film will be able to be viewed through VR goggles at the next meeting. It is the first film of its type that delivers skills based training to this group and addresses the three major factors leading to KSIs for this group in Essex. The film will complement the next 'Street Spirit' campaign phase aimed at scooters/mopeds. Phase 1 is complete and the two prizes will be handed over later in the summer.</p>	
<p>8</p>	<p>SERP - Young Driver Influencer Campaign:</p> <p>Young driver influencer campaign using social media with high profile celebrities for 17-25 year age group. The SERP wants to target audience to share and comment on influencer / video content. Campaign designed to last two years but social media life of messages is very short. The SERP needs to determine how to sustain momentum of messages and influence through other interventions and channels</p> <p>SERP has met with an influence agent to understand cost, content and editorial control. Discussed whether the project could aim to become a social issue, i.e. similar to 'War on Plastic' campaign. SERP wants to make safe driving aspirational and risk-taking to be frowned on by peers. It is important to continue with campaign as could be exciting project but need to scope further. Worth exploring whether DfT is investigating similar approach for a possible collaborative approach.</p> <p>'Visit Essex' has done social media campaign to encourage shoppers to Essex. CC will look at this as SERP could use loss aversion techniques – i.e. which / what loss is most important to our target audience? (Loss of health, life, vehicle, friends etc.?).</p> <p>Action: Contact (RSGB and DfT to determine whether national involvement in similar work is planned.</p> <p>Action: Arrange meeting with ECC, Police and Fire & Rescue Service procurement teams to scope project and establish a collaborative approach looking at how the project can be taken forward.</p>	<p>K Brimley / CC</p> <p>CC / NJF</p>
<p>9</p>	<p>Co-Location Proposal:</p> <p>Not seen as a priority by Essex Police, at present, and would only want partner premises but no properties are available.</p> <p>Commercial property not suitable as a lease would be an issue. Staff will remain at Billericay for at least 2 years so some maintenance and investment on the building is a priority.</p>	

10	<p>Draft HPN on safety cameras for information:</p> <p>AH explained that the Highways Practice Note (HPN) is for ECC and will be considered by the Cabinet Member. The HPN will be commended to Southend and Thurrock to bring consistency of application across SERP area. Currently within consultation phase.</p>	
11	<p>'Extra Eyes' (Video Submission) Update:</p> <p>MH showed some interesting clips from submissions and highlighted that submission numbers still increasing despite not being actively promoted.</p>	
12	<p>Review of regional data on older drivers and SERP's 'Driving with Confidence' Course:</p> <p>WC presented his work undertaken last year for the Eastern Region using 5-years of published data.</p> <p>SERP's '<i>Driving with Confidence</i>' course has been launched and attracted 60 clients in 3 weeks. The course is provided free to over 70's in the SERP's area.</p> <p>The assigned trainer; using the client's own vehicle, completes checks (current MOT, insurance and client's eyesight) prior to session.</p> <p>One hour of driving focuses on specific requirements of the client. Bespoke instructions / report is then provided to client.</p> <p>If the client falls below what is considered to be a safe standard, there are three possible options. The trainer may:</p> <ul style="list-style-type: none"> • Recommend the client does not drive anymore suggesting they should consider surrendering their licence; • Refer the client to the Earls Colne Mobility Centre for support with adjustments/driving aids. • Suggest the client seeks further assistance to reach a safe standard. <p>SERP also offers sessions via the police Family Liaison Officer (FLO) set-up, to victims of traffic collisions who have lost confidence in driving as a result of being involved in a collision. First client assessed had a very successful outcome. This service and outcome should be publicised.</p>	
13	<p>Cllr Wagland update:</p> <p>Covered throughout agenda.</p>	

14 Partner Updates:

Essex Police - No additional items

Essex Fire & Rescue Service - No additional items

Southend Borough Council - No additional items

Thurrock Council - No additional items

Essex County Council - No additional items

HE: East Region update – Transition to the new Asset Delivery Model will take place on 1st Oct 2019, this will see the current Asset Support Contract replaced by a Maintenance and Response Contract, Design Services Contract, Construction Works Framework Contract and supported by a number of Specialist Goods and Services contracts. The M & R has recently been awarded to Ringway.

The fundamental change to operating this new model is represented in the graphic below. This contract model is currently operating in several other Highways England Regions.

Differences in activity – Previous vs Asset Delivery



Older Drivers – the regional workshop was held on 6th June. Norfolk, Suffolk and Essex presented on their current interventions and SERP went through a wider evidence base and lots of discussions around the role of public health, public transport etc. The next steps are to work with the Highways England (HE) Social Research Team to take the work forward to support partnership develop and define a local intervention.

	<p>Compulsory Basic Training (CBT) Pilot – Last Monday the SERP went through the initial findings of the CBT pilot project at Driver and Vehicle Standards Agency (DVSA).</p> <p>Whilst the final report and recommendations are awaited discussions will start with DVSA & Motorcycle Industry Association (MCIA) around the possible roll-out of the e-learning modules and associated syllabus at a national level.</p> <p>These elements, which introduce new aspects to the CBT, including hazard perception and behavioural and attitudinal elements were identified as key contributing factors to the collisions that young riders are involved with and were developed by Dr Julie Gandolfi in conjunction with DVSA, at a regional working group and CBT instructors involved with the project. The output is an intervention that can be delivered throughout the country at no cost to partnerships which was the starting premise of the project; a sustainable, evidence based intervention.</p> <p>Commercial vehicles – we are working with Sgt Parsons from the Commercial Vehicle Unit (CVU) at Essex Police to develop Op Analogue, a targeted commercial vehicle intervention on the Strategic Road Network (SRN). Data has been provided by WC and is included in the Operational Order but the benefits will extend well beyond the SERP network with increased checks on vehicles passing through as well as focussing on collision locations.</p> <p>Vehicle Checks – on 15th July HE launched a ‘Check your vehicle’ week before the summer getaway. HE is hosting our own vehicle checks day internally as well as a day at Toddington Services on the M1 and other service areas around the country.</p>	
15	<p>Any Other Business:</p> <p>None raised.</p>	
16	<p>DONM:</p> <p>Monday 21st October 2019 – Thurrock Council Civic Offices 10:00 – 14:00</p> <p>Monday 20th January 2020 - Tickfield Centre, Southend 10:00 –14:00</p>	