



Governance Board Meeting
Summary of Discussion and Resolutions

Date:	Monday 21 st October 2019
Time:	10.00-14.00
Venue:	Civic Offices, Thurrock
Chairperson:	Cllr L Wagland
Attendees:	
Cllr L Wagland (CllrLW)	Essex CC (Highways)
M Woodford (MW)	Executive Chairman – Safer Roads Foundation
S Taylor (ST)	Acting Head of Roads Policing – Essex Police
G Ellis (GE)	Essex Fire & Rescue Service
J Palmer (JP)	Essex Fire & Rescue Service
M Hine (MH)	Road Crime Manager - Essex Police
L Burr (LB)	Head of Network & Safety/Traffic Manager – Essex CC
C Chaplin (CC)	Highways England - Bedford
C Evans (CE)	Highways England - Guildford
N Foster (NJF)	SERP - Strategic Group Chairperson
A Harris (AH)	SERP - Partnership Manager
W Cubbin (WC)	SERP – Road Safety Strategy Analyst
P Brent-Isherwood (PBI)	Chief Exec. Office of PF&CC
N Tung (NT)	Thurrock Council
R Telling (RT)	Team Leader - Southend Borough Council
B Wheelwright (BW)	Essex Highways Assistant Data Analyst & Note Taker
Apologies:	Apologies were received from: DCC Mills (EP), A Pipe (EP), M Kiely (TC), D Clark (EP), R Hirst (OPF&CC), A Cook (ECC), A Stroulger (EF&RS), J Craigen (HE), L Willis (HE), A MacAlister (EF&RS), A Whitehead (EEAS), S Harrington (SBC), P Swanwick (SBC), S Elms (EHAAT), C Churchouse (SERP) and R Punt (EP).

Item No	Discussion and Resolution	Action Owner
1	Welcome, introductions and apologies.	
2	<p>Review previous SERP Governance Board Minutes (meeting held 15/7/19) and approval for publication on SERP website:</p> <ul style="list-style-type: none"> • Young driver influencer campaign - using social media to target audience of 17-25 years. Could the project be a social issue? Make safe driving aspirational – K Brimley and CC contacted Road Safety Great Britain and DfT. NJF to liaise whether there is national involvement in similar work. • Meeting with ECC and EF&RS Procurement was very productive with ideas and possibilities. The next stage is to put a brief together to go out to tender. Continue to stay connected and keep engaged with procurement team leaders. 	
3	<p>Notes and action points from SERP Strategic Meeting (held 19/09/19):</p> <ul style="list-style-type: none"> • Feedback forms from <i>Driving with Confidence</i> course have been returned from 105 people who have completed the course since July 2019, assessment of results so far covered in agenda. • Routes and speed as a contributory factor, particularly in vans and young drivers, not completed, WC to investigate how and where accidents occur with young drivers. WC will assist MH with deploying ‘unpredictable visibility’ on those routes once completed. • MW advised of recent legislation requiring rear seat belt warning reminders coming into effect in 2021. • CE – Successful operation held at Gatwick Airport for tyre health check. Taxi drivers particularly do not realise it is their responsibility as the driver of the vehicle. • Action: The Road Safety Delivery Plan Group to look at providing a warning with a taxi / mini cab licence application that tyre health is the responsibility of the driver. • Explore publicising passenger risk factor with newly qualified drivers. • Air Quality Scheme as directed by DEFRA – letter from NPCC Chief Officer to advise that police should not enforce specific environmental safety camera schemes. AH and ST put forward the business case and supporting evidence for the average speed camera proposal on the A127 demonstrating that A127 proposal will also deliver casualty reduction savings. Despite this, enforcement was initially rejected by EP Chief Officer. Cllr Wagland expressed concerns and hoped for a quick resolution. • SERP Strategy Document covered in agenda • Road Safety Fund update covered in agenda • LW to be allocated time at next Strategic Group meeting to talk about HE’s work on suicide prevention. 	K Brimley

	<ul style="list-style-type: none"> • Red X on Motorways – promotion in Essex with HE J Perryman as lead. • WhatsApp group to be created for Strategic Group communication • Christmas Drink/Drug drive campaign is planned to comprise 2 videos having humour content with serious message. To be shown on Police website. • My Neighbourhood site – recent incident involving Princes Road Bridge. MH to keep on police radar and advise local officers. 	
4	<p>SERP collision data, summary of latest analysis and action taken as a result of previous reports:</p> <p>2018 official KSI figures are 931, target was 927 so 4 KSIs over. There is enough data for 2019 up to the end of August to predict a year-end total of approximately 841 KSI with 878 KSIs being the indicator. Weather is a factor in KSIs and last year there wasn't a harsh winter, early summer 2019 impacted P2W casualties with a spike in May, however performance has been good with lower KSI figures than last year. 'Other' vehicle group has exceeded indicator, more van deliveries may have been a factor and van drivers between the ages of 25-55; SAT day data collection may give more insight. For the 'primarily at fault in a collision' category the Other, Pedestrians and HGV groups are currently over target. The under 16 year old group of pedestrians being the most vulnerable pedestrians; spikes are evident in July and September.</p> <p>Can 16 year-old pedestrians injured whilst crossing the road be due to boisterous or deliberate behaviour and actions? Education and interventions for this group include theatre and workshops tailored to individual school.</p> <ul style="list-style-type: none"> • Action: Look into details of July and September spikes in pedestrian casualties, could they be related to school term? <p>Analysis round up: SAT day traffic in Clacton and Basildon showed speed suppressed for a short period after events held.</p> <p>Two papers submitted to transport select committee, key findings summarised as follows:</p> <ol style="list-style-type: none"> 1) Road Safety paper: <ul style="list-style-type: none"> More support for road safety Consistency needed nationally Publicity and Overt/Covert operations and enforcement Training and Education for young and inexperienced road users 2) Young Driver paper: <ul style="list-style-type: none"> Highest Risk road user group Inexperience the highest single risk factor Brain development, passengers & peer pressure lead to risk taking Graduated licences – research experience from other countries that have adopted this. 	WC

	<p>CRASH injury type: effectively a fourth table to STATS 19 allowing more analysis to be done. More than one injury type can be recorded, there is a 20 point scale of severity, based on life threatening injury assessment; it underlines benefit of seatbelts and cycle helmets. WC had produced initial report looking at the breakdown in severity of collisions.</p> <ul style="list-style-type: none"> • Action: Q&A news for website on cycle helmet wearing <p>Single car collisions where excessive speed is a factor have high severity, also the larger the vehicle in multiple car collisions the higher the severity.</p> <p>Local profile documents – BW creating a library of district profiles. Standard data set to summarise area available to send to parish councils. Pilot being undertaken for the Brentwood area and will be circulated when complete. Can we get this to parish councils?</p> <p>Zebra crossing profile, looking into collisions and KSI where a contributory factor has mentioned a crossing, individuality of crossing not taken into account.</p> <p>MW - Safer Road Foundation offered to assist with zebra crossing upgrades to 'Zebrite' poles and improved lighting.</p> <p>Driving with Confidence evaluation:</p> <ul style="list-style-type: none"> • Nobody scored the course below a 3 (met expectations). 70% said course exceeded expectations and awarded a score of 5. S Plail was thanked for her approach to aims and method of collecting the data, evaluation was made easier due to the feedback questions. • Benefits of course prolonging a driving career, giving confidence and reassurance. Major surgery with extended recuperation period could impact or affect driving. So far, no drivers referred to mobility centre but 8 drivers had more action recommended. Cllr Wagland took part in the trial of the course and found it encouraging and had good content. • Action: Course relies on self-referral, how are we able to open the course to more people? Target carers and GP surgeries for referrals? • Action: Upload testimonials of completed clients on SERP website and social media. <p>Cllr Wagland expressed thanks to all involved in the courses and to the instructors.</p>	<p>CC</p> <p>CC/NJF</p> <p>CC</p>
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<p>7</p>	<p>Activity B Operational Update: 34 schools have ambassadors – events raise the SERP profile with project EDWARD, years 7-11 took part in assembly.</p> <p>The Riot Act Theatre Company developed a ‘Film in a day’ which was presented to one school in Essex on EDWARD day and a day to both Southend on Sea and Thurrock in the following days/weeks.</p> <p>Freshers Fayre attended and reached 1,000 students.</p> <p>All Road Safety Delivery Plan activities are due to be completed as planned and funding allocation to be spent by end of March '20.</p>	
<p>8</p>	<p>SERP Communications and Young Driver Influencer Campaign:</p> <p>Young driver influencer campaign: Using social media to raise profile. FaceBook allows longer feed, story and advertising with boosted post facility. SERP Facebook account was used to advertise for assistant road safety technicians and had approximately 1,000 engagements, resulting in 22 applicants. Three applicants have been interviewed with 2 being offered a role.</p> <p>Boosted Facebook posting for ‘Street Spirit’ aimed at 18-24 year olds reached over 4,000.</p> <p>Instagram is under-developed and under-used but only gives short period of time for story.</p> <p>Twitter – can follow partners and retweet message. Raises customer service profile as can answer and respond.</p> <p>Young Driver Influencer Campaign: Very successful meeting with procurement. Brief to be prepared for tender to agencies to deliver a campaign which can be delivered using influencers as one element. Will take approx. 18-24 months to complete.</p> <p>In the interim, SERP could use Dorset’s Campaign, ‘Choices for Humanity’ free of charge; it is targeted at young drivers and has been tested / evaluated by Dorset.</p> <p>As this campaign is based on the game ‘Card against Humanity’ the connection could be seen as risqué. After debate, the Board supported the use of this campaign and suggested that it be discussed with Cllr Bentley.</p> <ul style="list-style-type: none"> • Action: Cllr Bentley to be shown presentation of campaign 	<p>CC</p>

9 SERP Strategy Document:

- Covers the focus of SERP
- The strategy document is supported by two other documents – the Memorandum of Understanding and the Road Safety Delivery Plan – they complement each other
- The Strategy Document will be reviewed for the new MoU due to commence on 1/4/2021

Background to SERP and includes reference to the following areas:

- SERP follows on from the Essex Casualty Reduction Board set-up in 2005 (2.2 & 2.3)
- The Governance Board and its roles & responsibilities (2.7)
- The casualty reduction targets (2.10) and Vision Zero (2.11)
- The adoption of the safe system approach (2.12 & 2.13)
- Shows progress towards the casualty reduction targets (2.14)
- The SERP's financial projections and the principles that underpin it (2.15 to 2.17)
- Acknowledges the highway authorities also invest in engineering schemes which will also influence the casualty reduction targets but are not within the remit of the SERP (2.18).

The SERP's Strategy mentions:

- The fatal four driving behaviours (3.2)
- That our activities are data-led, publically acceptable and that we use a proportional funding allocation (3.3 to 3.5)
- Establishes the principle of the RSDP, how it comprises Activity A & Activity B, how A & B complement each other, what resources support it and what the RSDP should consist of (3.6 to 3.14)
- Section 3.15 establishes the 5 core elements of Activity A namely:
 - ❖ Permanent safety camera infrastructure highlighting that priority may be given to locations where traffic flow is mixed and includes vulnerable road users,
 - ❖ Referral to and the delivery of NDORS courses 2) & 3),
 - ❖ Mobile activity and the range of staff now trained to deliver this activity 4),
 - ❖ Extra Eyes 5),
- 3.16 & 3.17 refers to 'Unpredictable Visibility' element being developed for Activity A – which is a flexible and more random approach to enforcement, supported by a comprehensive communications strategy,
- The use of a mixture of Overt / Covert activity (3.18),
- The capacity to process offences (3.21),
- Responsibilities for delivering Activity A and Activity B (3.20),
- The importance of the other crimes / criminal activity often identified by the police during Activity A and how this shall be embraced but not become a focus for the SERP,
- Dedicated SERP roles – Manager, Communications Manager and Data & Strategy Analyst (3.27).

	<p><u>Appendix A</u> – gives summary of this year’s RSDP:</p> <p>“Raising the Game” document released by Road Safety Support (RSS) at the recent National Safer Roads Conference attended by NF, MH, CC and WC and has been referred to during the development of the SERP’s Strategy document.</p> <p>Provisional approval provided by Governance Board subject to attendees having 7 days during which any further comments can be made as some did not receive the document prior to the meeting.</p> <p>Cllr Bentley to be shown Strategy Document by CllrLW.</p>	<p>AH/ALL</p> <p>CllrLW</p>
10	<p>RS Delivery Plan 2020/2021:</p> <p>RSDP currently being developed; it is due to be submitted to the Strategic Group meeting on 5/12/19 before being submitted to Governance Board in January 2020 for approval.</p>	
11	<p>Extra Eyes Update:</p> <p>Number of submissions have increased although the activity is not being actively publicised. There are issues with data storage and the limited time period available. The use of Egress is being pursued</p>	<p>MH</p>
12	<p>A127 Air Quality Scheme:</p> <p>Part of the business case for the scheme is road safety gains, although EP Chief Officers have refused to enforce due to it being seen as an environmental scheme which reflects national policy. Discussions are ongoing to resolve matter.</p> <p>Wales have similar schemes using Green Cameras and they have provided useful information to Essex.</p> <p>Essex CC is proceeding with scheme which is being funded by DEFRA and is due to be operational by 31/3/20.</p>	
13	<p>National Publications:</p> <p>DfT Road Safety Statement 2019:</p> <p><u>The Executive Summary:</u></p> <ul style="list-style-type: none"> • Highlights that a new culture of road safety must last a lifetime • Sets out the planned actions (of which there are 74) for the next two years which build on a future based on evidence, research, collaboration and consultation. • Reinforces that a focus must continue on road users that still cause a concern and are disproportionately represented in statistics, such as young drivers and motorcyclists, together with tackling those who cause a road safety problem by flouting the law 	

- Demonstrates that older car drivers are as much at risk as their younger counterparts
- Demonstrates that fatality statistics have flat-lined since about 2010 and that over the same period traffic volumes have increased by about 8%

The RS Statement describes what is being done for:

- Children
- Young adults
- Those who drive for work
- The environment in which we live and the roads we use
- Keeping safe and mobile as we get older
- People who use the road in a dangerous, intimidating and inconvenient way to everyone else.

The RS Statement also describes:

- How technology will be deployed in a proportionate way including the future of automated vehicles,
- A new collaboration with the Home Office, the NPCC and HE on roads policing, and
- How roads policing is currently resourced and delivered including the opportunity to evaluate how effective robust enforcement is in reducing collisions when it is targeted at dangerous road user behaviour. It will also examine links between reduced dangerous behaviour and fatalities, serious injuries and congestion on our roads.
- How the RS Statement tries to move the UK to an integrated approach to road safety focusing on both collision prevention and post collision response.

The RS Statement is divided into 3 areas:

- **Safer people**
 - Young road users
 - Young adults
 - Adults
 - Third-age adults – safety as you get older
- **Safer vehicles**
 - Fleets and people who drive for work
 - Safer heavy goods vehicles
 - Safer Motorcycles
 - Emissions and air quality
 - Automated vehicles
- **Safer roads**
 - Rural roads
 - The Strategic Road Network
 - Urban areas and the environment
 - Understanding road collisions

During the development of the 2020/21 RSDP the SERP will look to align its activities to the RS Statement where ever possible, practical and in accordance with data.

	<p>Road Casualties Great Britain 1,718 fatal casualties last year with KSIs remaining at the same level as last year, there was a reduction in slight injuries. Decrease level of reporting through on-line mechanism. However, risk of injury per mile travelled has decreased. The 'Other' group has had increase of 14% since 2014.</p>	
14	<p>Cllr Wagland Update: Covered during meeting</p>	
15	<p>Partner Updates:</p> <p>Essex Police – covered in agenda Essex Fire & Rescue Service – Integrated Risk Management Plan (IRMP) consultation 2020-24 - document circulated. GE replacement still pending. Firebike delivering courses every weekend. Audi lease car being used. Engagement vehicle not road worthy, so not a resource at the moment. Can vehicle can be serviced by independent garage/source? Looking into vehicles parked inappropriately for fire services. Seat belt campaign.</p> <p>Highways England – CE – Operation Tramline – using trucks to assist with the enforcement of seat belt and mobile phone offences. Used with 6 police forces and seen 30% reduction in incidents. Will have multiple cab available next year, Essex have an operation scheduled for the 11th November for one week. Launch of 'Driving in the Rain' has been delayed until February 2020 M25 statistics has seen a 100% increase in fatal injuries from 2 to 4 Have Ducati motorbikes which can be utilised with partners as under-utilized for engagement. Have attended bike events at Ace Café and other venues with Black Stealth – looks like a mobile motorbike spares unit, but spares are imitation body parts.</p> <p>Suicide on the strategic route network has been allocated time on next meeting agenda.</p> <p>Southend Borough Council – no further update Thurrock Council – no further update Essex County Council – covered in agenda EHAAT – not present EEAST – not present SRF – MW offered help with funding with additional lighting to upgrade zebra crossings in Essex. PFCC – Themes of month – 6 week video, social media and anti-social behaviour. All partners encouraged to view. Action: Send link to Cllr Wagland</p>	PBI

16	<p>Any Other Business:</p> <p>Cllr W suggested that SERP compiles a list of assets available across the Partnership for promoting road safety e.g. Ducati bikes, campaign materials, HGV cabs, tyre tread tool.</p>	NF
17	<p>DONM:</p> <ul style="list-style-type: none"> ❖ Monday 20th January 2020 - Tickfield Centre, Southend <p>Date of future meetings are:</p> <ul style="list-style-type: none"> ❖ 23rd April 2020 – EF&RS, Kelvedon Park ❖ 23rd July 2020 – SBC – Seacole Room, Tickfield Centre, Southend ❖ 22nd October 2020 – Venue TBC ❖ 21st January 2021 – Thurrock Council, Committee Room 2, Civic Offices, Grays 	