

Governance Board Meeting

Summary of Discussion and Resolutions

Date:	Wednesday 23 rd April 2025
Time:	12.00 - 14.30
Venue:	E&HAAT North Weald
Chairperson:	Cllr L Scott
Attendees:	
Cllr L Scott (Cllr LS)	Cabinet Member Housing, Planning and Regeneration ECC
R Hirst (RH)	PFCC
P Brent-Isherwood (PBI)	PFCC Chief Executive
S Hooper (SH)	ACC Essex Police
A Pipe (AP)	Head of Roads Policing - Essex Police
M Hughes	Supporting ACC S Hooper
J Heynes (JH)	ECC Traffic Manager
T Blackburn-Maze (TBM)	Director Essex Highways
D Bond (DB)	EF&RS Assistant Director Prevention and Protection
A MacAlister (AM)	Head of Road and Water Safety EF&RS
N Foster (NJF)	Strategic Group Chairperson
W Cubbin (WC)	SERP - Partnership Manager
B Myers (BM)	E&HAAT
I Banks	Southend-on-Sea City Council
L Seager (LS)	National Highways
A Somavilla (AS)	Safer Roads Foundation
D Wheelan (DW)	EEAT
Apologies:	A Clothier (NH), M Woodford (SRF), N Tung (TBC), I Henderson (EH), K Gearing (SCC)

Item No	Discussion and Resolution	Action Owner
1	Welcome, introductions and apologies: Cllr Scott welcomed everyone, and introductions were made. Cllr Scott thanked Ben and the E&HAAT for their hospitality for this meeting. Apologies recorded above. The ensuing discussion is recorded under item 4.	
2	Review of SERP Board actions and decisions from 6th February 2025 and Strategic Group Meeting from 5th March. Annotated notes issued for both meetings. NJF highlighted the recommendation of the Strategic Group to the Board that the SERP did not currently pursue the idea of a small community fund to be made available, particularly to Community Speed Watch groups, for community actions towards Vision Zero due to the administration time being likely to outweigh the benefits, and the prioritisation of interventions within the current plan. Decision: • Board meeting notes from 6/2/25 approved for publication on the SERP website. • The Board agreed that a small community fund should not be set up at the moment.	NJF
3	Data Update Only 12 fatal collisions out of 23 showing on CRASH at the moment so full information not available. Noted that e-scooters could be recorded more accurately, and WC will feed this back to team. 5 of the 23 were P2W (Powered two-wheeler) riders. WC urged caution in identifying trends over such a short time period. AP noted 5 drivers, 7 car passengers, 5 P2W riders, 1 pillion, 4 pedestrians and 1 'other'. 11 of the 23 have prosecution files going to court. ACC SH asked whether the data shows that we are addressing the correct riders. WC explained that young riders are at greatest risk but it is hard to encourage them to attend a course. NJF highlighted actions on the Delivery plan which include a trial of individual assessments for young riders following last year's unsuccessful attempt to deliver a course. DB enquired whether any work is being done with insurance companies. NJF explained that many directly engage with their young clients using data to advise on behaviours supported by financial incentives. There is a reluctance to share data. ACC SH wondered whether a community resolution approach could identify clients. AM suggested that possibly having relevant non-road safety professionals at the Board meetings might help us create interest in the causes of road deaths and lead to opportunities for others to be part of a solution. ACC SH suggested drug and alcohol services	

	potentially. AP noted that police cannot solve drug and alcohol problems through enforcement alone due to toxicology costs. ACC SH stressed the importance of our language - we need to convey that speeding is not a minor offence, it is actually the major cause of road death. AP noted the results of OP LIMIT is Southend with 16 drug drivers arrested and 179 Traffic Offence Reports (TORS) generated. Why is the public accepting this? Cllr Scott praised the impact of School Speed Watch he had observed. The speeding drivers talking to school children created a lasting impact. RH supported need for a memorable and effective speed campaign akin to the 1970s clunk click seatbelt campaign. JH feels that the public is possibly not as tolerant of poor driving as we may think but they perhaps don't understand what contributes to the deaths. Perhaps we can start sharing this information in an appropriate way? If we wish to engage with bereaved families, we should join up to protect the family. BM/E&HAAT can help with this. WC explained that SERP Communications managers support this approach. The SERP is currently working on a campaign to garner support for the Safe System. The SERP covers 'mainstream' risk taking but we need to go even beyond the partnership for support. The SERP has be aware of sensitivities in each partner organisation to ensure that messages do not invite people to be critical of individual partners.	CC/SH CC/SH
4	How should the SERP respond to increasing road deaths? Cllr Scott started the meeting by highlighting the 23 road deaths in Essex this year and by supporting the need for us to work together to prevent future deaths. ACC SH agreed and stated that if there had been 23 homicides there would be far more attention and action. What is our 'step up'? Are we really doing all we can? How might we make an impact on the social tolerance for bad driving? Are we engaging with those who make risky decisions or just those who are willing to engage? Are we reaching those who speed excessively and those who take drugs and drive? Cllr Scott remembered a drug charity that engaged with young people which ceased operations and asked whether anyone has taken up that mantle? In other countries Graduated Driving Licences (GDL) have been adopted but reluctance in England. Perhaps we should do more to influence? AM mentioned a project Edward podcast which references restorative justice / community resolution. The series of podcasts makes interesting listening in its own right. The project was called MORSE - MORSE Podcast Boomplay, and whilst the podcast is a few years old now, the initiative is still happening. I've just googled it, and they are extending to young people. West Mercia safer driver course in expands to include teenagers - BBC News PCC funds project focused tackling dangerous driver behaviour - West Mercia Police Crime Commissioner (westmercia-pcc.gov.uk)	

	AM would be curious about scoping something like it in Essex, however, it needs expertise from Drugs and Alcohol / youth service types, rather than road safety practitioners to drive it. ACC SH agreed- we should take this to MPs. Cllr Scott asked whether the Board agreed with GDL as a way forward. The Board agreed unanimously. ACC SH would like police power to suspend driving licence pending court hearing. What are we doing for 17–22-year-olds? RH raised that we have an opportunity to influence as we already have a meeting with MPs. We need to get them to engage with the SERP. He reported that at the PFCC ‘away day’ there was focus on how we might adopt the public health approach to change behaviour. Essex has a driving population of 1.5m from total population of 1.9m and 23 people have already died this year. We need to reset and step up our approach. Cllr Scott offered to arrange a meeting at Westminster and invite MPs. The time has come to lobby and change. AP has arranged for Pam Cox (MP Colchester) to spend time with Essex Police following the deaths of 4 young people in Colchester. BM said that E&HAAT has attended all the incidents mentioned (not all discussion has been minuted due to sensitive nature). Incident attendance is up 95% on last year’s data but pronouncing life extinct is not increasing. BM happy to raise the issues with the Air Ambulance UK charity to see if we can join forces. ACC SH questioned whether we have got our speed management strategy and our educational intervention programme right. Wales has had significant success in reducing injuries following the introduction of default 20mph limits. Where and what is the strategy for Essex? RH emphasised the importance of moving forward as a partnership. It is a crisis, people are dying and getting hurt and we cannot achieve separately. Cllr Scott added that if we do not do this together then we are all to blame. ACC SH has received 6 responses to the SERP assurance questionnaire and asked that all partners please respond. Action: • Cllr Scott to arrange a meeting at Westminster and get MPs to attend. • BM to contact Air Ambulance UK charity to explore potential for actions. • Could partners who have not yet responded to the SERP assurance questionnaire, and wish to, please respond as soon as possible.	Cllr LS BM
5	Road Death Debrief AP Change the initial meeting to discuss the A12/B1007 incident. Identified that national highways should be invited, where appropriate, And the recovery team. Groups requiring possible TRIM (trauma) support were identified. The minutes of the meeting had been circulated. Various issues were discussed including passive safety, re storing the site as soon as possible and looking at the background of the individuals involved to ascertain whether earlier intervention would have been possible and by whom. ACC SH emphasised that homicide debriefs look at immediate	

	learning and hoped that the learning from these road death debriefs could be brought back to the board for learning. BM offered support if any incidences identified the need for a D13 debrief.	
6	Feedback on Response to events of 1/2/25 report The report presented to the board at the last meeting had been circulated. Verbal update given by NJF. Graduated driving licences (GDL): WC was filmed by Sky engaging with families who have lost children involved in a collision involving a young driver. The SERP education team is exploring an intervention to encourage adoption of a 'home' GDL and will be supporting the benefits of GDL within the theatre in education for year 11 students. Work on the SERP speed campaign continues. The education team continues to support Trucam enforcement which will be deployed along A414 when the new speed limit is implemented. The review of the content/quality of education interventions continues to ensure that it supports the safe system in a relevant way for each target group. There is a new intervention in the delivery plan to explore a career pack for young drivers designed to promote the benefits and responsibilities of driving in gaining employment and to promote the training and care of young drivers to businesses. E-scooter information is being targeted at schools. Local police in Chelmsford undertake enforcement and the education team will continue to liaise with them to explore opportunities. Disposal options and costs need to be managed. AM mentioned that EF&RS has a fire related campaign for E scooters she can provide. NJF will contact trading standards to explore possible actions with suppliers of e-scooters. Many purchasers are not aware that they are illegal to use on public roads. ACC SH suggested that cadets could possibly be used to gather information. EF&RS can explore potential for intervening with on-line purchases to create pop-ups explaining legality. EF&RS can also look at storage risk assessment. TBM confirmed that Basildon had withdrawn from the trail e-scooters. This may lead to more private e-scooters being used illegally on the highway.	
7	Delivery Plan The finance for delivery plan was approved at the last board meeting. This meeting is to approve the content. ACC SH Would like activity A and activity B titles changed. Where is the academic research? Is it focused on risky drivers? Is it worth a pause/review? NJF explained the evaluation that is undertaken. Logic Models are used to determine success criteria, inputs and outcomes, which cannot necessarily be directly linked to a reduction in injuries, but Research suggests the intervention is an essential step in either awareness or behaviour change, and WC shared the mapping process to ensure spend and level of interaction was proportional to data. It was agreed that there is not necessarily a right answer in the combination of interventions. It is a complex environment add a separate meeting would be beneficial.	

	AP asked whether we could be bolder in setting speed limits particularly on A104 where anticipated prevention of future deaths greater at 30mph than 40mph. JH to check agreed limit and Cllr Scott happy to support. RH aid that now is the time to lobby for lower speeds in relation to A12 works. LS suggested that we should champion achievements especially regarding A120 speed limits and cameras. ACC SH raised issue that legislation states that NiPs must be sent by first class post. Cost and time savings would be significant if these could be emailed but this would require legislative change. ACC SH can raise with NPCC/APCC to champion. Court costs entering the SERP account will not change until 2026, if ever. Cllr Scott noted the long list off issues to cover at a 'lobby' meeting. Actions: • A separate meeting to include ACC SH, WC, NJF to be arranged to discuss the content of the Delivery Plan. • The Delivery Plan content was agreed but there can be flexibility to accommodate any recommendations adopted as a result of the above meeting. • Any changes to the Plan approved at this meeting will follow SERP governance procedures. • JH to check agreed speed limit on A104 and Cllr Scott to support a 30mph limit on this route.	ACC SH NJF/WC NJF/WC JH
8	Finance Model and risks update The slides had been circulated prior to the meeting. Following discussion at the strategic group meeting, the recommendation is to keep the asset renewal fund and potentially increase it (from the colocation fund) and possibly earmark some funding to match fund new systems for new authorities as part of LGR. ACC SH proposed a media event at Ely house which could be used as a lobby event and to promote the SERP. The back-office team's reservations about promoting the site as a police location was noted. Actions: • The Board agreed a media event at Ely House to promote the SERP • WC to send NDORS cost recovery figures to AP	Strat Grp CC/SH WC
9	Confirmation of MoU Extension At the last meeting Cllr LS proposed that the MOU be extended for one year until we know more about devolution plans. Cllr DC agreed. RH suggested that all partners should be invited to comment. WC had written to all partners requesting comments. Two positive responses received. More should be known about Devolution and Local Government Review (LGR) by February 2026 when further decisions regarding the MoU can be made. ACC SH asked that senior leaders raise the road safety profile in ongoing devolution meetings.	

	TBM stated that the mayor will have funding from 2026. We anticipate the spending review will give some guidance. ACC SH proposed that the SERP lobby mayoral candidates. We can learn from others and WC has organised a meeting with TFWM. Suggested that devolution powers are discussed at next meeting. ACC SH suggested that the MOU be amended to confirm that section 90G of the RTRA is now enshrined in law. Due to the governance process is required by all partner organisations to amend the MOU it was agreed that this information be shared with board members as an unofficial amendment. Agreed: • The MoU will be extended to 31st March 2027 • Members will be informed of the inclusion of section 90G of the RTRA in law.	WC
10	Ely House update It is unlikely teams will be settled in Ely House by July for the next Board meeting. We will await confirmation of the move before organising the suggested event.	
11	Partner Updates: Partner updates were sent to the Board for information prior to the Board meeting and are copied below. Full updates can be viewed by Board Members on the Strategic Meeting minutes. There were no questions raised. PFCC (PBI): Half of our away day on 20 March was dedicated to considering how we might apply the public health approach that has helped us so much in tackling violence and vulnerability to how we tackle road safety. Colleagues from SERP and key partners such as Essex Police and the Essex County Fire and Rescue Service joined us for our discussions. Like the Safe Systems approach, the public health approach works on the basis that road deaths can be prevented and that we should seek, as far as possible, to “inoculate” the general public against the risk of harm posed on our roads. It does this over four stages: 1) Surveillance – What is the problem? 2) Identify risks (e.g. the “fatal 5”, poor road design) and protective factors (e.g. education, knowledge, safety features) 3) Develop and evaluation interventions – Establish what works and for whom, at three levels: a. Primary level – Not currently impacted but at risk of being impacted in future. The aim at this level is to increase positive influences / factors and reduce the negative (e.g. through effective transport strategies and plans). b. Secondary level – Those already at risk (e.g. engaging in risky behaviours with some regularity). With this group, we need to shift their trajectory, e.g. by promoting behaviour change through education / awareness raising or by re-engineering road design following collisions.	

	c. Tertiary level – The relatively small number of people already extensively engaged / heavily impacted and therefore at significant risk of high impact / harm. This group needs more intensive, tailored programmes, e.g. effective post-collision response. Interventions could be at an individual, community and / or policy level. 4) Implementation – Scale up effective policies and programmes. This was followed by a discussion at the last Safer Essex meeting on 1 April about how SERP and Safer Essex might work better together going forward to improve road safety and reduce road deaths. Across the two sessions, conversations focused on areas such as: - Lobbying for legislative change, e.g. Graduated Driver Licensing, the ability for law enforcement to revoke driving licences at the roadside (thereby creating immediate impact / consequence) - How we identify and target high risk drivers (e.g. persistent offenders) - Strengthening referral routes to other services (e.g. substance misuse) - Targeting interventions in areas of deprivation (traditionally over-represented in crash statistics) - Extending our hotspot policing approach to KSI hotspots, delivering increased visibility, enforcement and preventative measures - Importance of data analysis – Take the “Minerva” approach. - Making public transport a more viable alternative, especially for vulnerable road users. - Targeted social media campaigns - Intervening / educating earlier (primary school age) - Behavioural change – How do we make poor / dangerous driving socially unacceptable? How do we help young drivers to feel confident in displaying the behaviours we want to see? How do we stop RTCs being “normalised”? - Reaching people at “teachable moments” (leveraging learning events) - Importance of language – Need to stop talking about “accidents”. - Fleet management, incl. across the public sector – Vehicle maintenance, driver safety, regulatory compliance etc. The outputs of these conversations will be built on in the road safety sessions at the PFCC’s conference in June. Southend City Council: (PS) • The first SafeZebra crossing has been installed and is now operational outside Southend University Hospital. • We are looking to identify a school in Southend to take part in a Schools Mini Days of Action. • A recruitment drive to get more Community Speed Watch Volunteers to commence in May. • Cycling instructors have volunteered to be trained to deliver road safety education in schools using lesson plan developed by Essex Highway.	
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	• Space was arranged for SERP partners at the Southend Shakedown on Bank Holiday Monday, ECFRS will be able to update on the events of the day EF&RS (LC): • Ongoing support of PFCC and Essex Police response to increase in KSI, including increase in comms and design and delivery of workshop for PFCC Conference. • Pilot CSAP Training (Exit & U Step Out) – Grays Fire Station. Delivered to two watches and attended by Louise, Daisy and Ellie Henderson from Essex Highways. Opportunities to provide feedback on content included. • Attendance at RTC – Fatal Review Meeting. First meeting held with partners following fatal incident in Stock, Chelmsford. Proposal for meetings to be held going forward was discussed and agreed at the meeting chaired by Adam Pipe, Essex Police. • Safety messaging for P2W users ahead of the spring / summer has been shared via social media and a video containing advice around POWDERS checks for motorcyclists was included in this content. • FireBike Course being held with Military personnel at Merville Barracks in Colchester early April. Essex Highways (NJF): • Road safety teams continue to work with the team developing ECC's Speed Management Strategy to advise on the safe system and continue to offer support for the Place and Movement approach and LTP 4. • Additional funding for the collision reduction programme has been provided which will allow the speed limit and average safety camera system for the A414 to be progressed. Procurement for design and delivery has commenced. Funding has also been earmarked to procure iRAP of A roads. • Major schemes have begun procurement of average safety cameras for A113 iRAP scheme. • Exploring providers of in-vehicle data dashboards showing average speeds (allowing before and after evaluation), speed compliance, origin and destination information, braking and acceleration forces, 'bumpiness' of road, congestion. This data will enhance existing data sets and provide further insight into KSIs. • Additional maintenance funding being targeted at A414 roundabouts and central islands. • A414 sites selected for TRUCAM by EH team with Variable message signing to enhance messaging. SRF (MW): The Safer Roads Foundation continues to focus on three principal campaigns: • Helmet Wearing Enforcement Cameras in Thailand • Anti-lock Braking System (ABS) on powered two-wheelers of 50cc or more in Thailand (and the same in India on bikes of 100cc or more)	
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- Eliminating the nighttime use of the flashing amber sequence at signal-controlled intersections in India

Helmet Wearing Enforcement Cameras in Thailand

A trial was carried out in five districts in Chiangmai and prior to installation, approximately 250 fatalities occurred every year in these districts – two-thirds were motorcycle fatalities occurring at night when riders did not wear helmets as there was no police on the street. Post implementation of cameras, in the first 6 months 62 lives were saved. The evidence from the ‘Chiangmai Trial’ is overwhelming - if the cameras were introduced across Thailand they would save 3,000 lives every year in the country.

Anti-lock Braking System (ABS) on powered two-wheelers of 50cc or more in Thailand

Some countries, including Thailand, Malaysia and India, have introduced legislation making ABS mandatory for motorcycles but only those models above 125cc. This is a small positive for the very large machines, but the key issue is addressing motorcycles of 125cc and below, as in Thailand these machines represent the majority of PTWs sold. It is critically important that legislation is revised so the feature is fitted during manufacture to ALL PTWs of 50cc or above (or with a design speed of 50kp/h or over), capturing the 51cc-125cc model segments as these constitute a significant percentage of the total PTWs sold in the country. This would have the greatest impact on reducing fatalities and serious injuries.

According to Thailand Development Research Institute Foundation (TDRI), the economic loss due to road traffic related deaths and severe injuries is estimated at over 531,000 million Thai Baht (approximately 15.56 billion US dollars) in 2022, which is equivalent to 3.06% of the GDP. If road casualties can be reduced by 50%, it would save 265,000 million Thai Baht (7.5 billion US dollars), or 1.5% of GDP, and therefore investing in casualty reduction should be an overwhelming priority.

Anti-lock Braking System (ABS) on powered two-wheelers of 100cc or more in India

ABS reduces PTW accidents by a third, the feature would save an estimated 25,000 lives a year in India, once the entire fleet is covered.

SRF is meeting with the Thai Parliamentary group on 10 April to encourage government funding to allow national roll out of the cameras, and also revising Thai legislation to mandate that ABS is fitted during manufacture as standard on ALL PTWs of 50cc or above, protecting riders of the 51cc-125cc model segments which constitute a significant percentage of the total PTWs sold. ABS reduces PTW accidents by a staggering third and the feature would save an estimated 5,000 lives a year in Thailand, once the entire fleet is covered. Even in the first few years, the number of lives saved would be in the many thousands. A deliverable not dependent on human behaviours or enforcement.

	<u>Eliminating the nighttime use of the flashing amber sequence at signal-controlled intersections in India</u> There is a serious ongoing risk of high-speed head/side-on collisions at intersections when traffic signals are set to 'flashing amber' at night because it is often not respected and vehicle speeds, particularly during 00:00 to 06:00, when there is no congestion, are often extremely high. During the day when the 'full sequence' traffic signals (red/amber/green) are operating there is no ambiguity as drivers on all approaches are aware as to who has priority, but the hazardous conditions occur at night when the signals are set to 'flashing amber' sequence. During this 'flashing amber' only period, many drivers on all approaches assume priority and often do not slow for cross-traffic and routinely go through an intersection at high-speed. The danger is lessened when drivers are approaching the junction at busier times, when visually they can see cross-traffic and the need to concede priority is obvious. However, in the early hours of the morning, traffic flows can be intermittent, and it is during this period the hazard is most acute. The US findings provide powerful validation of what SRF is advocating across India. The experience from the Connecticut Department of Transportation (CTDOT) in New England, adopting the practice of eliminating the nighttime 'flashing amber', resulted in a dramatic reduction of 89% in right-angle crashes! SRF is seeking legislation to prohibit the unnecessary practice of switching signalling to 'flashing amber' at night at the circa 35,000 compromised junctions across the country. This would be the quickest way to materially reduce the devastating collisions which occur due to the current ambiguity by drivers as to whom has priority. The cost to the individual states would be nominal as all that is required is reprogramming the controllers for the signals to operate the conventional red/amber/green sequence 24/7, with shorter cycle times at night."	
12	AOB and future agenda items • Devolution	
	Date of Next Meetings: Governance Board - 8th July – Seax House, Crompton Room 21st October - Fords tbc 20th January 2026 – Thurrock tbc	