



## Governance Board Meeting

### Summary of Discussion and Resolutions

<b>Date:</b>	Tuesday 21 <sup>st</sup> October 2025
<b>Time:</b>	13:30 - 16.00
<b>Venue:</b>	Ford Motor Company, Dunton Campus, Basildon, Essex, SS15 6EE
<b>Chairperson:</b>	Cllr L Scott
<b>Attendees:</b>	
Cllr L Scott (Cllr LS)	Cabinet Member Housing, Planning and Regeneration ECC
R Hirst (RH)	PFCC
Suzanne Harris	PFCC office
Ian Hughes	Essex Police DCI
Jo Heynes (JH)	ECC Traffic Manager
Andrea MacAlister (AM)	Head of Prevention EF&RS
Nicola Foster (NJF)	Strategic Group Chairperson
William Cubbin (WC)	SERP - Partnership Manager
Karen Gearing (KG)	Southend-on-Sea City Council
Ian Henderson (IH)	EH Road Safety Engineering
Ben Myer	E&HAAT
Caroline Churchouse	SERP Communications Manager
Dave Bond	EF&RS
Dawn Whelan	East of England Ambulance Service
Navtej Tung	Thurrock Council
Lawrence Seager	National Highways
Andrew Johnston (part)	Ford Motor Company - Director of Environmental and Safety Compliance
Jonathan Allan (part)	Ford Motor Company - Supervisor Advanced Driver Assist Systems
Simon Darney	Ford Motor Company
Chloe Livingstone	ECC Senior Strategy Advisor
Victoria Storey (VS)	SERP
<b>Absence and Apologies:</b>	M Woodford (SRF), N Asomavilla (SRF), T Hicks (NH), D Proud (Ops Director EH), M Targett (NHS), V Holloway (Thurrock), S Hooper (EP), P Brent-Isherwood (PFCC), A Pipe (EP), B Hughes (ECC), H Chughtai (ECC), Cllr M Terry (Southend City Council), Sarah Hammill (SERP Comms Manager)

Item No	Discussion and Resolution	Action Owner
1	<p><b>Introduction and apologies by SERP Chair:</b></p> <p>Cllr Scott greeted everyone, and introductions were made. Apologies recorded above.</p>	
2	<p><b>Welcome by Fords and Ford's work on vehicle safety</b></p> <p>Simon Darney's team reviews environmental issues, safety and compliance with automotive safety regulations.</p> <p>A critical concern review group oversees areas of concern fed back by customers, police, government safety agency and the trade approval authority. The group reviews, triages, documents and manages reported concerns relating to safety and compliance. It defines the scope of issues, assesses the risk, documents decisions, develops, approves and launches field actions. Global teams feed into each other so that anything seen locally can be avoided on a global scale.</p> <p>Jonathan Allen explained that safety features are becoming standard rather than a purchaser's choice for additional charge. This is because the features are being regulated more.</p> <p>ADAS Active Safety (Advanced Driver Assist Systems) aim to avoid the collision, protect the occupant and facilitate rescue. They won't always stop a crash but should reduce the impact and quicken post-crash care.</p> <p>Driver-facing cameras (to assist driver alertness) and detection of vehicles on nearside providing torque to prevent encroachment on pathway in the pipeline. Airbag system data is kept and can be shared after a collision and as part of an investigation. However, it is a very specific process. Going forward there will be access to vehicle warnings and other alert systems in the vehicle. For example, if someone has crossed a white line without indicating on numerous occasions the data will be recorded and possibly available if there is an investigation.</p> <p><b>VS to organise a return visit for technical in-depth meeting for those that are interested – speak to Simon Darney</b></p>	VS

<p><b>3</b></p>	<p><b>Review of SERP Board actions and decisions</b> from 8<sup>th</sup> July 2025 and approval to publish. Annotated notes issued. Item for questions or corrections.</p> <p>No corrections or additions</p> <p><b>Decision: Approved for publication.</b></p>	<p>NJF</p>
<p><b>4</b></p>	<p><b>Data Update</b></p> <p>Fatalities are up this year. At this rate the projected figure for 2025 is 66.</p> <p>Serious injuries are more of a flat trend. 631 Serious injuries year to date. Long term stagnation in improvement.</p> <p>There have been increases among:  Car occupants aged 16-64 especially 34-54  P2W riders aged 25-34 and 55-64  Pedestrians aged 24-44  Van occupants aged 25-44</p> <p>Dave Bond asked whether the vehicle age impacts injury and whether younger people being priced out of newer cars and therefore the safety features?  National research project looking at vehicle age and safety features, combined with deprivation index of keeper, driver age and affordability. Due in 2026.</p> <p>AM would like more insight into anecdotal drug driving information like the casualty type and it would be really useful to know fatalities separated from KSI – number of, and demographic. More insight into what has been discussed with drink and drug driving.</p> <p><b>Action: WC to programme when resource permits.</b></p>	<p>WC</p>
<p><b>5</b></p>	<p><b>Finance Model and risks update</b></p> <p>WC presented the slides sent with agenda.</p> <p>It is projected that increased funds will be available for 2025/26 Delivery plan. This is attributable largely through increased NDORS course delivery.</p> <p>Review of increasing return of court costs to SERP is on hold for at least another year.</p> <p>Online nominations is now live and EP course referrals will increase as a result.</p>	

6	<p><b>Devolution and Local Government Review Update</b></p> <p>Cllr LS confirmed that last week Essex, Southend and Thurrock voted for a Mayoral election to take place in May 2026. We will then have a devolved government. Four proposals were submitted. After consideration the government will make a decision and publish that decision in the New Year. This will tell us whether we will have 5/4/3 unitary councils.</p>	
7	<p><b>Essex Road Safety Delivery under Local Government Devolution</b></p> <p>WC presented the summary of a detailed report prepared following visits to three partnerships within devolved authorities who shared the strengths and challenges of delivering partnership functions across multiple local authorities. Members were requested to discuss and agree the summary recommendations and the mitigations to enable each Board member to support the SERP, using the same information, if they were involved in discussions around devolution or Local Government Review.</p> <p>Cllr Scott believes that SERP should sit under the mayor. RH offered to host SERP if a temporary location was required. Dave Bond thinks we should be positioning ourselves so that there is only one option.</p> <p>DCI IH advised that SH has requested more time to review and approve the proposals.</p> <p>There was some confusion as to what the report was asking of members and whether internal governance was required for members to agree the recommendations.</p> <p>AM raised a concern that once police and fire are under the Mayor, the collective budget can be used for other priorities. So, if Fire have a surplus, it could be used to bolster another area, other than the police. SERP funds could be quite attractive if there is a deficit elsewhere. RH responded that this was not the case and that police and fire funding would remain within those services.</p> <p><b>Action:</b></p> <ul style="list-style-type: none"> <li>• <b>The report will be rewritten and recirculated to provide clarity on recommendations.</b></li> <li>• <b>Cllr LS will discuss with RH.</b></li> </ul> <p><b>Post meeting note: the revised report was approved by Cllr LS and resent to members on 24/10/25 requesting comments be returned to NJ Foster by 14/11/25</b></p>	NJF

<p>8</p>	<p><b>SERP Communications update and Road Safety Week event.</b></p> <p>CC presented recent communications, press and media output</p> <p>31 press releases this year have led to BBC Essex contacting comms team weekly and resulted in interviews.</p> <p><b>Driving with Confidence</b> – Mature driver campaign – we now have posters and leaflets that are being used by the Road Safety Education team to promote in businesses, and public spaces. We also have a dedicated page on the Older Drivers Forum website.</p> <p><b>Young Drivers</b> - Voluntary GDL pilot scheme being launched. ‘Safe Start’ is the family/carers part of the GDL and ‘My Car, My Rules’ is aimed at the young person. Collingwood and Communications presenting at RSGB conference in November as launch of this pilot.</p> <p>Speed campaign – the main campaign this year – production has been outsourced to Focus. It is aimed at the gaming community; Scripts are being tested on 1,000 young men. Media buying options include Reddit, gaming hacks, YouTube.</p> <p>SERP will be supporting the Think! Drug driving campaign in December. It’s a consequence-based campaign about how a driver’s behaviour can affect other people and themselves. Currently awaiting research and data from Manchester’s drug drive campaign before deciding whether their assets can also be used. Co-pilot subscription offers assets as well.</p> <p>Be bright, be seen is the campaign aimed at Year 7 pedestrians. The data shows us that Year 7 pedestrians are being harmed on the roads, particularly around the change in the clocks.</p> <p>Vision Zero Brake Road Safety Week - November 17</p> <p>SERP is launching a campaign to increase awareness of road deaths and Vision Zero. Each of the 51 lives lost to road death in 2024 will be represented by a pair of shoes. Every pair of shoes represents a life that should be walking among us. This will be a visual representation.</p> <p>Bereaved families will join us at the launch event in Chelmsford High Street. This campaign is linked to the Forget Me Not Families.</p> <p>Barbara Walters was injured in a road traffic incident and the officer who attended the scene was Myles Hilbury (now Inspector Myles Hilbury), there will be a reunion piece as part of this campaign.</p>	
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	<p>CC has requested that SERP content be shared on partner channels, to amplify messaging.</p> <p>AM asked whether invitations for the launch event have been sent. CC had sent to partner Communications teams but will send to partners as well. Care needed to balance the needs of the families with the partners being represented so that the event isn't too overwhelming for the bereaved families. BM and DW offered support for the families.</p> <p>RH stated that whilst he understands that historical long-term trends have an impact on what we do, we also need to look at what is happening now, we need to be agile.</p> <p><b>Action:</b></p> <ul style="list-style-type: none"> <li>• <b>CC to send invitations to partner members.</b></li> </ul>	CC
9	<p><b>Progress on Schemes</b> A414, A104, A113, Beaulieu RDR cameras, A130 scheme</p> <p>A104 design completed and tender undertaken. Issue construction costs to ECC, once approved construction process finalised.</p> <p>A113 safety audited. Cabinet member approval has been given, detail design from now until April 2027.</p> <p>IH carrying out safety audit 22/10 on Beaulieu RDR.</p> <p>A130 county routes schemes cannot progress due to contractual arrangements. Other routes for remedial treatment being prioritised - A414 Three Mile Hill and B1018 Witham Road, multiple loss of control crashes so may benefit from further investigation/intervention.</p> <p>On the A414, Chelmsford to Harlow, an 18-month speed reduction intervention has been put in place. MVIS signs are now in place, Trucam will supplement. High collision route signs going in. Provision of average speed camera sites hopefully by January 2026. Another fatality on Sunday, all the engineering is as good as it can be.</p> <p>Cllr Lee Scott reported criticism of scheme on social media but has stated that it is very much needed to save lives.</p> <p>SH raised a question on the new M25/A12 slip road. Apparently there has been a lot of talk on social media about drivers looking forward to speeding around this new junction. Suzanne Harris asked Lawrence Seager (LS) whether there is anything in place to mitigate for unsafe</p>	

	<p>driving? LS will bring it to National Highways engineering departments attention.</p> <p><b>Action:</b></p> <ul style="list-style-type: none"> <li>• <b>LS to bring board's concerns over driver behaviour on A12/M25 slip road to NH attention.</b></li> </ul>	LS
10	<p><b>Mid-Year review of Delivery Plan</b></p> <p>Report on progress of the Delivery plan. The comments made previously have been taken on board. The names Activity A &amp; B have now been replaced and a new numbering system will be used for the 2026-27 Delivery Plan. We have now RAG rated the Delivery Plan. Green is on target or achieved, Amber may not reach the target, measures are in place to achieve the target, Red unlikely to reach the target and no mitigating factors are in place to assist with achieving target. Grey lines are on hold.</p> <p>The Board was asked what information it would like to see regarding the reporting of enforcement on the Delivery Plan. Outcomes of each intervention cannot be itemised due to police delivery processes and budget cannot be reported on against each line.</p> <p>Essex Police have spent £354K which is 68% of their allocation for 2025-26 financial year. AP has this in hand.</p> <p>On the education budget 91% is either spent or committed. The remainder may be used to fund casual staff to assist where we have amber or red lines.</p> <p>There were no questions or suggestions.</p>	
11	<p><b>Bid for Vision Zero Fund from Essex Police</b></p> <p>IH (DCI) introduced the Essex Police report requesting £ 50,000 from the Vision Zero fund for OP LIMIT to support drug drive campaign over the Christmas period. £2,000 of the total will be used for evaluation and analysis by Essex Police. Although this report had not been presented to the Strategic Group, it had been circulated by the Chair and all responses received were in support. Only the PFCC and Southend had been unable to respond.</p> <p>A bid to the Vison Zero fund has also been received from Southend Hospital. This was to request the provision of 100 mirrors on junctions across the city to improve safety for school children. However, there was not data provided and SERP does not currently support the provision of</p>	DCI IH/NJF

	<p>engineering measures. NJF had responded on behalf of the Strategic Group and was seeking Board support for the response. Going forward any bids need to go to Delivery Plan meeting for discussion, if they are seen as falling under the remit of the SERP fund they will be referred to the Strategic Board.</p> <p><b>Decision:</b></p> <ul style="list-style-type: none"> <li>• <b>The bid from Essex Police for £50,000 of which £2,000 will be used by Essex Police to provide analysis and evaluation was approved.</b></li> <li>• <b>The response sent to Southend Hospital rejecting the request was approved.</b></li> </ul>	
12	<p><b>Safe Vehicles</b></p> <p>Report on progress and invitation to Board members to suggest future actions for SERP strategy.</p> <p>Encourage purchases with high NCAP rating. Simon Darney said that Ford have promoted vehicle safety, but not recently. Simon Darney to ask marketing whether they need to promote safety again. Customers expect a certain level of safety in vehicles, and it may not be on a buyer's priority list of things to look out for when buying a new car.</p> <p>Support is needed from the Board for NCAP rating to be considered with fleet purchases and within procurement/supply chain requirements within our organisations. Much of the green fleet doesn't have an NCAP rating. Green buying has taken priority.</p> <p>To increase awareness of, and desire for, safety features, vehicle manufacturers need to educate the buyers about the features. Features now activate each time the vehicle is started to encourage use. Manufacturers need to encourage the public to purchase NCAP rated vehicles and SERP can support this with the public as part of its engagement.</p> <p>Vehicle manufacturers, stakeholders and the wider community need to work in closer partnership to understand safer vehicles and road safety, for example, if white lines aren't very clear or bold, the safer car may be detrimental to safety because of the overrides it has written into its systems.</p> <p><b>Actions: Conversation with Fords will continue to share learning.</b></p>	

## 13 Partner Updates:

Due to time partners were requested to send any update to NJF.

### E&HAAT (BM)

#### Explanatory Note & Glossary

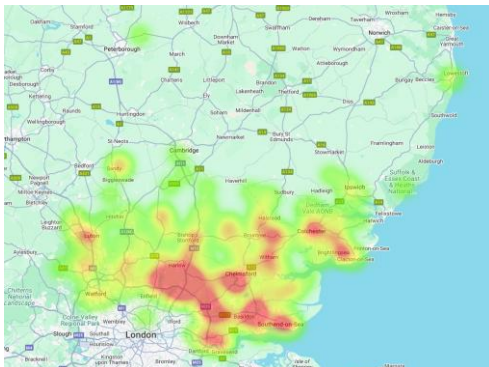
The following slides illustrate EHAAT's activity from year to date (21/10/25) and comparative 2024 period. These data do not account for other HEMS or Critical Care service activity or attendance in the region.

Glossary:

- **TCA** – Traumatic Cardiac Arrest
- **PHEA** – Pre-Hospital Emergency Anaesthesia (sometimes termed Rapid Sequence Induction or RSI)
- **Sedation** – Clinical intervention to facilitate extrication, pain relief or limb manipulation - included as a marker for serious injury otherwise not requiring a PHEA
- **PLE** – Pronounced Life Extinct
- **MTC** – Major Trauma Centre



#### EHAAT Regional RTC Data YTD

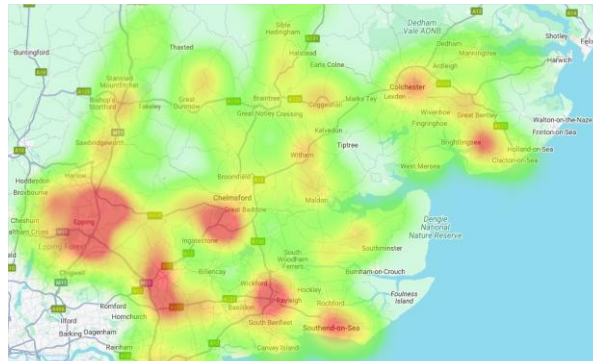


- Total – 379
- 103 Motorcycle related incidents
- 32 TCA (all RTCs)
- 25 PLE on scene
- 31 PHEA
- 39 Sedated
- 67 Pts given Blood/Blood Products
- 116 to MTC



### RTC Attended YTD - Essex

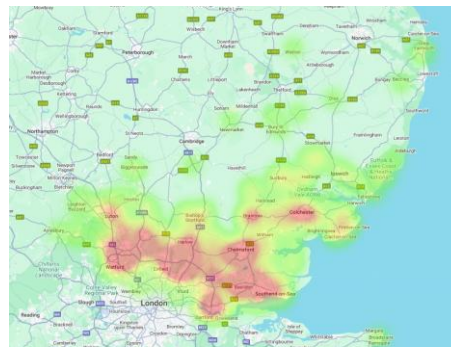
- Total – 242
- 66 Motorcycle related incidents
- 24 TCA (all RTCs)
- 22 PLE on scene
- 20 PHEA
- 26 Sedated
- 19 Pts given Blood/Blood Products
- 70 to MTC



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### Comparative Data Period 2024 Essex

- Total – 229
- 56 Motorcycle related incidents
- 17 TCA
- 16 PLE on scene
- 84 to MTC



\*map illustrates regional RTC incidents



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EEAST – (DW)- data attached as separate file.

**14 AOB and future agenda items**  
None

**Date of Next Meetings:**  
**Governance Board - 2026**  
 20<sup>th</sup> January Essex & Herts Air Ambulance, North Weald.  
 22<sup>nd</sup> April Kelvedon Park, Rivenhall, Witham.  
 14<sup>th</sup> July Seax House, Chelmsford, CM1 1QH  
 14<sup>th</sup> October Thurrock Council, Civic Offices, New Road, Grays, RM17 6SL