

**WEST OF ENGLAND ROAD SAFETY PARTNERSHIP**

**WEDNESDAY 18th MARCH 2009 – AT 10:00AM**

**ITEM 6 (i) – Notes of Previous Meeting -: Tuesday 25<sup>th</sup> March 2008, 2.00 p.m. at the Campus, Weston super Mare**

Meeting commenced: 2.15 p.m.

Meeting concluded: 4.12 p.m.

**Partners Present:**

Cllr Brian Allinson (SGC), Andy Colgan (AFRS), Cllr Ap Rees (NS), Dick Bowen (SAFECAM), Cllr Mark Bradshaw (BCC), Cllr Charles Gerrish (B&NES), Nigel Hammond (GoSW), Dr Max Kammerling (North Somerset PCT), Andrew Pullan (A&S Police), Malcolm Wilkinson (Highways Agency)

**Officers present:**

Derek Baillie (SGC), Adrian Clarke (B&NES), Frank Cox (NSC), Colin Knight (BCC), Chris Studley (SGC)

**Apologies:** John Roy (BCC), Peter Rowntree (B&NES), David Turner (NSC)

**Also in attendance:** Kris Beuret (SRA), Sandy Robertson (UCL)

**1. Election Of Chair (Agenda Item 2)**

**Agreed:** that Cllr Elfan Ap Rees be elected Chair of the meeting.

**2. Welcome/Evacuation Procedures (Agenda Item 4)**

The Chair welcomed everyone to the Campus, apologised for the delayed start and drew attention to the evacuation procedures.

**3. Declarations of Interest (Agenda Item 5)**

There were none.

**4. Notes of Previous Meeting held on 12th November 2007 (Agenda Item 6)**

**Agreed:** that the notes be approved.

**5. Funding Report (Agenda Item 7)**

Colin Knight introduced this item setting out the Department for Transport (DfT) funding allocation for each of the four local authorities for the financial year 2008/09. The report also detailed the proposed SAFECAM allocation per local authority, the proposed allocation of funding for casualty reduction per local authority and proposals for the allocation of Speed Choice funding.

Responding to a question from Councillor Ap Rees, Andy Pullan confirmed that the baseline change under the Speed Choice national Scheme was 10 per cent.

Councillor Brian Allinson sought clarification of the allocations for 2008/09 and Frank Cox explained that the Road Safety Grant to Unitary Authorities was set by the DfT: North

Somerset was allocating more funding to safety schemes and its reduced contribution to SAFECAM would be reflected in the proposed level of activity in the area.

**Agreed:**

- 1) that the proposed allocation of both capital and revenue funding for each local authority within "The Partnership" for the year 2008/09 be noted;
- 2) that SAFECAM be notified of the proposed allocation for 2008/09 and that this may be subject to change and reduction for 2009/10;
- 3) that from 1st April 2008 the WoERSP joins the national Speed Choice programme and that Speed Choice be extended to 40 mph limits during 2008/09.

**6. Casualty Data Report (Agenda Item 8)**

Frank Cox introduced this item on casualties updating the Partnership on the latest killed or seriously injured (kSI) casualty figures and how these related to national casualty reduction targets. Frank advised that the full 2007 figures were now available and updated the partners accordingly.

Responding to a question from Councillor Ap Rees, Andy Pullan confirmed that Speed Choice would be opened to motorcyclists.

Discussing causation mention was made of increasing incidents of cyclist running red lights and also injuries sustained by pedestrian who had been drinking. Nigel Hammond referred to the DfT publication 'A Heavy Toll' in which the correlation between casualty numbers and areas of deprivation had been highlighted.

**Agreed:**

- 1) that the resources available to the Road Safety Partnership continue to be focussed on trying to achieve further reductions in casualties in the following user groups:
  - Car occupant casualties in all areas
  - Motorcyclist casualties in all areas
  - Pedestrian casualties in Bristol
  - Child pedestrian casualties in Bristol
  - Cyclist casualties in Bristol
- 2) that special attention be paid to reducing motorcyclist and cyclist casualties, to bring these closer to the 2010 targets.

**7. UCL & SRA study (Agenda Item 9)**

The Chair welcomed Kris Beuret and Sandy Robertson of University College London/ Social Research Associates, the consultants who had been commissioned by the WoERSP to undertake a review of the effectiveness of its safety camera work within the context of the wider road safety strategy. The headline findings from the first phase of the study had been presented to the previous meeting and the partners now received a final report and presentation on Phase 2. Members noted that the objective of the Phase 2 work had been to develop an evidenced based work plan lasting through to the end of the casualty target period, to be based on the following areas:

## Targeting

- It was clear that in order to improve road safety targets, there was an urgent need for the WoERSP to adopt a more targeted approach with particular emphasis on the deprived residential areas where casualties were more likely to live. The corollary of this is that some of the existing activities would need to be downsized or depending on the results of evaluation, discontinued;
- A holistic approach to understanding lifestyles of different groups was important in getting specific road safety messages accepted by the target audience. An example was demonstrated by the new research with young moped riders undertaken as part of the SRA/UCL work which showed reasons why those most in need of ETP messages were least likely to take part in some of the current programmes. In contrast targeting young moped riders via programmes which integrated road safety messages with basic skills and career guidance (such as Wheels or the Young Offenders Programme) were more effective. Similarly, outreach work with young drivers or riders needed to take into account the underlying economic reasons for behaviour such as unlicensed driving or poor vehicle condition;
- To facilitate targeting, there was a need to use a wider range of data, information and analysis techniques and to provide some of this data as well as share the results within the Partnership. The West of England Partnership had agreed to add road safety and other relevant data to their existing data base and the effective use of this and other data bases would require new protocols and some training within the Partnership.

## Evaluation

- The key to targeting was evaluation. New emerging techniques needed to be incorporated in future planning and used to evaluate all existing programmes including Speed Choice and voluntary initiatives. National sources of information on evaluation and shared knowledge from other road safety experience such as DfT research and the Time Bank library of resource would be essential inputs to this process;
- Similarly, if the Safecam programme was to be effective, there was a strong case for reassessing the links between placement, enforcement levels and timings especially for the 'legacy' of pre 2002 sites.

## Partnership

- There was evidence from the research that a key requirement for the future of the Partnership was cross organisational and cross disciplinary working in order to gain a wider understanding of the problems. This in turn would enable the development of strategic and targeted programmes;
- A good example of such a need was demonstrated by research with shows that some of the front line officers delivering road safety messages to, for example, young people, were not the most appropriate for maximising the opportunity. Thus the uniformed services were often more effective in influencing behavioural change to certain groups such as vulnerable young men. On the other hand the emergency services were not necessarily the best people to design the message itself. Yet again this demonstrated the need for partnership working;
- The results of the Partnership workshop held during the Phase 2 research showed that there was a good prospect for closer working in the future and the initiatives identified should be started as soon as possible to avoid losing the momentum. In addition those who were unable to attend (for example, the Courts, the DSA, the Primary Care Trusts) as well as others who could be relevant to particular initiatives

(for example, VOSA, regeneration programmes, voluntary sector groups) should be actively recruited to join in.

### **Workplan**

- The report included a workplan which recommended the appointment of a WoERSP co-ordinator tasked to facilitate the report's recommendations including encouraging partnership working and exploring the considerable opportunities for additional funding via broader government initiatives.

Kris and Sandy then responded to questions and queries and the Partners discussed the review's findings and the following points were made:

- 1 The importance of utilising local knowledge when siting cameras/introducing safety measures
- 2 The need to eliminate overlapping/confusion over names used for initiatives
- 3 The value of attending national conferences to pick up on latest initiatives/technology
- 4 The need to identify additional funding streams
- 5 The need for clarification of data protection issues associated with accident records
- 6 The need for further analysis of the data held by the West of England Partnership and periodic update to the Road Safety Partnership on the kind of analysis that has been undertaken
- 7 The need to find the balance between the number of fixed and mobile safety cameras
- 8 The need to consider random enforcement by location as well as time of day
- 9 The focus to remain on casualty reduction

On behalf of the Partnership Councillor Ap Rees thanked Kris and Sandy for their presentation and commented on the usefulness of the work undertaken.

### **Agreed:**

- 1) that following the completion of the UCL/SRA study the WoERSP workplan for 2008-2010 be endorsed;
- 2) that a progress report on the analysis of accident data be included in the Partnership's work programme.

## **8. Road Safety Education, Training and Publicity (Agenda Item 10)**

Frank Cox introduced this item summarising progress with campaigns and projects designed to address the Road Safety Partnership's priority areas for casualty reductions.

The Partners discussed the growing trend amongst young people for not wearing seat belts and the increase in pedestrian casualties arising from late night drinking. It was acknowledged that there was a need to target available resources to combat injuries amongst vulnerable groups and it was suggested that student unions could be brought on board to promote road safety work within university campuses.

**Agreed:** that the report be noted.

**9. Local Safety Schemes (Agenda Item 11)**

Colin Knight introduced this item on the purpose and objectives of local safety schemes, the budgets allocated by the four unitary authorities to their programmes for 2008/09 and details of the individual Council programmes.

Members were advised that Bristol City Council had revised its programme in light of the UCL/SRA study.

**Agreed:** that the report be noted.

**10. Enforcement Programme (Agenda Item 12)**

Dick Bowen introduced this item on speed and red light enforcement and detection levels in the West of England for the period to December 2007. Dick advised that the reporting process was being refined in a move towards providing a more detailed report for each area.

The partners discussed the move towards digital cameras, the phasing out of Gatsos and the need to determine the most effective sites.

**Agreed:** that the report be noted.

**11. Partnership Framework and Safecam Governance Arrangements (Agenda Item 13)**

Adrian Clarke introduced this item on proposals for updating the West of England Road Safety Partnership Framework following changes in government funding arrangements for road safety initiatives. Adrian circulated a replacement figure 1 detailing the proposed reporting structure.

**Agreed:** that the updated WoERSP Framework set out in the report be adopted.

**12. Dates of future meetings (Agenda Item 14)**

It was noted that the September 2008 meeting would be hosted by Bristol City Council and that Bath and North East Somerset Council would host the March 2009 meeting.

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Chair

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