

KENT & MEDWAY SAFETY CAMERA PARTNERSHIP

MINUTES OF BOARD MEETING: 17 December 2007

PRESENT: Richard Burton, Highways Agency (RB)
Sarah Pattinson, Her Majesty's Courts Service (SP)
Su Negus, Medway Council (SN)
Chris Rogers, Project Manager (CR)
Guy Rollinson, Kent Police (GR)
Rachel Wall, Communications Manager (RW)
Katherine Barrett, Communications Officer (KB)

APOLOGIES: Keith Hanshaw (Chairman), Medway Council (KH)
Ian Procter (Vice Chairman), Kent County Council (IP)
Chief Inspector Adrian Moody, Kent Police (AM)

1) Minutes of and Matters arising from previous Board meeting (22 August) if not otherwise on agenda:

Page 2: IP is working with KH for cameras used for other enforcement - see 3.

Page 2: new KHS structure is finalised and has not affected how the project team operate. Re-named RW's post and the management structure looks like it has changed, but will continue operationally as we are.

Page 4: everyone has now signed up to the MoU - thanks to all.

Page 5: meeting was to close RS Forum, but this can only happen when Terms of Reference have been set for the CaRe Network. GR said IP will be making inspections of working models of other partnerships - e.g. Lincolnshire. CR asked if IP planned to take Keith Ferrin on visits - GR not sure. RW - Sussex may be an example to look at. GR said the CaRe Network is part-working in terms of the actions set in meetings, it just needs formalising and that requires support from members. IP to report on progress at next Board meeting. Meeting will still be required between partners. RB said the HA representative at that meeting is likely to be someone else.

ACTION:

RB

ACTION: IP

RSS August presentation to Board

CR explained that Road Safety Support is an ACPO private company to help with legal issues. Have to pay for it, despite the advice existing for free previously, and for K&MSCP it is about £30K per annum. Currently there seems to be an absence of information exchange outside RSS. SN, GR and AM confirmed their organisations did not think it was required. CR said IP wanted to see different pricing options, e.g. Pay As You Go / Use, before rejecting it. CR to identify pricing structures as a more cost effective service may be easier to justify and procure. **ACTION: CR**

2) COMMUNICATIONS:

Recent press activity

Now using the electronic Press cuttings system and feedback is welcome. SN said this system is working for Medway as it can be circulated more easily.

CR was quoted in The Sun about the M2 roadworks, and managed to get some information on this into the interview he did for Meridian TV.

A PR went out as part of the winter driving campaign regarding the increased enforcement - CR did an interview on KMFM.

A PR went out about new drivers losing their licence after getting 6 points - KB did interview for Radio Kent.

Driving Business - Safely

100 people confirmed to seminar on 14th Jan. Spaces limited so no invites to partners at the moment, but will get final numbers and invite if seats free. Health & Safety Managers for 5 partners and KF&RS have been invited. Media invited.

Licence to Kill

Partners won the SE regional award from the Chartered Institute of PR. There has been coverage of this in local newspapers. All partners except Kent Police present at ceremony - Paul and Lorraine who were involved were not given permission to attend. SN said LARSOA passed on congratulations in a meeting she attended.

Have had positive feedback again this year from school staff and pupils. RW thanked IP and KH for their support.

Grow up. Slow down.

Adverts are going out for 8 weeks in Kent On Sunday, Saturday Observer and the 'Your ...' papers – target: the NEET group (not in education, employment or training).

Website campaign

A brief has been sent to Zest and the campaign will run early in the new year. Likely to comprise existing TV advert, radio and newspapers.

Intranet

Not being used by partners - all agreed funding but useful tool not being used properly. Alerts can be set up on there. RW asked all to remind colleagues that it should be used. Comms Group people have authority to put info on, but everyone can look on there so if anyone needs password email RW.

Magistrates

CR did presentation with David Currie and Pete French to Court Clerks as a myth-busting exercise. Explained who KMSCP are and what we do so that if they have a case in front of them they know what has been done / CTO process / checks. Also showed them a van. Have had positive feedback. KB will be organising events for magistrates in 2008.

Events

Plan to go to the following: Kent 2020 exhibition, County Show, Lydd Airshow, Biggin Hill Airshow, World Super Bikes (free with Fire Service), Margate's Big Event. Also localised events throughout the year. List and dates will be on website shortly. RB confirmed the HA are on board this year with the County Show and funding is confirmed - contact is Felicity Drewitt. Will be ordering recycled / sustainable materials, where possible, for giveaways.

3) APRIL 2007 AND BEYOND - THE NEW ERA

IP is working with Keith Ferrin regarding the use of equipment and cameras to possibly detect other forms of offence, e.g. phones, seatbelts, and has received positive feedback so far. CR demonstrated DVD to show what is recorded (would be secondary evidence). DVD stops at each offence. Vehicle occupants, initially observed by Operator, can be seen on DVD so operator can press different button to highlight seatbelt / phone offence. An option is, possibly, to have PC with Camera Operator to back up van and stop drivers to issue ticket on-the-spot. CR suggests that we would start at current camera sites only - as an addition to current operations but awaits feedback from Board on whether there is a will to do this.

4) CTO REVIEW AND APUs

Kent Police has been re-structuring - has gone from 9 Police areas to 6 Police areas. The Criminal Justice section has gone from 2 APUs (Gravesend + Ashford) to 6 new Criminal Justice Units to go with the 6 Police areas. CR wished to report that there is also now effectively a "7th" CJU who are in the CTO who deal directly with court cases relating to camera offences; and the CJU and have access to camera operators as they are in the same building. CTO have identified areas to even further improve their efficiency and effectiveness and now have better working environment. It is possible that there will be a team dedicated to answering the phone, for example, rather than all staff sharing all tasks across the whole office.

5) IT EQUIPMENT FOR BACK OFFICE (document management and web access)

CR explained that every speeding offence builds up a paper file of all correspondence. Now looking at scanning all documentation and keeping electronic copies of everything - much more efficient and filing minimised to what is received daily. If a case goes to court then paper copies would have to be taken out of daily batch files, but working with CPS to use electronic copies. With an electronic document handling system in place Notices can have a PIN number as well so that keepers/drivers can log on and see all documentation / images / calibration certificates / site photographs etc.. System can also include Comms information / crash data for the public to see. CR asks for Board approval - IP has budgeted for it, CR to contact KH and IP with Business Case.

Approx. £80k per annum for licence fee - will reduce workload for staff and will also increase customer satisfaction. Majority of customers have web access, but will still cater for those who do not. Cannot currently accept payment online as HMCS have to endorse driving licences, so not labour saving for HMCS. CR will circulate business case and finalise finances - waiting for details for web hosting.

ACTION: CR

6) BUDGET SETTING FOR 2008/9

◆ LAA funding process

CR explained that the LAA (Local Area Agreement) links stakeholders / parish councils / other bodies working to same objectives / targets. The government has said there are 198 national targets, 2 are road safety. It is up to Local Authorities to pick targets and focus predominantly on those issues. Grant funding to LAs is going to be more flexible (not necessarily ring-fenced) so resources can be focused on specific issues. Road Safety Grant is included in this money (£3.1 million ring-fenced for Integrated Transport Block, and IP seeks Member approval for where it is used based on justification). Securing funding therefore may be more difficult as there is a possibility it could be spent elsewhere. Details are awaited from DfT as to which funding is ring-fenced from LAA and which is 'free for all'.

◆ Roadworks

CR asked if RB knows what roadworks are likely to be for next financial year. RB to find out - likely to have fewer roadworks so may see a downturn in work, but this will free up to do more at regular road safety camera sites. M20 variable limits may result in more work for CTO and HMCS, but funded from HA not KMSCP. No other cameras proposed at the moment.

ACTION: RB

◆ Communications budget / Marketing Plan

CR asked Board for its view on next year's funding levels. IP has fed back to CR that it should be business as usual. Money decreases slightly to KCC and Medway Council (around £80,000 less allocated from DfT) - figures indicated in Feb 2006 have been confirmed. The reduction is not too significant, but costs are going up slightly so true value of funding is less.

RW has asked for additional budget this year budget because we would like to do another campaign (increase from £256,000 to £280,000). The Partnership plans to run:

'Driving Business – Safely',
'Grow Up. Slow Down',
Licence to Kill?,
Streetlights mean 30,
Know the Limits,
Speed Shatters Life,

website campaign,
bike campaign.

KH has said that there are no funds from Medway to increase the contribution, but supports the proposed Marketing Plan. RW to circulate Plan when finished. GR felt that the budget is not enough and it could be more. RW said that the message from IP is that primarily speed is to be addressed by KMSCP so thinks budget is sufficient - here to compliment what other RS teams are doing, not overlap. CR said possibility that RW and KB could be utilised across the RS partners in terms of Marketing / PR skills, but not an option at present.

CR said if areas of enforcement expand it will not impact significantly on overall costs.

SP circulated copies of graph showing tickets issued month-by-month - numbers gradually coming down so also losing staff as workload decreased. CR said the number of tickets between Jan and Mar 2007 were unusually high, unlikely to be that high again. Rest of year seems business as usual, but the summer re-structure of CTO and installation of new IT equipment was disruptive, so might account for reduction in tickets. CR said future workload over 2008 should be roughly as 2007 but smoother spread through the year. SP said if there is going to be a dramatic change HMCS need to know in advance.

7) SPEEDAWARENESS

CR said web access is proposed so that people can book and pay for a course online, but does not know timetable/progress. Was going to link to CTO web access system, but now stand alone.

KB attended a course as a 'secret shopper' and has given positive feedback to Steve Horton. CR encouraged people to go as secret shoppers – e-mail the SpeedAwareness team. - CR and RW to attend shortly.

8) FEEDBACK FROM OTHER MEETINGS AND SUB-GROUPS:

National Conference

IP to feedback at next Board. CR and KB attended and found it was beneficial for information sharing and to see what other partnerships are doing. It included people working generally in road safety, so it might be that the SCP conference in addition to the IRSO and LARSOA conferences are too much.

Road Safety Communications Group

Nothing to feedback.

CaRe Network

Nothing to feedback this time. (Terms of Reference are progressing; GR is working with IP and others to move forward formally. See Matters Arising Item 5 at top of these minutes.)

9) ANY OTHER BUSINESS:

RW said Ian Williams, temporary Media Relations Press Officer for Tac.Ops, visited Phoenix House to see what K&MSCP do. Kent Police are soon to employ someone with a marketing and PR background in that role.

Date of next meeting: 8 February 2008

Please bring diaries so that we can plan future meetings

IF YOU CAN NOT ATTEND PLEASE SEND A REPRESENTATIVE

Road Safety Communications Group: Tues 15 January

CaRe Network: Wed 16 January