

KENT & MEDWAY SAFETY CAMERA PARTNERSHIP

MINUTES OF BOARD MEETING: 9 March 2007

PRESENT: Keith Hanshaw (Chairman), Medway Council (KH)
Ian Procter (Vice Chairman), Kent County Council (IP)
Chris Rogers, Project Manager (CR)
Insp. Mark Flight, Kent Police (MF)
Andrew Shopland, Her Majesty's Courts Service (AS)
Rachel Wall, Communications Manager (RW)
Katherine Barrett, Communications Officer (KB)

APOLOGIES: Richard Burton, Highways Agency (RB)

1) Minutes of and Matters arising from previous Board meeting (7 September 2006) if not otherwise on agenda:

- RW: Survey results handed out – DfT's 7 set questions. Anything more specific let RW know and she can expand. RW to send copy to Publicity Group. CR said those members of the public with an opinion have got stronger, those who disagree have gone down, so good news. IP recommended JB Market Research. CR said contracts need to be created for agencies (KCC & KMSCP). **ACTION: RW**
- CR said DfT confirmed they account for Regression to the Mean by looking at a 5 year period (will show if it's a peak over a couple of years, or a trend in the longer term). Otherwise use the complicated formulae contained in the DfT Four Year Report (published December 2005)
- Funding of HA roadworks: RB conveyed prior to the meeting that he is fully aware they need to fund this from April and knows what is required of the HA.

2) COMMUNICATIONS:

▪ Recent press activity

Next press report will be circulated at beginning of April. In the last couple of months coverage has mostly been of the roadworks at Junction 10 of the M20, Know the Limits and Licence to Kill. A police booklet has also been sent to 10,000 households in Tonbridge, Tunbridge Wells and Sevenoaks - KMSCP placed the 'They're working' advert as the full back page.

▪ Know the Limits

First phase of the campaign is due to end next week (radio / website / gameshows). So far have had positive feedback, and it has been popular. An evaluation will be carried out at the beginning of April.

▪ 'Grow up. Slow down.' evaluation

KB has circulated a summary of the evaluation results, which are positive. 328 FE students aged 17-24 completed a questionnaire. 53% had seen the campaign (mainly on campus or the building banners). Of those who had seen it, 86% said it had made them think about the consequences of driving too fast, and 83% said it would make them drive more slowly. The majority (52% males, 62% females) favoured the look of 'Grow up. Slow down.' over 'For My Girlfriend'. Plan to run aspects of the campaign again, focusing on producing materials that RSOs / Fire Service can use at reconstruction events / in schools / targeted events.

▪ Ride With Attitude? evaluation

RW has circulated on email a summary of the RWA evaluation results. Evaluation was carried out in two strands: car drivers and motorcyclists. A total of 126 motorcyclists completed a questionnaire - 76% had heard of the RWA campaign, mainly the posters at the roadside, and in bike shops / dealerships / at shows. 64% of those who had seen it said it had made them change the way they ride. A total of 400 telephone interviews were carried out with car drivers - of those who had seen or heard of the campaign (28% had seen posters, 8% had heard the radio), 38% said it made them look out more for bikes when turning right, and 53% said it had made them more aware of bikes in general.

▪ **Communications 2007/8**

RW has circulated the proposed Marketing Plan. RB has said he is happy with it, and that he will attend a Delivery Group meeting with Lorraine Clarke to update all on the 'toolkit'. IP has made a few comments about expanding the speed angle, but other than that he is also happy with it. KH will ask Su and Brian to comment. RW to now send to operational partners. **ACTION: RW**

▪ **Logo**

RW asked if the Board was OK to continue with the current KMSCP logo - all agreed. KH said there may be scope to change the logo / branding next year.

RW said the Board decision to feature just the KMSCP logo on campaigns has been discussed at the Road Safety Delivery Group meeting, and all were happy with the decision. Currently waiting for Kent Fire & Rescue Service to respond, but Stuart Skilton confirmed that they would continue to fund KMSCP campaigns, whatever the outcome.

IP said the logos depend on each campaign: if it's high profile the logo must be selective, but if the campaign is more subtle, the logos are less important. IP suggested that for DB-S: KMSCP funding speeding, KCC funding phones, so use both logos; for GUSD: KFRS supporting KMSCP's campaign, so only KMSCP logo. KH concluded that where there is a request for an additional logo other than KMSCP it has to be discussed at the Board.

▪ **Events 2007**

IP said there should still be attendance at World Super Bikes as there is an issue surrounding the event, and that there is scope for the cameras to be included in the RWA branding. RW has spoken to Tom Morton (TM) who leads RWA, and he is happy for camera information to be included on the stand, e.g. 'Safety camera locations' map / leaflet branded RWA. MF confirmed that he is happy that the camera information isn't being lost if it is branded as RWA. IP said if TM is OK with it, to go ahead.

KB to circulate list of events - please send feedback by Weds 14th March.

ACTION: ALL

▪ **Website**

Project Office receives enquiries about other areas of road safety, so it is suggested that links are added to the KMSCP website which link to partner websites. These exist currently, but should feature more prominently under a heading. KH said as long as it is always up to date this is fine.

CR asked if the proposed SpeedAwareness course booking website could be linked to KMSCP website - may require different host because the SA section would need to be secure and maintained every day, and be paid for by SA. MF said there was no confirmation of a SA website at present, so continue with KMSCP website - agreed that a new host could be sourced if appropriate.

▪ **SERV 'blood runners' charity**

RW has been approached by the car driver / bike team who distribute blood products to the A&E hospitals across Southern England. RW suggested adopting them as a charity - Headway let us use their quotes / images of clients, came to the County Show, so SERV could do the same. Board agreed that RW to ask SERV how they could help KMSCP and feedback at the next board meeting.

ACTION: RW

3) 2006/07 OPERATIONAL CASE (CURRENT YEAR) - FINANCIAL POSITION

CR confirmed that the agreed budget is capped and the budget will be closely monitored to avoid overspend.

4) APRIL 2007 AND BEYOND - THE NEW ERA

- **Total funding**

This continues from the previous agenda - KH needs to give written commitment from Medway, so will send to CR. **ACTION: KH**

- **Renewal of staff contracts (IG, GH, CTO² and APU² at end of March)**

MF said PC Palfreman is now on a 5 year career break; IG has asked to fill her part-time position, which has been agreed; so the full-time post will be advertised after April. Renew IG & GH's contracts from the end of the month preferably for more than one year.

- **MoU – definition of 'quorate'; arrangements for deficit etc.**

RB had conveyed prior to the meeting that he is happy with MoU as it stands currently and from the HA's perspective they are happy to sign.

MF confirmed Kent Police are happy to sign on a yearly basis although the meeting queried why this could not be longer.

All agreed that will try to get a 2 year agreement at the moment as funding is agreed for 2 years. CR to inform RB. **ACTION: CR**

CR reiterated that the document is not ready as there are some blanks concerning the definition of 'quorate'; what to do in the unlikely event of an overspend; and what to do with unspent funds.

ACTION: ALL to respond to CR's previous e-mails ASAP

5) Ad-hoc enforcement – e.g. GumBall run

MF said the GumBall (London to France in April) is mainly foreign drivers, so Kent Police are likely to use mobile patrols to stop them, use ANPR and occasionally seize a vehicle. There will not be much value in using a mobile camera van.

In terms of requests for cameras, KMSCP can currently spend 15% of time on community concern sites. CR said a decision needs to be made as to how we now react to requests as the criteria are changing. It is suggested that the presence of a van is sometimes more about perceived quality of life rather than actual crash data (Dover / Shepway Police may be buying own van to sit at community concern sites which KMSCP do not visit - responding to their parishes' concerns).

Need to look at speed surveys. KH asked CR to discuss at Technical User Group and bring a proposal to the Board. **ACTION: CR**

6) SPEEDAWARENESS

KH said SpeedAwareness currently gets a certain proportion of business from the Medway towns, so MF may need to assess the impact of this on the take-up of courses from the beginning of April.

ACTION: MF to look at current client distribution

7) FEEDBACK FROM OTHER MEETINGS AND SUB-GROUPS:

- **Road Safety Delivery Group**

All relevant information had been reported above.

- **National meeting 20th & 21st February 2007**

Data staff, project managers and communications staff were present. Links were established to enable continued communication between partnerships - the intranet site is now being hosted by Essex. ACPO are to strengthen support to partnerships and the CPS by keeping all updated. Medd Hughes (ACPO) is to become the national spokesperson for safety cameras.

8) ANY OTHER BUSINESS:

- Nominations for Chair to CR by the next meeting. **ACTION: ALL**
- SPECS on A228 Grain: leaflets are being delivered to residents shortly. KH thanked the team for the leaflet. PR will also be going out soon.

9) Date of next meeting: Monday 23rd April

IF YOU CAN NOT ATTEND PLEASE SEND A REPRESENTATIVE.

- Road Safety Delivery Group: 27th March
- Technical / User Group: **TBC**