

Governance Board Meeting Summary of Discussion and Resolutions

Date:	Thursday 24th January 2019	
Time:	10.00 to 14.30	
Venue:	EF&RS, Kelvedon Park	
Chairperson:	Cllr L Wagland	
Attendees:	Cllr L Wagland (Cllr LW) R Hirst (RH) ACC P Mills (PM) L Lucas (LL) A Stroulger (AS) A Cook (AC) A Pipe (AP) M Hine (MH) L Burr (LB) L Willis (LW) M Kiely (MT) P Swanwick (PS) L Phillips (LP) M Woodford (MW) N Foster (NJF) A Harris (AH) W Cubbin (WC) B Wheelwright (BW) P Brent-Isherwood (PBI) D Clark (DC) Inspector Brettell (RB)	Essex CC – Highways Police, Fire & Crime Commissioner for Essex ACC Essex Police Essex Fire & Rescue Service RTC Reduction Manager - Essex Fire & Rescue Service Director for Commissioning: Transport & Infrastructure - Essex CC Head of Roads Policing – Essex Police Operational Tasking Supervisor - Essex Police Head of Network & Safety / Traffic Manager - Essex CC Highways England - Bedford Transport Development Manager, Thurrock Council Road Safety Officer - Southend Borough Council Clinical Director – Essex & Herts Air Ambulance Trust Executive Chairman – Safer Roads Foundation SERP – Strategic Group Chairperson SERP – Partnership Manager SERP – Road Safety Strategy Analyst Essex Highways Assistant Data Analyst and note taker Chief Executive for the Office of PF&CC Essex Police IT Essex Police SCIU
Apologies:	Apologies were received fro Edwards (East of England A	m: M Bruin (EF&RS), A Hook (PF&CC Office), K ambulance Service), C Hindle-Terry (SBC), C ith (SBC) and S Elms (EHAAT).

Item No	Discussion and Resolution	Action Owner
1	Welcome, introductions and apologies:	-
2	National Transport Award for Extra Eyes:	_
	Presentation by NJF to Board.	_
3	Review of previous Board minutes (meeting held on 11/10/18) and approval for publication on SERP Website:	
	Cllr LW / RH to liaise with MoJ regarding bringing cases of mobile phone use to court quicker.	Cllr LW / RH
	CC to publish good results on social media.	CC
	MH – Advised that Extra Eyes can be promoted as of 24/01/19.	CC
	Highways England Airways Operation - Technical approval received and meeting with Executive Director in February 2019 should allow this project to proceed.	LW
	Action: The minutes of the October meeting were approved for publication.	NJF
4	Notes and action points from SERP Meeting (held on 13/12/18):	1401
	Traffic flow and speed data is now being collected on SAT days to allow calculation of offence rates and impact of activity on speeds. WC to analyse data in due course.	WC
	AS in collaboration with Yorkshire for 360 video for P2W ongoing.	AS
	Safe Systems – seminar suggested to promote the Safe System pillars and involve technology. MK suggested Catapult Systems could be a contact from Transport East meeting. AC has meeting with Ford representative's soon so can promote the idea if we give him some information. Brief AC prior to meeting on topics and discussion. LB has contact with Visteon.	NJF / KB
	Possibly hold meeting at Ford Dunton, to involve them in the 'vehicle' pillar of the Safe System concept. MW emphasised the importance of speed control and how it could save many lives. MW feels that autonomous vehicles are a long way off. Seminar could coincide with the fourth anniversary of SERP's formal launch in September 2015.	NJF / KB
	Golden Bullet Update – on agenda.	
	Older Driver Course – leaflet almost complete – F&RS can promote when they carry out home checks.	LL
	The <i>Member's Update</i> should also make reference to the roads policing activity – and how it is utilised in areas with an identified need; tell members what the SERP is doing even though they may not see more 'bobbies on the beat'.	NJF / CC

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5	Essex Police IT update:	
	DC EP – EROS2 has been upgraded to EROS CORE and is working with Clarity Fast Form as new system. Able to produce templates for every use. Temporary issue as it requires Windows 10 whereas Windows 7 is currently being used and is in need of upgrade. April 2019 is go-live date.	
	Action update at next meeting	DC
6	SERP collision data, summary of latest analysis and action taken as a result of previous reports:	
	Projected KSI total for 2018 should lie somewhere between 888 and 942' if so, it will be below this year's target.	
	The number of KSI casualties has halved between 2005 and 2017 (1,600 in 2005 to 800 in 2017).	
	There are fewer pedal cyclists at fault for 2013 - 2018 but more car drivers at fault.	
	MW commented that London has real issue with left-turning HGVs colliding with pedal cyclists but Essex data does not replicate this issue; there were 3 pedal cyclist deaths in 2018, all occurring on relatively straight roads.	
	There is a responsibility on pedal cyclists to ensure they are visible to all road users and wear appropriate PPE.	
	45-49 slight spike in numbers, older driver (70+) does show larger 'at fault' for collisions with pedal cyclists – mainly between 10am and 4pm and not in commuter time. Data is for all Essex area and does not show demographic changes.	
	 Action - where do we compare nationally (ETSC data)? Action - use fatal casualties as measure as well as KSI casualties Action - analyse Failure-to-Stop collisions 	WC WC WC
	Results show that on Essex roads, between 2005 and 2017, KSIs per million vehicle miles has reduced by half.	
	Drug / drink drivers – Christmas figures reduced, possibly indicating successful campaign but summer figures not reduced. Does SERP need to look at a different summer campaign? Perhaps insufficient data to evaluate properly.	
	Almost 10% of EP officers are trained to administer drug wipes. Wipe and blood test costs are around £380 each so use is considered carefully. Action does disrupt criminality but there is an issue with being able to recover costs. Can SERP run awareness campaign to educate public how long drugs stay in their system? NJF unaware of reliable data giving facts about how long drugs stay in the body as every person and drugs are different; could be a danger of giving false information. What might increase their perceived chance of getting caught?	СС
	F&RS works with cruisers and are aware of many drivers using drugs but care needed to separate and protect engagement opportunities from enforcement. Gavin Ellis (F&RS) and MH gathering intelligence.	
	Action: Raise drug driving as agenda item for next meeting.	NJF

-	Deview of toward for climbs association:	
7	Review of target for slight casualties:	
	Current target for slight injuries is 3,831; a 25% reduction from CRASH adjusted 2005-2009 baseline. However, as this has been exceeded it is proposed to set a new trajectory of 40% reduction in slight injuries from the CRASH adjusted 2005-9 baseline average.	
	Action: Board agreed new slight target of 40% reduction from 2005-9 CRASH adjusted baseline average to 3,075. ECC figures to be taken through ECC governance for approval.	NJF / WC
	Attached – New agreed target Slight casualty number slide.	
8	Approval of 2019/20 Road Safety Delivery Plan (RSDP):	
	AH went through background to the development of the RSDP and mentioned how the RSDP has been developed from the current financial year and how it continues to evolve.	
	Activity A is enforcement-based and contains a planned increase in road-side checks from 76 to 140. Comprises 3 activities for next year.	
	Activity B is education, training & publicity based and for next year comprises 61 activities.	
	WC has produced tool to use all available information to estimate the impact of each intervention. The tool seeks to quantify otherwise subjective evaluation of the impact on each recipient thereby helping to prioritise interventions which have different costs, reach and impact. Cllr LW highlighted the need to keep this process under review to ensure that SERP remains data-led.	
	WC and NJF confirmed that all SERP activities are data driven with the aim of achieving the KSI and slight casualty reduction targets and working towards Vision Zero.	
	PF&CC office has worked with Home Office to look at effectiveness of interventions.	
	HE has used Survey Monkey to ask about customers' experience. ECC has survey data but low numbers of residents involved. Is this something SERP should consider?	NJF
	MW asked whether we could include KSI reduction due to safety engineering schemes in our presentations. AH reminded Board that this has been done previously but now may be a good time to repeat.	NJF / AH
	WC has also looked at the impact of SAT days – identifying target town with high density or most collisions. Evaluation report available on website.	
	The Communications Strategy and the SERP Campaign Calendar for 2019/20 were also provided as part of the RSDP submission.	
	Action: The RSDP for 2019/20 was agreed for implementation.	АН

9 SERP Golden Bullet Fund – Young Driver Influencer Campaign:

Video shown about social media influencers – Harry Seaton – MD of Fluential:

What is an Influencer? – An Influencer does not necessarily require a large following, don't need millions, tens of thousands or thousands of followers.

Why they are influencers? - Friends who ask opinion they build relationships, communicate to audience, this builds trust.

What can they actually do? Have to look at the content management. Moral message. Alignment of values.

Large brands delivering message, audience don't want ads in the message, social media users want to see good content, activate influencers to tell your story.

Adrian Flux (insurance agent company) used influencer driving a monster truck to highlight new / learner driver insurance. Not high in cost, attractive to audience as they liked the content of message, influencer enjoys making video. Engages with audience, as fun and entertaining, but will have a moral issue.

- 1.5 million campaign reach,
- 175,000 total engagements,
- 10,000 emails collected, and
- 16,000 unique sessions.

It is essential to package the message correctly, this is what the influencer agent will advise. Instagram still popular platform for 16-25 year olds. Cllr LW recommended watching the Stacey Dooley documentary on water and the fashion industry. Uses influencers to highlight environmental issues.

How will SERP measure success? The objectives are:

- 1. Raise brand awareness of SERP.
- 2. Change attitudes of young drivers towards safe and responsible driving.
- 3. Change behaviour.

The Board expressed concern over first point which is possibly not as important, however will help with future campaigns if a known or recognised name. Swap order of bullet points to reflect that brand awareness will be a by-product and is not an objective.

•	Action: look at who local influencers are - Public Health contact from AC,
	local community Facebook groups?

 Agreed that SERP could start the procurement process in order to identify influencer marketing companies to deliver a campaign. In view of potential investment and complexity it is essential to keep the Board updated on a regular basis and the tender evaluation flexible to allow review following interviews.

Keep as agenda item for each meeting.

Cllr LW's son is an influencer agent, he has kindly offered to explain or provide more information to the Board, on this subject, if required. This was welcomed.

NJF

CC

CC

CC

10	Co-Location update:	
	A police premises in the south of the county is the only property that is currently being pursued as an option; however, it is unable to accommodate all SERP staff. All-in-one building should be a viable 5-year plan that is pursued and would need to accommodate:	
	90 Essex Police staff	
	18 Essex CC/RJ staff	
	2 Essex F&RS	
	Accommodation for vehicles including security and wash facilities	
	Other requirements include meeting room, staff restroom, mailroom & printing area, storage, live link room, staff car parking, IT server room, locker & drying facilities for motorcycle unit.	
	Currently SERP has some funding set aside for its co-location vision.	
	Action LL and AP to consult on requirements and ensure issue on agenda of 'One Property Project'. Cllr LW will make sure ECC data provided when requested.	LL / AP Cllr LW
	Action – senior management team of EP – to search through portfolio for suitable property – ACC Mills to head small group to discuss requirements.	PM via AP
11	SCIU (Serious Collision Investigation Unit) update – Insp Brettell:	
	RB showed a short film highlighting what his team has to deal with following fatal and serious collisions and commented that 2018 has seen the highest number of fail-to-stop collisions.	
	RB then gave a short presentation on the subject of his MSc thesis looking at whether certain kinds of prior criminal or driving history increases the risk of serious collisions involving drivers some of whom may have completed an NDORS course.	
	Course offers are made solely at the discretion of the police so other factors could be taken into account but also national guidance is offered so one route in the future may be to offer findings from the thesis to the RS Trust for consideration.	
	Action Small group to discuss RB's findings to ensure that there is no further work to be undertaken before reviewing the recommendations.	RB / PM
12	NDORS / Activity A Finance Model update and Review of Finance:	
	a) To 31/12/18 some 63,128 clients had attended a NDORS course as a result of SERP activity – 78% of the annual projection. Of these, ECC have delivered a NDORS course to 45,858 clients - 76% of the annual projection.	
	Because of the planned reduction in offence processing between November and January, as a result of the implementation of the Document Management System, it is likely that ECC will deliver courses to between 2,000 and 3,000 less clients than originally forecast.	

- b) Because of changes to the national scheme only 5 NDORS courses are now offered NSAC (includes former NSAC20), NMAC, Safe & Considerate Driving (was NDAC), RIDE and WDU (incorporates D4C).
 c) For next year SERP has provisionally planned to operate at similar activity levels in terms of enforcement and the delivery of NDORS courses. The proposed finance model will be submitted to the Board on 1st April.
 d) SERP has received notice that next year the NDORS central administration
- d) SERP has received notice that next year the NDORS central administration fee will increase from £3 to £4 for each NDORS client; the increase will be absorbed within our finance model for next year.
- **e)** Later this year there may be an on-line NDORS course for pedal cycle offences and a revamped on-line NDORS course for seat-belt offences.
- f) Tender processes are ongoing to award contracts for about 12 venues (increase from 8), the course management system incorporating an on-line booking & payment system and engagement of about 50 trainers to deliver the NDORS courses.
- g) 'Disappointing' year for arson attacks 5 so far at Epping, Loughton, Hawkwell, Theydon Bois and Fortune of War. Cost to repair can be anything between £5k and £12k depending on whether the whole installation needs replacing or just the housing. Three sites are in the Epping Forest area. All circumstances have police incident numbers. Unsurprisingly, the arson attacks tend to occur during the hours of darkness.

Raised matter nationally to see if other force areas are seeing a similar pattern.

All housings were fitted with fire retardant material when upgraded to digital functionality to protect the expensive 'internal' equipment. So far we have not lost any internal equipment. New design installations (SmartPole), which are more resistant to arson, are provided, where practical, when we have to replace existing (MK3) housings.

• Is it worth looking at having a sign on camera to advise that there is no data in camera as all digital?

AΗ

 Action – MH to look at sites ANPR to see if any vehicle has been in same place / time of attack. MH / AH

13 Activity A Operation Update:

Performance – Increase in number of vehicles stopped:

- 2016/17 15,852
- 2017/18 17,994
- 2018/19 18,390

Commercial vehicle unit - HGV's stopped:

- 2017/18 809
- 2018/19 856

Force SPOC for serious/fatal RTC's involving HGV/Coaches.

	Instructed on abnormal load, traffic law and graduated fixed penalty training courses.	
	Roads Policing Special Constables:	
	Board informed of reduction in operational hours, however it was pointed out that in year-to-date incidents attended and Intel reports have increased.	
	Future plans on how continue to drive performance include:	
	 Launch of the Road Crime Team on 1st April; Introduction of SERP Volunteers – Training in place and proceeding; Expansion of the Maldon Community Protection Officer concept; Increase in road checks from 76 to estimated 140; Review of submission & development of intelligence to better inform RPU; and Continued drive to support the 4 V's and wider force objectives. 	
	Action – MW suggested putting MH and team forward for Prince Michael Award for Special Constables' work	NJF
	Action – video of steering wheel airbag going off on social media – to show impact.	CC
	MW offered equipment / assistance with speed volunteers.	
	Community protection officers – duties in Langdon Hills, Ramsden Heath. Volunteers have completed 140 road checks this year.	
14	Extra Eyes Update:	
	To date - 2,718 offences identified and dealt with that include:	
	574 for careless driving97 for safe pass	
	 57 for red-light offences 42 for mobile phone use 	
	4 intelligence reports	
	 650 submissions had insufficient evidence and 582 had no video! 	
	If uploading footage was easier, it could be sent to officers at RTC scene to deal and evaluate quicker allowing roads to be opened in less time.	
	Car manufacturers may introduce cameras into new vehicles – concern over who owns the footage, if involved in RTC will police be allowed to see / gather / seize evidence from camera?	
		MH /
	Action promote Extra Eyes campaign further	CC
15	Action promote Extra Eyes campaign further Cllr Wagland update:	-
15		-
15	Cllr Wagland update:	-

- 2) 39 the increase in the number of drink / drug drive collisions between 2016 and 2017.
- 3) 2% the drop in drink/drug drive collisions in December compared to November (success of X-mas campaign?).
- 4) 1.3 the number of 'extra' collisions on the Essex network the day after England win football matches in tournaments.
- 5) 1% the proportion of KSI casualties aged 0-12 (good that it is so low but better if it was 0%).
- 6) 3 years how early the SERP slight-injury reduction target was met, leading to a more ambitious target being set.
- 7) 53 the number of people killed in crashes caused by young drivers in Essex over the last 5 years;
- 8) 81% The proportion of 18-30 year olds with internet access who use Instagram;
- **9)** 4.5 times more work related road deaths per year than HSE records as work related (RIDDOR); and
- **10)** 24% percentage of calls which the air ambulance attends which are RTCs (500/2200 calls) 38 of which are 'code red' needing blood at roadside.

16 Partner Updates:

- Essex Police - AP

Hope to recruit 21 extra road policing officers £300k investment for ANPR in road policing vehicles

Essex Fire & Rescue Service – AS

Fire bike - Canon continuing to support and will donate another bike.

SERP previously agreed to fund a machine which will now be pursued

Street Spirit campaign is live – entrants can win one of two machines – this is to promote engagement with young riders, schools and colleges. Received 160 competition entries so far.

Additional zero hour staff with 9 new secondary contractors appointed and ready to start training.

- **Highways England** – LW

Asset functions now back in house, taking staff from Kier to provide more control over network.

Discussions with EP Commercial Vehicle Unit – HE are looking to fund an additional vehicle and staff overtime.

Team member dealing with Business drivers has left – if we know anyone who might like to be considered for the role.

Cllr LW advised diversion for A12 closure is concerning Ingatestone residents with traffic increase and impact on village and she is getting many complaints.

LW said that she would pass this information on in case diversions were being used at times that had not been agreed.
Also signage on M11 from Harlow going East is difficult to read – LW to pass on information.

LW

LW

Southend Borough Council –PS

School education – young drivers are target audience.

LW commented that potholes and signage replacement issues were noticed to have been acted on quickly once reported.

- Thurrock Council - MK

Work around cyclists, college age and young drivers
A13 widening scheme starts end February – Orsett Cock to Stanford Le Hope
will have temporary 40 mph limit.
Lower Thames Crossing concerns

- Essex County Council – AH/NJF

NJF attended HE/DfT Driving for Better Business (DfBB) launch at House of Commons; it explained why important; moral, legal and financial arguments.

HE wants Local Authorities to lead by example and HE intends to run more local seminars.

Essex police has already signed up as instructed by Insurance company.

Highways England will not award any work to companies not signed up.

LAs requested to use influence to encourage private sector supply chain to sign-up. The process is free and comprises 7 steps.

SERP would like to support all its partners in signing up to DfBB. With at least 33% of KSIs in Essex being work related, this could be a huge step forward in reducing KSI numbers in Essex. Could promote on Linkedin

- EHAAT - LP

Air ambulance attended 2,200 calls last year, of which 500 were RTC (24%), 144 of these were transferred to major trauma centre. Some 38 were code red (needing blood at scene).

Working with Harlow hospital to have blood on board.

From end April 2019 there will be an additional 2 hours road support. At present, the helicopter can fly back to base at night but not attend calls.

SRF – MW

Working to a European safety standard. Intelligent speed limit. Legislation to be this year.

Rural A lanes – funding for consulting engineers improve signage, lines and trim foliage.

Agenda item for next meeting to see short video on rear seat-belt wearing.

17 Any Other Business:

None raised.

18	DONM:
	1st April 2019, Seax House, Chelmsford - 14:00-17:00
	• 15 th July 2019, Kelvedon Park - 10:00 – 14:00
	• 21st October 2019, venue tbc - 10:00 – 14:00
	20 th January 2020, Tickfield Centre, Southend - 10:00 –14:00