

KENT & MEDWAY SAFETY CAMERA PARTNERSHIP

MINUTES OF BOARD MEETING: 12 October 2005

PRESENT: Keith Hanshaw (Chairman), Medway Council (KH)
Ian Procter, Kent County Council (IP)
Insp. Mark Flight, Kent Police (MF)
Chris Rogers, Project Manager (CR)
Rachel Moon, Communications & Promotions Officer (RM)

APOLOGIES: Andrew Shopland, Her Majesty's Courts Service (AS)
Dr John Burns, Highways Agency (JB)

1. MATTERS ARISING FROM PREVIOUS MINUTES OF BOARD MEETING (5 July 2005) IF NOT OTHERWISE ON AGENDA:

❖ **Speed Shatters Life**

KH asked if green signs would still go up at new sites. RM confirmed this is happening: RM and CR are liaising with Medway's contractors. RM to chase JB about new red signs going up at A21 Tonbridge site. **ACTION: RM**

❖ **Bike**

RM confirmed that the motorbike had now been sold and any funds from this will go back into the education and publicity budget.

❖ **Dr Ladyman MP**

Dr Ladyman is visiting Kent on 21 October to launch a road safety campaign. RM took this opportunity to invite Dr Ladyman to visit the Partnership. RM has had confirmation that the *invitation* is being 'attended' to, but no confirmation whether he's coming.

❖ **Court rulings**

IP said that more background needed to be given to Magistrates about the way in which the Partnership operates. CR and MF will arrange this with Stephen Savage and CR will inform MF of any case details that may be appropriate. **ACTION: CR/MF**

2. Lorraine Collins and future Project Team Structure

CR explained that LC had now left the Partnership to bring up her family. It was agreed that RM will now become "Communications Manager" and that a new full-time Communications Officer post would be advertised - CR, IP and RM will take this forward and will eventually sit on the interview panel.

CR also asked the Board's opinion of recruiting a **data analyst**. (We are one of the biggest Partnerships with one of the smallest Project Teams). He explained that we now have a wealth of crash data, public perception surveys and speed surveys etc and therefore need some in-depth analysis on this. The Board felt that the Partnership should not become a stand-alone agency and that the traffic authorities may still be best to handle parts of this data as they know their own networks so well. It was suggested that we look to extend this work to our consultants Atkins for the moment and see what we actually get out of any new data. If it is then felt that an in house post would be beneficial we can look to getting a job description together for a data analyst. CR to work on a business cases (one for our own employee, and one for using consultants) for this new work and to email before the next meeting. **ACTION: IP/CR/RM**

COMMUNICATIONS

3a. Recent press activity

RM said that cuttings would be distributed shortly. There had been media interest in the SPECS cameras on the M20 and M2 as well as the next stage of the 'For My Girlfriend' campaign.

3b. ASA complaint

RM explained that she had placed an advert in the Medway Council external publication 'Medway Matters' which highlighted the Partnership's third birthday and the 'before and after' crash statistics for some cameras in the Medway area (this showed a reduction in

KSIs since the cameras have been installed). Medway Council's Cllr Juby took this advert to the Advertising Standards Authority claiming that the figures stated in the advert were incorrect. Some media interest followed this. CR, RM and David Warner (DW) (Medway Council) worked on a report, which they provided to the ASA showing how we operate and work out all our statistics. The ASA decided that the figures provided in the advert were correct and rejected Cllr Juby's complaint. CR said it was a shame that Cllr Juby didn't come to the Partnership or Medway Council first as the figures could have been explained. KH thanked CR, RM and DW for their work on this. RM also personally thanked DW for all his hard work in getting the relevant details together so quickly.

3c. County show

RM explained that at the County Show 2005 de-briefing it was agreed that 'the village' was a success and should continue with this approach for 2006. A committee for next year has been formed already. Medway Council will lead on the arrangements but each partner will have its own part to play in the design for 2006. RM explained that the Partnership will not fund the entire stand for next year and that all partners should put in an equal amount of funding in lieu of the fact that each partner also exhibits its other activities beyond just cameras. It was agreed by KCC, KP and Medway Council that they could each put in a maximum of £2,000 to contribute towards the costs and which allows them to promote their own activities on the stand.

RM to verify with HA whether they want to promote the HATOs or other HA activities and if so they will need to contribute financially. Probation will again be involved and have agreed to contribute financially; Headway will also be on the stand but, as a charity, are not being asked to pay.

3d. Other events

RM said the last event of this year is on Saturday 22 October at Maidstone Crown Court's open day. RM thanked the Board and their colleagues for helping out at all the events this year and hoped that this arrangement could continue next year. All gave their support for this.

3e. Internal presentations

CR said that the lunchtime learning session at Medway Council was extremely successful and KH will try to arrange some more of these in the future. RM added that she is in the process of arranging some presentations in November to KCC's new highways staff. It was also suggested that we broaden our internal presentations to non-transport staff, which RM said she would take forward when the new officer is in post.

ACTION: RM/KH

3f. 'Driving business safely' campaign

RM explained that the tender had been awarded to Medway-based Zest. The final designs were approved by IP and KH. The campaign will begin with direct mail to employers this month. KCC have also put some money in to cover the cost of the seatbelt and mobile phone elements of the campaign. An official launch will take place in January.

3g. Speed Shatters Life stage two

RM explained that the second stage of this campaign is ready and showed the Board the new red posters (which had previously been approved by all members). The new red and white posters show the number of casualties reduced at each camera site. RM is working with Mark Lamb from Kent Police to see if a family who has lost someone in a speed-related crash would be willing to launch the new stage of this campaign.

3h. Website

RM explained that the Partnership has a new website address www.kmscp.org previously agreed via email by the Board. This will come into effect next week; an official launch will take place with some TV advertising in January 06.

3i. MCN

RM explained that she has invited MCN in to visit the Partnership – MCN have contacted RM to accept but have yet to arrange a date. RM to chase. **ACTION: RM**

3j. New leaflets

RM showed the Board two new leaflets – a general leaflet about the Partnership and one to be sent with the NIP tickets - which have been designed as the previous ones

had now run out.

4. Operational Case

CR reported that approval of the OC has been given *without* the new proposed sites. The new sites should be approved soon. We are still waiting for the nationwide '4yr report' results from the DfT, which should have been issued in May this year. We have been informed that Ian Duncan from the Programme Office is meeting weekly with Dr Ladyman for a thorough stocktake of the 'cost recovery' programme and the 4yr report. We should know more in the next few weeks and some changes to the handbook may arise. In the meantime the highway authorities should continue as normal.

5. Update from sub groups

RM explained that the Publicity Group had been updated on communications as the Board had today and that the next meeting was on 25 October. CR said the User Group had been cancelled but he had spoken to Group members directly.

6. Startraq

CR reported that Startraq is up and running for wet film with a few tweaks being made. This has allowed smoother processing in the office and two staff who have recently left do not currently need to be replaced. More thorough checks on driver nominations are now possible with ease, as well as providing photographs to offenders who request them. CTO Manager Elvie Gardner would like to be clear exactly what the Courts will accept in terms of evidence. Teletraffic have been seeking approval for CD or DVD equipment to record mobile offences instead of video tape. Teletraffic are meeting with ACPO soon so we may have more information in due course. Digital information would allow for offenders to see their offence photo on the website using a pin code. CR is investigating this further.

ACTION: CR

7. Speed awareness

MF reported that ACPO have released what looks like the final guidelines. A meeting with Police, Elvie Gardner (CTO), KCC and Medway Council will take place tomorrow (13 Oct) to discuss this further. MF said all partners appear fundamentally happy with the MoU for speed awareness and this can also be discussed tomorrow. MF said he will keep the Board updated on how this is progressing.

ACTION: MF

8. Dedicated traffic court

CR explained that another county is considering having a dedicated traffic court so that Magistrates can be fully briefed and knowledgeable on one particular subject as well as leading to consistency and better communication. CR has already spoken to Jon Kirby and Matt Nix about this, and now seeks the Board's opinion as it may be something the Partnership could help fund. It was agreed this was a good idea and asked CR to investigate further what costs might be allowable.

ACTION: CR

9. AOB

MF explained that an issue had arisen with a member of the camera section who feels he is being bullied and victimised. Kent Police is currently dealing with this.

Date of next meeting: Thursday 24 November, 9.15am, Phoenix House, Maidstone

- Publicity Group: Tuesday 25 October, 10.30am, Phoenix House, Maidstone
- Technical/User Group: 16 November