

**KENT & MEDWAY SAFETY CAMERA PARTNERSHIP**

**MINUTES OF BOARD MEETING:** 16 November 2009 Phoenix House

**PRESENT:** Ian Procter (Chairman), Kent County Council (IP)  
Bryan Shawyer, Medway Council (BS)  
Chief Inspector Roscoe Walford, Kent Police (RW)  
Inspector Martin Stevens, Kent Police (MS)  
David Currie, Kent Police (DC)  
Anne-Marie Penny, Interim Project Manager (AMP)  
Katherine Barrett, Communications Officer (KB)

**APOLOGIES:**  
Richard Burton  
James Richardson

**1) Minutes of and Matters arising from previous Board meeting (12 October 09) if not otherwise on agenda:**

None.

**2) Camera Team**

• **Operational report**

RW circulated 'Strategic Performance Management' file – BS asked how much of it is public information – all to look at the file before next meeting and feedback in meeting about what is useful. Gratefully received – will let DC know what is and is not needed.

**ACTION: ALL**

AMP circulated operational report from Sue Weston, summarised as follows:

- Staffing: one operator absent due to post-op recovery, due back in January. All 6 BCU areas being covered.
- Enquiry team: continuing follow up on failed or incorrect nominations.
- Deployment software: will enable operators to be deployed more intelligently according to priority of sites, i.e. where most crashes are happening. AMP has asked for classification of 'priority' sites and level of attendance required before end of year.

**ACTION: Sue Weston**

- Working on system that will allow public to view offences – improving service and efficiency.
- Condensed enforcement: 5 week heightened enforcement on the run up to Christmas – high profile high impact visually in each BCU.
- Phoenix House: lease expires in 2011. Freehold has been sold to new owner, looking into whether lease will be renewed.
- Workload figures attached to report provided.
- Performance package available at next meeting.

RW said the 200 – 300% increase in Kent Police enforcement and it is having a limited impact on casualty levels. IP asked that RW and KCC Road Safety team join up for publicity about what enforcement is being done (KP) and why (KCC), particularly around phones and seat belts (drink drive being covered in Christmas campaign). KB can also provide information about van enforcement,

**ACTION: RW**

**3) Freedom of Information**

The Board agreed that ticket numbers for individual cameras on an annual basis can be released under FOI as we want to be open and transparent about operations. They should be released alongside figures for reduction in casualties at each site and reduction in average speeds. It is likely that this could happen from the second quarter of 2010 to allow time to collate the information, identify trends and inform enforcement patterns further. It could also be publicised on the website. The information

can also be used to further inform communications activities, along with offender profiles which are currently being looked at.

#### **4) Seat belt/phone enforcement**

Commenced in September. Looking to release figures on enforcement levels in 2010 for publicity opportunity, alongside Kent Police enforcement figures.

#### **5) Communications**

Phones / seat belts publicity has been vast and very positive. KB has circulated summary press report to all.

Myth busting PR campaign due to commence in January and run for two months. May be supported by other activities and aims to change public perception of safety cameras, ultimately resulting in changed driver behaviour. Based on public perception survey results. Will utilise camera data and main messages outlined in Marketing Plan. Effectiveness will be measured in a before and after opinion survey as well as the main public perception survey due to be carried out in March.

PR – two perverting course of justice cases have been publicised as well as two failing to nominate cases. Have resulted in TV, radio and press coverage.

AMP would like to set up partner training for staff members who help at K&MSCP events. Would consist of half day training session at PH, possibly run four a year. Staff will need to complete it if they would like to take part in any public events promoting K&MSCP messages. Board agreed,  
ACTION: AMP

Street Lights Mean 30 campaign (ST): excellent response from public so far. Have completed Saturday events in Maidstone, Chatham, Broadstairs, Gillingham and Canterbury. Still have another in Maidstone, Tunbridge Wells and Ashford to do. Good media coverage achieved in print and broadcast. Over 150 fans on Facebook. Evaluation report available in January. Awareness of message also to be measured in public perception survey in March.

Young drivers campaign (ST): excellent response to campaign so far. Have completed Friday night and Saturday night events with KCC team in Maidstone (two nights), Tunbridge Wells and Ashford. Still to do are Dartford, Canterbury (two nights) and Broadstairs. Media coverage achieved in print and broadcast. Summary report available January.

Licence to Kill – six shows carried out w/c 9 November with all partners. Around 5000 16 – 18 year olds, and 1000 army. De-brief meeting next week. Over 600 fans on Facebook with excellent feedback from many members of the audience. Publicity achieved in Medway News. Evaluation forms have been given to schools, as well as the 'one year on' survey to those who saw it last year to see if it has affected how they drive / act as a passenger. MS asked if there is scope to expand to wider audience. IP said this has been looked into and it could be developed but needs a lot of planning in terms of targeting the right audiences and making sure they attend, rather than preaching to the converted,

Life Skills Centre – could be included in the Every Child Matters presentation that RW is due to carry out.

**ACTION: AMP to send RW info**

New K&MSCP website (ST): go live date is third week in December. No official launch but will circulate info to relevant internal / external contacts. Myth busting campaign aims to increase awareness and increase traffic to website (tool in place to measure this).

Team meetings – BS to send Rachel dates of Medway team meetings. Local Authorities have the statutory duty for road safety so K&MSCP would like to go to Medway / KCC meetings, however if partners would like us to come to theirs aswell please let us know, e.g. SPOCS groups.

**ACTION: BS / RW**

## **6) HA cameras (M20 and A282)**

Trevor Hall from RSS have met with the HA about it- discussing how it move forward. Original handbook says cameras used for casualty reduction measures. But it is a local issue and is about casualty reduction, and HA have signed MoU to support this. AMP to speak to arrange meeting with Trevor Hall to ask him what his involvement is in this and who his client is.

**ACTION: AMP**

David Currie has met with Trevor Hall and is negotiating the administration.

Need to make our position clear that KMSCP are not involved in those cameras. Confuses the comms role – need to make sure HA have full info on their website / brief call centre.

KB to send AMP K&MSCP response to M20 consultation.

**ACTION: KB**

HA need to understand what their role is in this Partnership and the MoU that they have signed.

## **7) SpeedAwareness**

Currently extra staffing and management support (KCC and Kent Police) as a result of the ENDORS system.

## **8) Feedback from other meetings and sub-Groups:**

T&CG – meeting covered software deployment and the prioritisation of sites; support for Speed Awareness; HA cameras.

Technical User Group – meeting covered sites not currently in use being backed up by vans; site files; digitalisation of cameras (do not want to change anything too early as don't know what happen in general election; Sussex and Cumbria are all digital – meeting about costs and benefits, also need to know impact on back office); quality of Stats 19 data; could do some publicity on the cost of vandalism to the taxpayer.

National Safer Roads Conference: RW said information on incorporating roads policing into mainstream policing was useful and could inform Kent Police strategy. AMP said it was billed as safer roads conference but it was mainly from camera partnerships – would be good to see a broader audience. IP said safer roads partnerships are previously the SCPs, so they do represent road safety for their local areas.

## **9) Any other business:**

None

## **10) Date of next Board Meeting:**

**15 December 2009, Phoenix House      09.30am start**