

**KENT & MEDWAY SAFETY CAMERA PARTNERSHIP**

**MINUTES OF BOARD MEETING:** 15 December 2009 Phoenix House

**PRESENT:** Ian Procter (Chairman), Kent County Council (IP)  
Bryan Shawyer, Medway Council (BS)  
Richard Burton, Highways Agency (RB)  
Julie Collins, Her Majesty's Courts Service (JW)  
Anne-Marie Penny, Interim Project Manager (AMP)  
Katherine Barrett, Communications Officer (KB)  
Guy Rollinson, Kent Police (GR)

**APOLOGIES:**

James Richardson, HMCS  
Roscoe Walford, Kent Police  
Rachel Wall, K&MSCP

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

Start time for Board meeting is now 10am and it is suggested everyone clears the day in case there are matters that need continued discussion.

IP will feedback about KCC audit of Partnership at next meeting.

Page 1: IP said that setting up new Communications Group will develop opportunities to work together cohesively in order to increase the fear of detection, i.e. there is a higher chance of you being caught than you think there is, especially regarding mobile phones and seat belts.

Page 2: AMP asked BS about the Project Team attending Medway's team meetings to update on Partnership work. BS has to discuss with service provider. AMP said it could be an update electronically that is shared in Medway meeting. If attendance is not appropriate that is not a problem, we just need to formalise how Medway receive the information.

**ACTION: BS to update AMP**

AMP has sent RW info about Life Skills Centre.

KB has sent AMP info about M20 consultation.

**2) Camera Team – Operational report**

AMP circulated report. IP asked for this to be circulated before the meeting so Board have a chance to read it before.

**ACTION: AMP**

Summarised as follows:

- Staffing – absent operator due back in January. 6 BCU areas continue to be covered.
- Enquiry Team – added benefit of Experian as an intelligence tool, used as a 'last resort' to trace offenders
- Deployment software – guidance has been requested as to classification of 'priority sites' and levels of attendance required. Received from Medway, awaiting KCC info. Info required for final stages of the project, needed by 31 January.
- Condensed enforcement – 5 weeks of heightened visibility in the run up to Christmas, covering the 6 BCU areas. Review meeting scheduled for 7 January. Plan to have condensed enforcement as a regular operation next year.
- Workload – figures attached to email sent by AMP – BS asked for this to be provided in a graphical format as well

**ACTION: AMP / Sue Weston**

AMP said the deployment software will enable a more intelligent approach to where live film goes. Thanks for info from David Warner and Lee Burchill. Need to look at where there is a high number of tickets are the average speeds still high, and are casualty rates still high – if camera not having desired effect what else can be done. IP asked that the info is added to the website when it is available.

**ACTION: AMP / KB**

IP said there needs to be a clear strategy for deployment of the vans as well as the fixed sites.

**ACTION: AMP / Sue Weston**

IP asked how the shift system is working. AMP said Sue Weston reported the operators are working to the shift system. There is a review meeting after Christmas about how deployment can be improved based on incidents of speeding at mobile sites.

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

Enforcement is ongoing. Figures on enforcement levels being gathered for release in 2010 alongside Kent Police figures.

### **4) Future DfT funding**

AMP has sent a letter from the DfT which requests information about future funding requirements. At the last Project Manager's meeting the DfT was talking about future funding for camera partnerships from 2011 onwards. Currently a specific grant is provided as part of the LTP process. The last year for this is 2010/11 financial year. The DfT letter request is to gather information on what is currently happening. After March 2007 there was much more flexibility on what SCPs could do / how operate, which was beneficial as it enabled them to address local needs. However due to changes, the operations of SCPs can not be directly compared.

From March 2007 the DfT expected SCPs to become more integrated into the wider road safety activities in their areas, with most engaging in this. The K&MSCP have remained largely true to DfT guidelines and criteria, and continue to work with partners, e.g. CaRe Group, working with Kent Fire & Rescue.

The DfT letter suggests they want information not just about the SCP but about the whole of the county and all partners, i.e. what casualty reduction work is going on and how we would like it funded. They have asked each partnership in the country to put a report together.

AMP offered to draft a report on behalf of CaRe, with the SCP being part of that, in consultation with IP as Chair of both. AMP will circulate to all partners before the next Board meeting in January.

**ACTION: AMP and IP (in consultation with CaRe partners)**

### **5) HA cameras (A282 approaching Dartford Crossing)**

IP reiterated the purpose of the Partnership and that all partners have signed the MoU.

The time over distance cameras (currently not in operation) on approach to Dartford Crossing (A282) go against the Partnership agreement that cameras can be used where there is a KSI record that meets the criteria. K&MSCP have expressed their concerns but they have not been addressed and none of the Partnership discussions have been fed into the HA decision making.

Public would automatically come to us because they are seen as speed cameras.

A282 is traffic management scheme not a road safety scheme. It is not a motorway like the M20 (K&MSCP support these cameras). RB said the A282 cameras aim to reduce shunt-type collisions.

Jon Martin is Project Manager for the A282 system. AMP has had several conversations with him and is aware of the involvement of RSS in the discussions.

IP, AMP and Trevor Hall from RSS were able to sit down and discuss the matter when Trevor was at a meeting at Phoenix House about another matter. Trevor and Jon Martin are now in touch.

RB said RSS are putting the MoU together for the A282 scheme so the HA is their client, and Kent Police are also part of the MoU so is part-endorsing the cameras.

IP reiterated what he and BS have said previously: despite it not being a motorway, variable speed limits would be ideal and special authorisation should be sought. KCC and Medway would support their application.

IP has asked RSS to put forward this suggestion regardless of what has been signed off already. Trevor is organising a meeting with IP, RSS, and the decision maker at HA. Could be a pilot scheme with special authorisation as it is a major congestion hotspot in the UK.

RB said there will be cost implications as it is more expensive for a controlled motorway than a SPECS system, and it may be too late to change the scheme.

BS agreed with what has been proposed and said the DfT are open-minded about special projects so it is likely that a controlled motorway scheme could be approved.

**ACTION: IP to report back at next meeting**

#### **M20 cameras**

RB said the statutory instrument will be signed off by end of this month. Consultation response document will then go out in January to everyone who responded. There is work to be done on the signals in January. By end of March the system should be live. A communications plan will form part of the overall plan and Felicity Drewett is managing this. IP asked to see what the communications strategy is.

**ACTION: KB to contact Felicity**

#### **6) Communications**

- National Communications Managers Meeting, Manchester, 11 Feb

KB is attending this and another invitation to attend has been offered. The majority of content will be safety cameras, however as many partnerships now have a wider remit it is likely that other issues will be discussed, so asked Board if they would like to put someone forward to attend. IP put forward Vicky Watkins, KCC Development Officer for Road Safety.

- Street Lights Mean campaign

KB to circulate summary evaluation report. Awareness will also be measured in March perception survey. Thanks to Sarah Temlett for managing this campaign.

**ACTION: KB**

- Young Driver campaign

KB to circulate summary evaluation report. KB to speak to Vicky Watkins about how else to evaluate, e.g. if it has had an impact on the audience – could use Facebook fans. Thanks to Sarah Temlett for managing this campaign.

**ACTION: KB**

- Website

New website due to go live by end of this week. Same content, new design which is more user-friendly. Content management system will save money previously spent on agency maintenance costs. KB will circulate email to all when it is live. Sarah Temlett has managed this project and the Board thanks her for her work.

**ACTION: KB**

- Myth Busting

In order to increase awareness of why safety cameras are there and that they are not a money-making scheme, and PR campaign will run from mid-Feb to end of March alongside poster signs at fixed sites, bus stop advertising, activity on Kent Online, email to business database, email to driving instructor database, posters up at libraries, sixth forms, etc. Boards at camera sites will be erected in consultation with Graham Spatchett at KCC to avoid previous issues. Sagittarius Marketing won the pitch for this and are working with Edwards Harvey PR on the media stories. KB to circulate summary of campaign.

**ACTION: KB**

- DBS

This was due to run from Jan to Mar 2010 and in Rachel's absence AMP has asked Steve Horton / Bryan Gray for KCC to lead on the campaign, with Rachel working on it as well on her return. We need to build on what has already been done, e.g. engage with businesses that haven't yet been contacted; focus on internal audiences; maintain relationships with businesses already in contact. KCC are providing the resource to manage the campaign and it will not take away from the fact it is a campaign that all partners are involved in. Bryan has been asked to arrange a meeting with all partners.

## 7) Feedback from other meetings and sub-Groups:

- Tasking & Coordinating Group –  
Nothing to report since last meeting.

- Technical User Group –  
BS to ask David to plan all future meeting dates in advance

**ACTION: BS**

Two issues arose (BS)

- 1) Medway would like to use the 880 signs for national speed limit areas. Board agreed.
- 2) Would like 'Speed camera' signs to be changed to 'traffic enforcement cameras'. Board agreed.

AMP will ask Jo to update on meeting with Ian Duncan about signing.

**ACTION: AMP**

- Communications Group  
IP has tasked Vicky Watkins to start this up again, initially to agree terms of reference. First meeting due in January.

## 9) Any other business:

Chief Inspector Andy Reeves will be replacing RW as Board member for a few months as he is working on another project.

BS would like to change an existing mobile site to a fixed site, can overcome costings and will put case forward to Board.

**ACTION: BS**

BS said the Board need to review the policy of installing red light cameras:

**ACTION: item for next agenda**

IP said RW has proposed that David Currie sits on Board meeting (RW remains primary contact for Kent Police) so that there is a representative from both roads policing and legal / processing. Board agreed.

**ACTION: RW to invite DC.**

Board thanked all for their work on the Street Lights Mean 30 campaign, IP was impressed by event in Ashford.

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

**19 January 2009, Phoenix House      10.00am start**