

**KENT & MEDWAY SAFETY CAMERA PARTNERSHIP**

**MINUTES OF BOARD MEETING:** 19 January 2010 Coldharbour

**PRESENT:** Ian Procter (Chairman), Kent County Council (IP)  
Bryan Shawyer, Medway Council (BS)  
Richard Burton, Highways Agency (RB)  
Ch. Insp. Andy Reeves, Kent Police (AR)  
David Currie, Kent Police (DC)  
Anne-Marie Penny, Interim Project Manager (AMP)  
Rachel Wall, Communications Manager (RW)  
Katherine Barrett (Minutes), Communications Officer (KB)  
Guy Rollinson, Kent Police (GR)

**APOLOGIES:**

James Richardson, HMCS

**1) Minutes of and Matters arising from previous Board meeting (15 Dec 09) if not otherwise on agenda:**

**Medway Team meetings:** as it is not appropriate to attend these it was agreed that a monthly summary sheet would be compiled by the Project Team and emailed to Medway Council to keep everyone updated. Project Team continue to go to monthly KCC Team meetings.

**Circulating operational report prior to meeting:** this will be done for future meetings.

**ACTION: AMP**

**Deployment of vans:** AMP said Medway information received, waiting for KCC information to go to Sue Weston. Will update at next meeting. This is in relation to:

*The deployment software will enable a more intelligent approach to where live film goes. 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.*

**ACTION: AMP & SW meeting**

**Circulation of campaign evaluations:** rather than email full reports, a summary of all communications activity for 2009/10 will be put together and circulated in April 2010 (after the public perception survey results).

**Technical User Group action:** AMP will ask Jo to update on meeting with Ian Duncan about signing. AMP is meeting with KCC and Medway to ensure it is a collective approach.

**ACTION: AMP**

**Medway camera site change:** BS is waiting for the end of year data before deciding whether to change an existing mobile site to a fixed site.

**Red light cameras:** BS said this is for the Technical User Group to take forward and look to see whether a change in criteria is required.

**ACTION: to be an agenda item in Technical User Group**

## 2) Camera Team – Operational report

**Staffing** – all operators are now full time and covering the whole county – enforcing speed, seat belts and mobile phones.

**Enquiry team** – continuing to follow up cases resulting in court cases and publicity.

**Deployment software** – available from next month to enable more intelligent deployment of operators, i.e. where there are still casualties and / or high incidents of speeding. Will work on a priority basis, for example red, amber, green. May result in condensed enforcement activity at the most important sites. Only at existing camera sites, however additional data can be added to the system if required in future. IP asked DC to put together a paper for the Board in terms of condensed enforcement.

**ACTION: DC**

Guidance is still required from the Project Manager as to classification of 'priority sites' and levels of attendance required. This information is required for the final stages of the project and is paramount to the success of the software.

**ACTION: AMP**

IP said the Partnership need to concentrate on camera sites and local policing / local authorities need to address other areas of the road network where there may be a problem. This is a tactical deployment tool for the current operation.

AR asked for this information to be made available to SPOC meetings, as well as information on casualties and speed in their local areas. AMP is attending these meetings and will provide the information. DC said they should be encouraged to publish their local information. AR asked AMP to also feed this information into Roads Policing and BCU Commanders.

**ACTION: AMP**

**Condensed enforcement** – this was carried out per BCU in Nov and Dec. Figures are attached to the circulated operational report. General feedback from the public was supportive. Publicity on the activity in the future would enhance its success.

**Workload** – figures for December 2009 are attached to the circulated operational report. IP asked that this be circulated before each Board meeting so it can be looked at beforehand. DC to pull out any key findings for the meeting.

**ACTION: AMP to circulate**

## 3) Seat belt/mobile phone enforcement

All operators continue to use the vans to enforce speed, seat belts and mobile phone offences.

Figures to be looked at shortly and PR to go out from Kent Police and K&MSCP about the increase, possibly as part of the myth-busting campaign.

**ACTION: KB**

## 4) Site Specific Information

DC said ticket numbers per year for the last four years are to be published by 1 March. Meeting to go through the figures and identify trends and put the figures into context in terms of casualty reductions and speed reductions – KB to organise with DC, Sue Weston, Julie Hine. IP said the number of NIPs is not the issue it is the fact that people are still speeding.

IP asked for a sample of the data to be circulated to the Board before the next meeting / before publishing. DC said this is a trial period for a year, after which it will be reviewed.

DC said other partnerships are not currently publishing data. AMP is attending a regional meeting in the next couple of weeks and will discuss.

**ACTION: KB to organise meeting**  
**ACTION: DC to send data sample to Board**  
**ACTION: AMP to feed back from regional meeting**

## **5) Future DfT Funding – progress on response**

There is an assumption in the DfT letter than all safety camera partnerships are into a wider road safety partnership.

Although the partners are approaching a merger situation we are not ready to submit one countywide proposal in response to the DfT request.

RB asked whether we can ask that the money is ring-fenced for road safety / safety cameras to ensure local authorities direct the funding appropriately.

BS suggested that local councils may also be able to respond / contribute to the proposal.

It was agreed that AMP will put together a draft response from K&MSCP and circulate before the next Board Meeting. GR is to draft a response from the CaRe Group. It could also be that individual partners may wish to respond, putting forward individual proposals but also identifying that we are working together. The LTP process is separate.

**ACTION: AMP draft proposal**  
**ACTION for CaRe: GR draft proposal**

## **6) Highways Agency Cameras**

### **A282 approaching Dartford Tunnel**

Ongoing issue. Yet to hear from Trevor Hall, AMP to chase.

**ACTION: AMP**

### **M20 controlled motorway**

RB said this is in process and should be live before the end of March.

DC said a draft MoU is being worked on and an evaluation of potential workload will be carried out once the system is running. Office worker/s will need to be recruited to work on the HADECS system, will not impact K&MSCP budget. IP asked DC to monitor work load so it does not impact on K&MSCP operations.

RB said the HA is looking for compliance as the measure of success.

KB has contacted Felicity and a Communications Plan is being put together by Kelly Tanner and Gareth Hughes. KB to update at next Board meeting.

**ACTION: KB**

## **7) Communications update**

### **Planning for 2010/11**

RW asked the Board their thoughts comms for next year. IP said it is still critical that the core camera activity, e.g. myth-busting campaign, is maintained and increased. We also need to look at where

people are getting their negative attitudes from and channel efforts in those directions, as well as who the offenders are and why people are still speeding. RW asked if Driving Business Safely, Street Lights Mean 30 and the Young Driver Campaign should still be run by K&MSCP, IP confirmed they should. RW and KB to draft a plan and circulate to Board for next meeting. Need to consult partners on their activities and how they could contribute to the campaigns before it is signed off (Communications Group meeting date to be confirmed).

AR said motorcyclists are a key focus for the Police this year. RW said they are a key target audience for K&MSCP as well in terms of communications and will be written into the plan.

**ACTION: RW & KB**

#### **Driving Business Safely Campaign (RW)**

Planning meeting with all partners took place yesterday. Agreed to look at internal audiences, as well as maintaining contact with companies already on board, and attracting companies not yet engaged with. IP said to treat partners as any other business by adding to the current database. RW said this can be done as well as using partner contacts to get DBS messages into, for example, wage slips and global emails. In terms of pitching for the campaign IP said we own the artwork so it doesn't need to change, would be good to get agencies to pitch in order to get as many ideas for the campaign as possible – need to consult KCC procurement. As long as the brief states that the agency appointed will run the campaign for three years then we do not need to ask for pitches each year. RW to update on campaign at next meeting.

**ACTION: RW**

#### **New website (KB)**

Now up and running. Content is the same, more user-friendly. Welcome any feedback. Still working on the camera map which uses Google Maps – pop out info is correct, some locations are incorrect – will be corrected by start of myth-busting campaign.

**ACTION: KB**

#### **Myth Busting campaign (KB)**

6 week campaign from mid-February consisting of:

- before and after awareness surveys
- press releases and interview opportunities (variety of messages including casualty reduction and average speed reductions; KSI case study; positioning of cameras; most successful camera is one that does not generate tickets; SpeedAwareness courses) – case studies will add a 'human' element to the story and localising the information so it filters to local press and communities
- letter writing to local newspapers
- KentOnline homepage adverts (following successful response to phone and seat belts activity)
- boards at fixed camera sites (signed off by Graham Spatchett)
- bus stop adverts in close proximity to safety camera sites
- VMS roadside messages – Medway Council only ('safety cameras save lives', web address)
- posters / postcards mail shot to driving instructors
- posters / postcards put up at libraries, colleges, sixth forms, universities, leisure centres
- incentivised call to action to new website

BS asked KB to check with Su Negus that the timing would not interfere with Medway's Engage Your Brain campaign.

**ACTION: KB**

It was agreed that the press release drafts would be run by IP before sending.

**ACTION: KB**

#### **Public perception survey**

To be carried out at the end of March – will measure: effectiveness of myth-busting campaign; awareness of street lights mean 30 message; awareness of phone and seatbelt enforcement; if people have a negative opinion of cameras where this has been learnt (e.g. media, parents, colleagues, other influencers).

### **National Comms Meeting**

This is taking place on 11 Feb and KB is attending with Vicky Watkins. Main focus is on safety camera communications, one item being how to tackle the negative reporting in national media. KB to update at next Board meeting.

**ACTION: KB**

### **Licence to Kill?**

This will take place w/c 8 November 2010. There is a small awards ceremony taking place on 4 Feb at KF&RS HQ 5 – 7pm where the speakers will be thanked and presented with an award to recognise their valued contribution. All welcome to attend.

### **Events in 2010**

KB consulting partners on events calendar – will include larger events where a mini-Fit for the Road can be set up, as well as the more local events held by the Police and Fire Service.

RW is organising training days for partners who would like to contribute to K&MSCP events to enable them to effectively communicate the objectives of the Partnership. RW has sent AMP proposal for the training days.

### **Market Research company**

KB said procurement requirements continue to be met. Will arrange meeting with Steve Horton and Vicky Watkins about going out to tender for a company for four years.

**ACTION: KB**

## **8) Feedback from other meetings and subgroups**

- Tasking & Coordinating Group – not met since last meeting, future dates will be set in next meeting on 9 Feb. Lead on this group will pass back to the Project Manager.
- Technical User Group –  
Next meeting 26 Jan
- Communications Group

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

**AR:** Kent Police is having a Performance Operational Review (POR), a strand of which is Partnership working. If approached please could all relevant information (objectives, operations, outcomes) be put forward for contribution to the review. IP said the report for KCC's Partnership Review for K&MSCP will be due shortly.

**IP:** please add 'Project Manager's Report' to future agendas.

**ACTION: AMP**

**DC:** the lease on Phoenix House is up in November 2011. Future needs will need to be identified.

**RB:** HA have yet to receive the invoice regarding the vandalism of the camera on the A21 last year.

**ACTION: AMP**

**AMP:** please add 'Health and Safety' to future agendas.

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

**Thursday 12 March 2010, Phoenix House 10.00am start**