

KENT & MEDWAY SAFETY CAMERA PARTNERSHIP

MINUTES OF BOARD MEETING: 11 March 2010 Phoenix House

PRESENT: Ian Procter (Chairman), Kent County Council (IP)
Bryan Shawyer, Medway Council (BS)
Felicity Drewett, Highways Agency (FD)
Katherine Barrett (Minutes), Communications Officer (KB)

APOLOGIES:

James Richardson, HMCS
Anne-Marie Penny, K&MSCP
Rachel Wall, K&MSCP
Richard Burton, Highways Agency
Ch. Insp. Andy Reeves, Kent Police
David Currie, Kent Police

1) Minutes of and Matters arising from previous Board meeting (19 Jan 10) if not otherwise on agenda:

Deployment of vans

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.

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

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.

AR asked for the deployment 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 that information could be available to neighbourhood officers subject to certain parameters. AR asked AMP to also feed this information into Roads Policing and BCU Commanders.

ACTION: AMP and SW still working on these items

Future DfT funding

IP to circulate final document to all on email. IP gave hard copy to all in meeting and went through the document, particularly the 'Recommendations'.

ACTION: IP to circulate

2) Camera Team – Operational report

Staffing

The Unit has returned to a full staffing compliment. All 6 areas are being covered and sites monitored for attendance, however there are a number of Gatso and Truvelo cameras currently out of service due to calibration and repair issues.

Enquiry Team

Pc Russell-Thomas continues to pursue lines of enquiry for perverting the course of justice and failing to supply keeper details. His most recent case has been that of Mrs Toms, who was written to and asked for details of the driver at the time of the offence. She wrote back saying that she did not know who was driving her car at the time and, further, that her car keys had gone missing on 4th May and suggested that the two events were linked. The loss of her keys was not reported to police until 18th May. She stated that she was at work in Ashford at the time of the offence and her employer confirmed this.

Both the Enquiry Team and PC Russell-Thomas carried out further enquiries to clarify Mrs Toms' version of events, which resulted in an interview under caution at Ashford Police Station. Mrs Toms made no comment to all questions asked of her and was summonsed for the offence. At her preliminary hearings Mrs Toms maintained her innocence but at her trial changed her plea.

Mr Betts, defending Mrs Toms, could offer no explanation to the court for her sudden guilty plea and stated that she was of previous good character with a clean driving licence.

She was fined £300 with £500 costs and £15 victim surcharge and given six penalty points on her licence.

Mobile Phone/Seatbelt Offences - IT issues

The Safety Camera Team continues to detect these offences. To date, the team have detected 656 Seatbelt offences and 85 Mobile Phone offences around the County.

Deployment Software

This project is now almost completed and will begin User acceptance testing in 2 weeks time. To recap, this software will enable operators to be more intelligently deployed according to the priorities of each site. Targets will be set to visit each site within a pre-determined time frame. Guidance is still required from the Project Manager as to classification of 'priority sites' and levels of attendance required. Again this information is required for the final stages of the project and is paramount to the success of the software. Since the meeting a definition from AMP has been provided:

AMP, SW and DC have discussed each fixed camera site in relation to the number of KSIs and the number of offences detected. In order to prioritise initially, the following criteria was used where 1 = high priority and 3 = low priority;

- *high number of KSIs and high number of offences - 1*
- *Reduction in KSIs and high number of offences - 1*
- *Reduction in KSIs and medium or low number of offences - 2*
- *No KSIs but high number of offences - 3*
- *No KSIs or offences - 3*

The comparison of KSIs is against the number stated for installation purposes.

In addition Medway Council and Kent County Council have provided more detailed information for prioritisation but these details need to be ratified to ensure that sites with KSIs are prioritised appropriately as the purpose of the KMSCP is casualty reduction rather than purely speed enforcement.

This is an initial consideration of the fixed sites. The analysis of the situation at existing fixed sites will be regularly reviewed with the appropriate Highway Authority to ensure priorities are appropriate and consistent across the county. This is an ongoing project and will develop with time

Workload

A full performance package will be provided at the next meeting. However, the number of offences processed over the last 12 months is 29727. This is the lowest figure since the Partnership began.

Dipped below 30,000 offences – positive. Still need to look at the sites which require more work, i.e. higher speeds, higher casualties.

The Board has previously indicated the desirability of moving towards the lower end of ACPO recommended thresholds. DC will assess likely impact of such a reduction on back office, camera team and speed awareness processes.

ACTION: DC to carry out review and report to the Board

3) Site specific information release

DC rang through into the meeting regarding the previous proposal to release site specific info.

Having analysed the relevant data there is a concern that the blanket publication of all data may reveal enforcement patterns and consequently reduce the road safety benefit of some of our safety cameras. The Board continues to wish to be as transparent as possible we clearly need to ensure that all of our camera sites have maximum road safety impact. There is clearly a need to consider all Freedom of Information requests on their individual merits but the Board decided that they would not support blanket publication at the present time.

ACTION: DC to raise the matter with ACC ADAMS to review previously agreed Policy and inform Board of outcome.

ACTION: once confirmation received from DC, AMP to email national network to inform of decision.

4) Highways Agency cameras

A282 approaching Dartford Tunnel

FD said as yet no response from Trevor Hall. Statutory instrument has gone to the minister for signing, awaiting a switch on date.

FD needs to get all the paperwork from Richard Burton to fully understand the situation and can not comment until then. IP will put together six or seven bullet points outlining the issues, send to BS to see if anything else needs adding. BS to then send to FD.

ACTION: IP and BS

M20 controlled motorway

K&MSCP are in support of this. Publicity is going out to raise awareness, KB has been in contact with Kelly Tanner and has all the information required.

5) Signing – information on KHS plans on new general signing procedures

Deferred to next meeting.

6) Communications update

DBS (RW)

The pitches for this are taking place on 16th March - Zest and Sagittarius are pitching - Golley Slater declined to pitch. RW, KB and Vicky Watkins are sitting in on the pitches and this was agreed by the DBS project team (one representative from each partner plus rep from KF&RS is involved in this).

The DBS budget of £50,000 was used by AMP to recoup some of the overall Partnership overspend so DBS is now unable to run this financial year. The campaign budget will come from the new financial year but is unlikely to be as much as £50k.

Provisions have been made to get the majority of the DBS campaign signed off before RW goes maternity leave.

Comms budget (RW)

The communications budget for 2009_10 has not gone over.

Since the Partnership formed it has been agreed by the board that to deliver an effective marketing plan the budget required is approximately 6-10% of the overall Partnership budget. AMP has recently advised RW and KB that our budget for 2010_11 is likely to be around 100K (half the budget of this year, although this is yet to be confirmed in writing).

RW and KB are confident that the core partnership work can be delivered on this budget, however it will mean that some campaigns may not run or there may not be the funding to deliver such widely targeted campaigns as in previous years.

IP said priorities had not changed, need to continue to deliver, up to Comms team to identify what can be achieved with reduced resources.

ACTION: AMP to confirm Comms budget

Training days (RW)

RW has written the agenda and asked AMP to confirm dates. RW sent an email to all board members asking for a point of contact from each that RW can arrange the training with but have yet to have any names put forward.

ACTION: ALL

Maternity leave (RW)

RW last working day is 7th April and will then be on maternity leave for a year. As we understand no maternity cover is being provided - we did try to employ a graduate through the KCC graduate training programme but our request was unfortunately turned down as the graduates had been assigned elsewhere.

BS asked if maternity cover is being provided. IP said KB is acting up in RW's absence. BS asked who will be doing KB's work – IP said this was still being looked into, may need support from partners.

Marketing Plan 2010/11 (KB)

Draft list of activities and budget spend has been circulated to Board – IP, BS and FD happy with proposals. Based on £120k spend (final budget TBC). Marketing Plan will be drafted when results from public perception survey are received as this may influence activity – likely to be first week of May.

ACTION: AR and JR to confirm they are happy for Marketing Plan to be based on circulated draft of activities

Events for 2010 (KB)

Events list has been compiled and circulated to Comms Group and Camera Team. List will be on website shortly. At present the Project Team and Camera Team are able to staff all events and there is not a need to ask partners to help.

ACTION: KB events on website

Myth Busting Campaign (KB)

Coverage so far achieved on television, radio and print – full list will be on Jan – Mar media summary to be circulated in April. Very positive coverage and feedback on letters pages. As well as PR, campaign comprised Kent Online advertising, roadside boards, bus stop ads, mail shot of posters and postcards, letters to local press, website survey and competition. Over 65 items of media coverage so far.

ACTION: KB to send media summary

Comms Summary for 2009/10 (KB)

This will be circulated to the Board and Comms Group shortly.

ACTION: KB to circulate

National Safety Road Conference (KB)

KB has been asked to sit on the committee for this so will be attending the planning meetings in London and Manchester between now and the conference in October. IP asked that RSGB be asked as delegates and possibly to speak, and it might be useful to ask ANDISP too. FD said the HA do not get to hear of the conference. KB said the conference used to be just for SCPs but has a wider content now as many partnerships are part of wider road safety partnerships, so will speak to the committee about expanding the invitee list.

National media network (KB)

KB met with Rebecca from RSS and a few Comms Managers to discuss getting positive stories about safety cameras into the national press (K&MSCP public perception surveys show that many people have got negative opinions about cameras as a result of national coverage – not so much negative coverage now, but previous coverage has influenced opinions). Talked about it at the National Comms Meeting last week, supported by all SCPs, KB meeting to discuss further with Trevor Hall and Rebecca – RSS will lead, with input from one partnership per ACPO region, Kent being for South East.

Targeting offenders (KB)

Jo Horton and Lee Burchill are currently analysing CTO data with MOSAIC to enable us to identify likely offenders. We can then channel communications to these groups. Hope to have shortly to inform the Marketing Plan. KB also having MAST training on 30 March in Dorking.

BS said Cieron from the CaRe data group could help analyse this data.

ACTION: BS to send KB contact details

7) Feedback from other meetings and sub-groups

- Tasking & Coordinating Group – update at next meeting.
- Technical User Group – there is a meeting in two weeks, will update at next Board meeting.
- red light camera criteria deferred to next meeting
- Communications Group – this has met twice now, KB and FD said very productive and everyone is enthusiastic about working together. A 2010/11 communications calendar is being put together by the HA on behalf of the group which will result in more coordinated activities.

8) Any other business:

- BS - CCTV enforcement in Medway are apparently putting up black and white camera signs where they are operating – CR is looking into this. CR looking into it. BS will feedback at next meeting.

ACTION: BS

- KB – a camera operator asked if there were plans to put speed / phone / seat belt signs on the vans. Deferred to next meeting.

- Add to next agenda 'Police Service Level Agreement', 'Project Manager's Report' and 'Health and Safety'.

ACTION: AMP

- BS – to invite AMP and Sue Weston to Medway to discuss the level of van enforcement at some sites.

ACTION: BS

9) Date of next Board Meeting:

Wednesday 21 April 2010, Phoenix House 10.00am start