

GLOUCESTERSHIRE ROAD SAFETY PARTNERSHIP

MINUTES of a meeting of the Gloucestershire Road Safety Partnership held on Thursday 6 February 2025.

PRESENT:

Cllr Dave Norman, Cabinet Member for Community Safety, GCC
Nick Evans, Deputy Police and Crime Commissioner
Jason Humm, Director of Transport and Highways, GCC
Emma Wild, Strategic Communications Business Partner, GCC
Debbie Powell, Office of the Police and Crime Commissioner
Superintendent Jessica Loxley-Clark, Gloucestershire Constabulary (online)
Jack Mason, Road Safety Team Manager, National Highways
Ian Thompson, Programme Development and Stakeholder Relations Manager
Miguel-Angel Serrano Santos, Road Safety Manager, GCC
Claire Procter, Assistant Director of Prevention, Wellbeing and Communities, GCC
Philip Williams, Assistant Director of Traffic & Transport, GCC
Nathaniel Davis, Traffic and Active Travel Manager, GCC

2. MINUTES FROM THE PREVIOUS MEETING

The minutes of the meetings held on 28 November 2024 were approved.

3. ACTIONS FROM THE PREVIOUS MEETING

Partners gave updates on actions from the previous meeting.

4. FUNDING

Partners acknowledged that the Partnership could not continue without allocated funding. They discussed future opportunities for specific funding streams to be identified but in the short term, agreed that they needed to allocate funding between each partner for at least the next two years.

After detailed discussions, the Partnership agreed an allocated funding pot which would cover the recruitment of a Road Safety Coordinator and the agreed twice annually joint communication campaigns, with any leftover being available for the work of the Operational Delivery Board workstreams.

Partners would then also continue to explore longer term, sustainable funding sources.

5. OPERATIONAL BOARD UPDATE

At the Board's previous meeting, they undertook a deep dive into 5 years of KSI data which they found really useful to understand and target activity around



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vulnerable road users such as pedestrians and cyclists. Partners found this sort of exercise really inciteful and beneficial to then inform their consideration of the most appropriate enforcement and preventative activity.

It was surprising to learn of the number of pedestrians hit by cars whilst using pedestrian crossings. It was advised that GCC had undertaken an exercise to remark crossing across the county and there was potentially a communications discussion around educating pedestrians and drivers on how to use crossing safety. An action was taken to raise this point with the Community Safety Partnerships to ensure Partnerships in urban areas had identified pedestrian/cyclist safety as a priority.

In addition, a review of all research and evidence on two questions around younger drivers was being undertaken:

- What factors are identified in road traffic collisions involving younger people that contribute to excess risk or serious injury or death?
- Considering young people as anyone under the age of 25 who have been involved in a road traffic collision as either a car driver, car passenger or motorcyclist. Are there any studies that evaluate the effects of interventions that improve safety among younger road users?

It was acknowledged that this sort of research would link into the outcomes of the Road Safety Needs Assessment once available and enable the Partnership to identify its data driven priorities and areas of focus.

The Board also reviewed its work streams and agreed to the following changes:

The work streams were broken down into three:

- Activity, Enforcement & Campaigns
- Education
- Older Drivers Forum

6. ANPR NETWORK IN GLOUCESTERSHIRE

There were currently 4 agreed sites for the installation of Average Speed Cameras in the county, these had been selected in line with the council's approach to tackling road safety which was due to the significant number of killed and seriously injured incidents. The sites were as follows:

- A436 Seven Springs to Shipton – expected to be completed by Spring 2025
- A46 Stroud-Painswick – expected to be completed by Spring 2025
- A40 Shipton to Oxfordshire County boundary – expected to be completed in the next financial year 2025/26
- A48 Westbury-on-Severn to Highnam Roundabout – expected to be completed in the next financial year 2025/26



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7. GLOUCESTERSHIRE ROAD SAFETY PARTNERSHIP POLICY

Introducing the item, it was acknowledged that all partners had their own policies and statutory duties when it came to road safety. It was suggested the need for an overarching policy which identified collective priorities, identifying which partner was responsible for delivering each area etc. This would be a high-level strategy document and be a guide for what the Partnership will aim to deliver.

It was added that it would be useful to include a statement of intent on how the Strategic and Operational Boards worked together.

The priorities would be guided by the outcome of the Road Safety Needs Assessment which would provide an evidence base for areas of focus in Gloucestershire.

Partners agreed that this should be produced by the Road Safety Coordinator once the post had been recruited to.

8. CHRISTMAS COMMUNICATION CAMPAIGN

Emma Wild, lead Communications officer for the Strategic Board, gave an overview of the recent Christmas Communications campaign which had been funded by the Partnership. The following points were noted:

- The campaign reused artwork from last year's campaign, which used well known Christmas songs to deliver messages around the dangers of drink and drug driving, particularly during the Christmas season and the 'day-after' focus. Gloucestershire Constabulary also shared dashcam footage and highlighted more serious consequences. Gloucestershire Fire and Rescue also focussed on some messaging connected to the 'Be a Mate' campaign.
- The target audience was 18 – 25-year-olds
- Social media platforms were used as well as digital outdoor advertising. Partners were given an overview of impressions, reach and views.
- The summary findings were that the main offenders were males over the age of 25 years old, both drink and drug offences. The positive result however was that the constabulary found a reduction in younger drivers being pulled over for drink and drug-related offences – indicating campaign effectiveness from last year.

9. AOB

Partners were advised that due to the GCC election in May 2025, the final Strategic Board date set for this term would be next month. Following the election, there would need to be discussions with the next administration at GCC and next appointed Lead Cabinet Member (if different from the current) as to how they wanted to proceed with the Partnership.



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