

GLOUCESTERSHIRE ROAD SAFETY PARTNERSHIP

MINUTES of the meeting of the Gloucestershire Road Safety Partnership held on Thursday 2 November 2023 commencing at 1.00 pm.

PRESENT

Cllr Dave Norman, Cabinet Member for Community Safety, GCC
Nick Evans, Deputy Police and Crime Commissioner
Nathaniel Hooton, Deputy Chief Fire Officer, GFRS
Jason Humm, Director of Transport and Highways, GCC
Philip Williams, Assistant Director of Traffic and Transport, GCC
Claire Procter, Assistant Director of Prevention, Wellbeing and Communities, GCC
Emma Wild, Strategic Communications Business Partner, GCC
Debbie Powell, Office of the Police and Crime Commissioner

2. MINUTES OF THE PREVIOUS MEETING

The minutes of the meeting held on 7 September 2023 were approved.

3. GLOUCESTERSHIRE E-SCOOTERS

Unfortunately, Voi, Gloucestershire's e-scooter provider, were unable to attend the meeting.

The Chair therefore asked for a briefing to be arranged before Christmas.

4. ACTION UPDATE

Partners gave updates on actions from the previous meeting.

5. COMMUNICATIONS PRIORITIES AND OPTIONS

Emma Wild, Communications lead for GCC, presented a report on the future options for the Partnership's communication plan.

When the previous road safety partnership ceased, a reduced strand of joint working continued in the form of light touch campaigns, typically around Christmas and summer when drinking/drug driving was at its height.

Since the new Partnership has been established, communication leads from all partners recognise the need to increase activity in order to support the drive for behaviour change and reduction in KSIs in Gloucestershire. However, none of the teams currently had enough resource or budget to be able to do this properly.

It was summarised that the light touch communication work currently focused on the 'Fatal 4' nationally recognised campaigns which included: inappropriate speed, distractions (mobile phone/car technology), not wearing a seatbelt and drink/drug

driving. Partners recognised that communication work alone would not change behaviours, it needed to be accompanied with operational action from all partners.

Two options were outlined to partners which suggested either an in-house communication resource with a campaign budget or using an external agency. Through discussions partners recognised the difficulties that existed on public sector recruitment at the moment (particularly if the position would be on a fixed term contract until reviewed), lead times in recruiting an officer in-house and the need for dedicated contract management if an external agency was used.

Partners decided to progress with an 'option 3' scenario which committed a set amount of funding for one Christmas campaign using an external agency, which would then allow feedback and review in January 2024 to agree a more permanent way forward.

7. OPERATIONAL DELIVERY BOARD

The update report from the Operational Delivery Board was noted (due to Supt. Paul Keasey being unable to attend) and partners were advised to liaise via the secretariat support should they have any questions relating to the report.