

# GLOUCESTERSHIRE ROAD SAFETY PARTNERSHIP

**MINUTES** of a meeting of the Gloucestershire Road Safety Partnership held on Thursday 19 September 2024.

## **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  
Emma Wild, Strategic Communications Business Partner, GCC  
Debbie Powell, Office of the Police and Crime Commissioner  
Superintendent Jessica Loxley-Clark, Gloucestershire Constabulary  
Ian Thompson, Road Safety Team Manager, National Highways  
Donna Potts, Prevention Manager and Head of Safeguarding, GFRS  
Nathaniel Davis, Traffic and Active Travel Manager, GCC  
Miguel-Angel Serrano Santos, Road Safety Manager, GCC

## **2. MINUTES FROM THE PREVIOUS MEETINGS**

The minutes of the meetings held on 23 July 2024 were approved.

## **3. ACTIONS FROM THE PREVIOUS MEETING**

Partners gave updates on actions from the previous meeting.

## **4. FUNDING - COORDINATOR & CAMPAIGNS**

Partners were advised that GCC were currently working through the job evaluation process for the road safety coordinator position. Potential salary scales were discussed inline with similar positions across the country and partners agreed this would be funded as a collective position. Funding was committed to on this basis.

In terms of communication campaigns, Partners agreed that this was an area that needed to be led by the outcomes of the Road Safety Needs Assessment. It was highlighted that national campaigns may not always be relevant for Gloucestershire, and different areas of the county would experience different road safety issues, between the rural and urban districts. Partners agreed it would be more effective to be led by data and what the highest causes of KSIs were for the county.

Partners agreed to fund another Christmas Communications Campaign for this year and then following the outcome of the Needs Assessment and resulting priorities for the Partnership, a more focused communications plan would be developed.



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It was added that the communication teams across the different partners would continue to follow their agreed programme of works throughout the year as well.

## **5. COLLECTIVE RESPONSE TO ROAD SAFETY IN GLOUCESTERSHIRE**

Partners agreed that it would be more effective to wait for the outcome of the Road Safety Needs Assessment before discussing collective priorities, as this would highlight what the data was showing as the needs for Gloucestershire.

Once the priorities were identified, this would then be followed by items on engineering, enforcement and response.

## **6. WHAT IF...? AND DRIVE FIT PROGRAMME**

Donna Potts, Prevention Manager and Head of Safeguarding at GFRS, gave a presentation on the Post-16 Education Activity. Partners noted the following points:

- GFRS were currently transitioning from the What If...? programme to alternative options of Drive Fit and Passenger.
- The reason for the change was due to the challenge of delivery that was currently being experienced with What If...? which included issues such as: pressure on blue light services to provide officer capacity, timetabling for schools and the impact of the 'fear effect' used in the programme.
- The development of the new Drive Fit programme had moved towards a research-led intervention programme which used film clips, intervention guides and resources and a follow up online workshop with a road safety practitioner.
- Unfortunately, early users of the programme found that it had failed to engage students and experienced the same timetabling challenges for schools due to the amount of time involved.
- Drive Fit 2.0 had therefore now been developed and was due to be piloted with 600+ students from February to July next year.
- In the meantime, GFRS would be using the Passenger programme which was aimed at empowering young people to take control of their safety as passengers. It aimed to provide young people with assertiveness and effective communication training, teaching them to recognise unsafe situations and identify passenger behaviours which may add to these.
- There were 4000 students in Gloucestershire booked to receive the training this year and this was likely to reach 6000 by the end of the financial year. It was also being offered wider than schools to other large groups of young people e.g. apprentices, community groups etc.

Partners requested to be kept up to date on the outcome and impact of this programme and any future developments of the Drive Fit 2.0.



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## 7. COMMUNITY SPEEDWATCH UPDATE

Officers advised that the 12-month data on installations of measures from the project was showing a positive affect on driver behaviour in terms of reduced speed limits.

Additional resource had been allocated to ensure the remaining outstanding measures were delivered to communities by January next year.

Any future decisions on funding the next phase of the scheme would need to be considered during GCC's budget negotiations which were currently ongoing.



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