

**OFFICER REPORT TO LOCAL COMMITTEE
(MOLE VALLEY)**

DRIVE SMART

UPDATE ON ANTI SOCIAL DRIVING INITIATIVE

9 December 2009

KEY ISSUE

To ensure Members are aware of project progress and campaign objectives.

SUMMARY

Drive SMART is a countywide campaign initiated by the Leader of Surrey County Council with Surrey Police to tackle anti-social driving issues raised locally by the Surrey public. To help address this, Surrey County Council has pledged £1million for a year long campaign working alongside Surrey Police to carry out activity focusing on education and changing driver behaviour.

OFFICER RECOMMENDATIONS

This report is for information only and Members are asked to note the content of this report.

1. INTRODUCTION

- 1.1. Drive SMART is a countywide campaign initiated by the Leader of Surrey County Council with Surrey Police to tackle anti-social driving issues raised locally by the Surrey public. Anti-social driving has been consistently identified by the Surrey public as a top priority through the regular joint neighbourhood survey, at neighbourhood panel meetings and in feedback to councillors.
- 1.2. To help address this, Surrey County Council has pledged £1million for a year long campaign working alongside Surrey Police to carry out activity focusing on education and changing driver behaviour. Elements of the campaign will include enforcement, problem solving, community involvement and communication at local and county levels.
- 1.3. Research shows that the public perceive anti-social driving to mean a range of things including speeding, using a hand-held mobile phone while driving, parking, using mini-motos and illegal off-road riding/driving. The campaign will include operational activity throughout the year to specifically target some of these issues.

2. CAMPAIGN OBJECTIVES

- 2.1. To reduce the number of people killed and seriously injured as a result of road traffic collisions;
- 2.2. To reduce the level of anti-social behaviour associated with a small minority of motorists who disproportionately affect the quality of life for some communities
- 2.3. To increase the confidence of the public that Surrey County Council, Surrey Police and their partner agencies are working together effectively to deal with local issues around speed and anti social driving.

2.4. **The following National Indicators (NIs) benefit from this project:**

NI 4 - People feel they can influence decisions (current result 28%).

NI 5 - Overall satisfaction with local area (current result 84%).

NI 27 - Understanding (25%) and NI 21 - Dealing with (29%) local concerns about anti social behaviour and crime issues by Police and other partners.

NI 47 - Number of people killed or seriously injured in road traffic accidents.

NI 48 - Children killed or seriously injured in road traffic accidents.

2.5. **Project Launch and Briefings**

- 2.5.1. The Leader of Surrey County Council Andrew Povey and the Chief Constable of Surrey Police, Mark Rowley, launched the project on 7 September 2009 at a Roadside Education and Enforcement Day (REED) in Guildford borough which resulted in a large amount of Local and national press coverage.
- 2.5.2. A briefing event was held on 16 September to which a wide selection of stakeholders including all Borough and District councils were invited. The Leader of Surrey County Council Andrew Povey and Chief Constable of Surrey Police, Mark Rowley along with other key members provided more information about the project and how stakeholders could get involved.

3. KEY AUDIENCES

- 3.1. Surrey public (to boost their confidence that Surrey County Council & Surrey Police are tackling ASD)
- 3.2. Those carrying out ASD. For example: drivers talking on mobiles, those who park illegally, especially near schools, speeding motorists etc. N.B: these groups will be further defined and campaigns may be targeted specifically at certain groups as the project rolls out.
 - o Analysis has shown males aged 16-24 driving small cars, motorbikes and scooters are the biggest offenders of anti-social driving.
 - o The biggest problems are: use of mobile phones, not wearing seat belts (either driver or passenger) and excess speed
 - o 41 per cent of those committing anti-social driving in Surrey live outside the county.
- 3.3. Those who are potential offenders/causers of road collision casualties and deaths.

4. KEY MESSAGES

- 4.1. Overarching (for use in messages supporting every part of the campaign) People in Surrey are fed-up with anti-social driving; Driving anti-socially is selfish and impacts on others; Stopping anti-social driving is top priority for Surrey Police and Surrey County Council.

5. TACTICS

- 5.1. **A Roadside Education and Enforcement Day (REED)** will take place in each borough over the year: Surrey Police officers working with Surrey County Council road safety officers and other partner agencies will pull over drivers who have committed a road safety offence to offer them road safety education on the spot, where appropriate or a penalty. Offences under the spotlight will include speeding, using a hand-held mobile phone and driving without a seatbelt.
- 5.2. **The National Speed Awareness Scheme (NSAS)** allows Police Authorities the discretion to divert low-end speeding drivers and riders to educational courses instead of prosecution under the Fixed Penalty System. This will start in December with the first courses taking place in January. Up to 10,000 drivers are expected to be invited to undertake these courses in 2010.
- 5.3. **Campaigns** are being proposed throughout the year to target specific priorities. A partnership approach to the communications will see Surrey County Council, Surrey Police and the Surrey Safety Camera Partnership working closely to promote work being done under the **SMART** branding banner e.g. Drive Smart, Park Smart. (**Annexe 1 Campaign Activity, Evaluation, and branding**).

- 5.4. **Surrey Police Roads Policing Units will be working closely with Safer Neighbourhood Teams** in priority areas to tackle anti-social driving related neighbourhood issues.
- 5.5. **Theatre in Education interactive forum events** are to be delivered to 24,000 pupils aged 11 and 16/17 to teach them how they can influence drivers and peers to "Drive SMART" and so "Stay Safe".

6. GOVERNANCE

- 6.1. The project Board has been set up (sponsored by the leader) to:
- Oversee and approve the implementation plan
 - Agree changes to the implementation plan during the course of the campaign if such changes are of sufficient magnitude to require a change of funding or publicity, or commitment of resources.
 - Develop, in conjunction with the Project Sponsor, agreement on the allocation of funding from SCC to the campaign (to include agreement re capital/revenue expenditure)
 - Agree the overall communications and marketing strategy.
 - Agree resource allocation to the project beyond that approved in the initial implementation plan, through corporate tasking and co-ordinating.
 - Consider risks to the project.
 - Agree and review all performance and monitoring as project progresses and up to 2 years after completion.
- 6.2. **Project sponsor's Representative** - Kay Hammond – Portfolio Holder for Safer and Stronger
- 6.3. **Project Leaders** – Ian Dyson (chair), ACC Citizen Focus and Iain Reeve HoS Transport for Surrey.
- 6.4. **Campaign Managers** – Supt Rachel Tills and Will Ward Safer and Smarter Travel Manager)
- 6.5. **Working Group**
The working group is chaired by Supt. Rachel Tills. Its membership includes various Police and Surrey county council specialist including Gordon Falconer representing the Safer and Stronger Board and providing a link in the Community Safety Officers forum.

7. CONCLUSIONS

- 7.1. The Leader Dr. Andrew Povey announced this initiative at his inaugural speech on 23rd June. He stated that one of his priorities was to keep Surrey safe and to do this he wished to respond to resident's concerns about anti social driving and speeding by allocating £1m for a one off 12 month initiative in partnership with the Police

7.2. The campaign was launched on 7th September and is due to last for 12 months. This is designed to have a lasting effect well beyond the end of the project by enabling:

- More and better speed enforcement equipment.
- More and better targeted training for Police and other partners
- More and better Education, Training and Publicity for all ages
- Better speed management planning and targeting of resources

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BACKGROUND PAPERS: The Leader's inaugural speech to the full Council on 23 June 2009. Minutes of the ASD board meetings