



**Philip Seccombe
Police and Crime
Commissioner
for Warwickshire**

Decision Application WPC20106

ROAD SAFETY GRANT – WARWICKSHIRE POLICE CORPORATE COMMUNICATIONS (ROAD SAFETY)

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| Application Date: | 6 Nov 19 | Name of Applicant: | A Simkin |
| Application Decision Reference: WPC20106 | | | |
| 1. Summary of the application | | | |
| <p>To employ a communications officer who will design and deliver a holistic communications strategy to promote road safety initiatives to reduce the numbers killed and seriously injured on Warwickshire's road. They will identify opportunities to deliver operational results, proactive marketing and campaign opportunities, development of web and digital assets and utilise a wide range of tactics to increase awareness and make behavioural changes amongst road users in Warwickshire. Includes a small marketing budget.</p> | | | |
| 2. Background information: | | | |
| <p>In the context of the PCC Police and Crime Plan and the objective to create safer roads by reducing death and serious injury to road users it was believed education and promoting behavioural change was key to having a chance of achieving this goal. It is believed education and behavioural change can be assisted by strong well-crafted dedicated road safety messages. In order to achieve this a road safety communication strategy has to be developed. To achieve this it was believed that an additional and dedicated resource was going to be required to work with the PCC's chief communications officer, work with Warwickshire Police OPU and Corporate Communications Department and work with the fledgling Warwickshire Road Safety Partnership. In researching the options available the force's head of corporate communications offered a member of staff who was at risk of redundancy who if the finance was made available would be able to carry out the dedicated road safety work. This offer was converted into a PCC grant application which received subsequent approval following evaluation and verification.</p> | | | |
| 3. Whether additional information/report is attached to support this decision application | | | |
| NO | | | |

4. Expected benefits (non financial)

The overall aim of this post is to reduce death and serious injury on roads in Warwickshire. Promoting the work of Warwickshire Police in roads policing. Promoting the development of the Warwickshire Road Safety Partnership. Crafting educational road safety messaging. Demonstrating that the PCC takes road safety extremely seriously. Clear evidence of a commitment to achieve the aims and objectives of the Police and Crime Plan. Increasing public awareness of road safety matters and helping to achieve safer roads in the County.

5. Impact of not approving the application

Not making any difference to the human misery and financial costs that 35 fatal (on average) and 270 serious and life changing collisions (on average) per annum have on Warwickshire communities. The lifelong costs to individuals, families and organisations are incalculable.

6. Costs

Revenue: £124,836 has been approved as salary related funding for the three year period. These costs are subject to salary increment and other pay award increases which are determined on an annual basis, and may change the cost basis slightly, but this will be monitored and any changes referred to the PCC. A further £15,000 has also been approved as a project pot to undertake the campaign and publicity work required to carry out this role effectively.

Capital: None

7. Savings:

The arrangement to divert resources to this new post, will avoid any immediate redundancy and associated costs and the work undertaken by the individual will also create other indirect savings for the force as a result of fewer road traffic collisions attended by officers who will be able to refocus their work in other areas.

There are also immeasurable cashable and non-cashable savings to individuals, families, businesses and to the wider society if road traffic collisions are reduced and any such reduction will also help to ensure that travelling around Warwickshire remains safe.

8. Equality and Diversity Implications:

The individual selected to perform this role was selected through the management of organisational change process within Warwickshire Police.

9. Treasurer's comments

The cost of the post and the project pot for undertaking publicity and campaign work, as detailed in this decision notice, will be met by the earmarked reserve for

road safety initiatives. The approval covers a 3 year period for the post which commenced in October 2019. The costs will be monitored throughout the year as part of normal budgetary control and transfers from the reserve will be agreed at the end of each financial year by the Treasurer and the force finance team, to ensure that the costs are financed in accordance with the grant approval.

10. Legal/Monitoring Officer comments

The use of the road safety fund to finance such a post is fully justified and very much complies with the guidelines set by National Driver Offender Retraining Scheme (NDORS) for the use of money secured from driver retraining courses. The role fills an operational gap in the Police and Counties overall response to road safety. The post holder has been selected following a management of change process within Warwickshire Police.

Decision of the Police and Crime Commissioner

Agreed

PCC Signature:

A handwritten signature in black ink, appearing to read "Paul Jervis". The signature is written in a cursive style with a large initial 'P' and 'J'.

Date of Decision : 19 May 2020