

Swindon Borough Council

Town Twinning Network

Wednesday, 23 March 2011

Committee Room 1, Civic Offices, Swindon (Anticipated meeting room)

At 6.00 p.m.

**Conservative
Councillors**

Doreen Dart
Raymond Fisher
Peter Mallinson
Eric Shaw

**Labour
Councillors**

Kevin Small

**Liberal Democrat
Councillors**

Stan Pajak

Derrick Gustafson

John Hamilton, Swindon Salzgitter Twinning Association

Mr D Ainscough, Lydiards - Tessy sur Vire Twinning Association

Mr Bruce Clarke, Swindon Ocotal Link

Mike Ide, Wroughton - St Germain les Corbeil Twinning Association

Andy Lane, Chattanooga, USA

John Mayell, Swindon Ocotal Link

Jane Sullivan, Lechlade Twinning Association

Committee Officer: Alison Smith (Telephone 01793 463612)

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(Telephone 01793 445500)

AGENDA

PART 1 (PUBLIC ITEMS)

1. Apologies for Absence

2. Declarations of Interest

Members are reminded that at the start of the meeting they should declare any known interests in any matter to be considered, and also during the meeting if it becomes apparent that they have an interest in the matters being discussed.

3. Public Question Time

See explanatory note below. Please phone the Committee Officer whose name and number appears at the top of this agenda if you need further guidance.

4. Minutes (Pages 1 - 8)

To receive the minutes of the meeting held on 1st December 2010.

5. Exempt Items - Exclusion of Press and Public

Certain items are expected to include the consideration of exempt information and the Town Twinning Network is, therefore, recommended to resolve "That, in accordance with Section 100A(4) of the Local Government Act 1972, the public be excluded during the discussion of the matters referred to in the items listed below, on the grounds that they involve the likely disclosure of exempt information, as defined in the respective paragraph of Part 1 of Schedule 12A of the Act, and the public interest in maintaining the exemption outweighs the public interest in disclosing the information".

<u>Item No.</u>	<u>Paragraph No.</u>
8	1

6. A Decade of Action for Road Safety (Pages 9 - 22)

7. Reports from the Town Twinning Associations and Links (Pages 23 - 24)

PART 2 (TO BE CONSIDERED WITHOUT THE PRESS AND PUBLIC PRESENT)

8. Application for a Town Twinning Grant (Pages 25 - 38)

Date of Despatch: 15 March 2011

Public Question Time - Swindon Borough Council is committed to increasing its accountability to the public and to promoting active citizenship. Up to 15 minutes will be allowed at the start of all Council meetings for questions to the Chair from members of the public about the work of the Committee (except for confidential matters and specific planning applications). Questions must be relevant, clear and concise. Because of time constraints Public Question Time is not an opportunity to make speeches or statements. Prior notice of a question to the Director of Law and Democratic Services is desirable - particularly if detailed background information is needed.

Access Arrangements – The Venue is wheelchair accessible and an infrared receiver hearing system is provided. If you would wish to attend the meeting but have any special requirement to enable you to do so please contact the Committee Clerk above, as soon as possible prior to the date of the meeting.

If you would like to receive any of the pages contained in this agenda in a larger print size please contact the Committee Officer whose name appears on the first page of this agenda.

Town Twinning Network - Terms of Reference

The Town Twinning Network seeks to promote co-ordination and co-operation in the development of Twinning Links with the Twin Towns of Swindon (currently Salzgitter and Ocotal) and other existing Twinning Links with towns in the Borough. It will also encourage the development of other international friendship links between the people of the Borough of Swindon and communities in other countries.

The Town Twinning Network will act as a co-ordinating body for interested groups

and individuals seeking to promote twinning links with the Twin Towns of Swindon (currently Salzgitter and Ocotal).

The Town Twinning Network will seek to co-ordinate fund raising and publicity in relation to Town Twinning but will not itself undertake these activities.

The Town Twinning Network will seek to encourage the development of international friendship links and commercial links between the people of Swindon and communities in other countries by the provision of a forum for discussion and the exchange of information.

The Town Twinning Network will receive and consider applications for Town Twinning grants and make recommendations to the Council.

The Town Twinning Network shall not hold funds or enter into any financial transactions.

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TOWN TWINNING NETWORK

WEDNESDAY, 1 DECEMBER 2010

PRESENT:- Councillors Doreen Dart, Eric Shaw and Kevin Small; Derrick Gustafson (Highworth Twinning Association), John Mayell (Swindon Ocotal Link), Nazma Ramruttun (potential link with Mauritius) and Stephen Taylor (Director of Law and Democratic Services).

Apologies for absence were received from Councillors Raymond Fisher and Stan Pajak; Hassan Nur, Tom Wilkes, Andy Lane, Bruce Clarke and David Martin.

1. Appointment of Chair

Resolved – That Councillor Doreen Dart be Chair of the Town Twinning Network until December 2011.

(Councillor Dart took the Chair)

2. Appointment of Vice - Chair

Resolved – That Andy Lane be Vice-Chair of the Town Twinning Network until December 2010.

3. Declarations of Interest

The Chair reminded Members of the need to declare any known interests in any matters to be considered at the meeting. No declarations were made.

4. Public Question Time

No public questions were received during the meeting.

5. Minutes

Resolved – That, subject to the inclusion of Nazma Ramruttun in the apologies list, the minutes of the meeting held on 29 September 2010 be confirmed as a correct record.

MATTERS ARISING

Minute 21 (c) review of constitution – following comments from members of the network, the membership section of the constitution was amended and is included as an appendix to these minutes. Members also requested that the Deputy Chief Executive and Group Director Environment and Leisure, or a representative, should be invited to attend the network meetings as they had overall responsibility for Economic Development within their Directorate.

Minute 21 (e) International Youth Festival in Swindon – David Martin submitted information that he was still waiting for a response from Salzgitter and a discussion with Swindon Youth staff who were waiting on decisions concerning their future. He

would circulate information to members as soon as he had any details.

6. Reports from the Town Twinning Associations and Links

The Network considered (a) a report of the Director of Law and Democratic Services listing the Town Twinning Associations and Links in and around Swindon and (b) the following verbal reports from the Town Twinning Associations and Links:

Swindon Salzgitter Twinning Association

Councillor Kevin Small reported that he was in the process of trying to arrange an exchange between football referees in Salzgitter and those in Swindon either at the end of this season or at the start of next season.

The Chair added that a letter had been sent out to all those people who had been involved with the Adult Twinning Group to encourage their involvement in the group otherwise it could disappear. Following this, a committee meeting was held at which John Hamilton become President and a new Chair appointed to the Salzgitter Adult Twinning Group. A small working group would be making the arrangements for the next visit from Salzgitter and would present their ideas to the Committee. Councillor Small welcomed the progress made by the group but felt that the letter should have been sent out to a wider audience in order to encourage new people, and possibly young people, to get involved with the group. It was agreed that a letter be sent to Robert Pean outlining the Network's suggestion that contact be made with a wider audience, including local media, and that the local schools also be encouraged to participate.

Swindon Ocotal Link (SOL)

John Mayell reported that the Nicaraguan Ambassador would be visiting Swindon from London on 7th December and would be meeting with the Mayor and attending their monthly meeting.

Swindon Torun Link

Stephen Taylor (Director of Law and Democratic Services) reported that a motion had been submitted to and agreed by Council that Torun would be added to the signposts at the entrance to Swindon as a Friendship Link when they were to be replaced.

Highworth Twinning Association

Derrick Gustafson reported that 60 people had visited Pontorson in October, including the Choral Society. As a result of this visit a number of people had become involved with the Twinning group. There would be another visit to Pontorson during the first week of June.

A successful quiz evening had taken place to which about 80 people attended. A visit from Pontorson to Highworth was arranged for May and visitors from Wassenberg would be visiting Highworth in August.

Derrick reported that he would not be standing for re-election and that a new committee had been elected at the AGM.

Nova Hreod School

Tom Wilkes submitted information to the Network outlining a very successful visit by a team from Nova to Harold Cressy in October. One highlight of the trip was a tour of Robben Island by Sedick Isaacs (imprisoned with Mandela) and gift of his book "Surviving in the Apartheid Prison" to each of the team. They plan to have two teachers from Harold Cressy visiting Swindon during the last two weeks of January 2011.

Potential Link with Mauritius

Nazma Ramruttun visited Mauritius in September/October and had met with the current and previous Mayors and that she would be visiting again in January. It was agreed that Nazma would meet with the clerk and, possibly, Andy Lane, to discuss how this link could be developed.

7. Date of next meeting

The next meeting would be held on Wednesday 16th March 2011.

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Constitution of Town Twinning Network

1. Mission Statement

The Town Twinning Network seeks to promote co-ordination and co-operation in the development of Twinning Links with the Twin Towns of Swindon (currently Salzgitter and Ocotal) and in other existing Twinning Links with towns in the Borough. It will also encourage the development of other international friendship links between the people of the Borough of Swindon and communities in other Countries.

2. Objectives

The Town Twinning Network will act as a co-ordinating body for interested groups and individuals seeking to promote twinning links with the Twin Towns of Swindon (currently Salzgitter and Ocotal).

The Town Twinning Network will seek to co-ordinate fund raising and publicity in relation to Town Twinning but will not itself undertake these activities.

The Town Twinning Network will seek to encourage the development of international friendship links and commercial links between the people of Swindon and communities in other Countries by the provision of a forum for discussion and the exchange of information.

The Town Twinning Network will receive and consider applications for Town Twinning Grants, and make recommendations to the Council.

3. Membership

Membership of the Town Twinning Network will comprise:

Two representatives of Salzgitter Adult Group

Two representatives of Swindon Ocotal Link

One representative from each Twin, Link and Friendship Group in the Borough of Swindon

One representative of Swindon Chamber of Commerce and Industry

Six Members of Swindon Borough Council

Such other persons as the Town Twinning Network shall from time to time co-opt to membership, together with the following ex-officio not voting members:

A representative of the Director of Law and Democratic Services, Swindon Borough Council

The Deputy Chief Executive and Group Director Environment and Leisure, or their representative

A member of the Wiltshire Police

David Martin, representing Geminid

4. Meetings and Annual Meeting

The Town Twinning Network will meet at least three times in each calendar year.

The Chair shall be elected at the Annual Meeting and serve for one year regardless of changes in his/her nomination status to the Network (ie the election to the Chair is incontrovertibly personal for one year).

The Vice - Chair shall be elected at the Annual Meeting and serve for one year regardless of changes in his/her nomination status to the Network.

Nominating bodies shall inform the Network of changes in its nominees. Such information shall appear as an item on the agenda of the Network, at which time the Network shall decide if it wishes to take its own action in the light of such information.

The quorum for meetings of the Town Twinning Network shall be five, or such other number as the Network shall from time to time determine.

The Borough Solicitor, Swindon Borough Council, will be Hon. Secretary and will arrange for the despatch of notices of meetings and for the keeping of minutes.

At least three clear days notice of the time and place of an intended meeting of the Town Twinning Network shall be given. Failure to give such notice shall not invalidate the proceedings at any meeting of the Network.

Voting at meetings will be by a show of hands and a simple majority of those members present and voting shall suffice. The Chair shall have a second or casting vote.

The proceedings of the Town Twinning Network shall not be invalidated by any failure to appoint or any defect in the appointment or qualifications of a member.

5. Financial Arrangements

The Town Twinning Network shall not hold funds or enter into any financial transactions.

6. Amendment of Constitution

This constitution can be amended by notice of motion to be proposed at one meeting and voted on at the next by the Town Twinning Network and passed by a two-thirds majority vote of those present and voting.

7. Attendance by the Press and Public

Attendance by the Press and Public at meetings of the Town Twinning Network is welcomed subject to the Network having the discretion to ask those persons to leave when any item marked 'private and confidential' on the agenda or a report is

considered.

November 2010

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From: Margaret Tester
Sent: 28 February 2011 14:42
To: Alison Smith
Cc: Stephen Taylor; Gwillam Lloyd
Subject: UN Decade of Action for Road Safety 2011-2020

Attachments: Decade_of_action[1].pdf

Hello Alison

I spoke with Stephen Taylor who suggested I contact you regarding the UN Decade of Action for Road Safety 2011-2020 which is campaign for global Road Safety.

The aim of the campaign is to stabilise and then reduce road deaths globally with the launch on March 11th.

I thought it might be something Swindon could sign up to and look at the countries we are twinned with, I am assuming these are still Salzgitter, Turon and Ocotol.

My role is Education Training and Publicity of Road Safety for all age groups and category of road users and my thoughts were we could investigate the problems being faced and offer programmes and advice that could be used to reduce the road casualties.

Perhaps we could discuss this, and then if agreeable, produce a Press Release for the campaign with the relevant members quotes and then look to setting out a plan of action for the next 10 years.

We have sent pictorial resources in the past and School Crossing Patrol signs (when legislation changed the sign) plus uniforms to give you an idea of low cost actions we could take.

Arval, a company I work closely with are thinking seriously of getting involved in the campaign so we could consider working with them.



Decade_of_action[1].pdf (154 K...

Margaret Tester

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A DECADE OF ACTION FOR ROAD SAFETY

A BRIEF PLANNING DOCUMENT

1. Background

1.1 Magnitude of the problem, increasing trends

Each year nearly 1.3 million people die as a result of a road traffic collision—more than 3000 deaths each day—and more than half of these people are not travelling in a car. Twenty to fifty million more people sustain non-fatal injuries from a collision, and these injuries are an important cause of disability worldwide. Ninety percent of road traffic deaths occur in low- and middle-income countries, which claim less than half the world's registered vehicle fleet. Road traffic injuries are among the three leading causes of death for people between 5 and 44 years of age, killing more people each year than malaria. Unless immediate and effective action is taken, road traffic injuries are predicted to become the fifth leading cause of death in the world, resulting in an estimated 2.4 million deaths each year. The economic consequences of road insecurity have been estimated between 1% and 3% of the respective GNP of the world countries, reaching a total over \$500 billion. Reducing road casualties and fatalities will unlock growth and free resources for a more productive use.

1.2 Initiatives that work

Road traffic injuries can be prevented. Experience suggests that an adequately funded lead agency and a national plan or strategy with measureable targets are crucial components of a sustainable response to road safety. Effective interventions include incorporating road safety features into land-use and transport planning; designing safer roads and requiring independent road safety audits for new construction projects; improving the safety features of vehicles; effective speed management; setting and enforcing laws requiring use of seat-belts, helmets and child restraints; setting and enforcing blood alcohol concentration limits for drivers; and improving post-crash care for victims of road crashes.

1.3 Lack of funds, capacity, and political will

There is growing awareness that the current road safety situation constitutes a crisis with devastating health, social and economic impacts that threaten the health and development gains achieved in the last half century. The results of WHO's *Global status report on road safety* show that many countries have undertaken at least some measures to improve road safety. Road safety is not a new issue but over the last decade activity at the international level has gained new momentum, sparked by such initiatives as the launch of the WHO-World Bank *World report on road traffic injury prevention (2004)*, a series of resolutions from the UN General Assembly, the advent of the Commission for Global Road Safety, the launch of the FIA Foundation's Make Roads Safe campaign, the creation of the World Bank's Global Road Safety Facility, establishment of the Global Road Safety Initiative, the launch of the OECD/ITF *Towards Zero. Ambitious Road Safety Targets and the Safe System Approach (2008)*, and a targeting setting project by UNECE.

Since 2004 the UNGA has passed three resolutions calling on Member States and the international community to include road safety as a global policy issue, making specific recommendations for action. The resolutions have called for international collaboration to be strengthened. The UN Road Safety Collaboration was established in answer to this call. Led by WHO, in close collaboration with the Regional Commissions, the Collaboration has brought together international organizations, governments, nongovernmental organizations and private sector entities to coordinate on road safety issues since 2004.

Even so, current initiatives and levels of investment are inadequate to halt or reverse the predicted rise in road traffic deaths. The UN Secretary-General's 2009 report on the global road safety crisis echoes the conclusions of the Commission for Global Road Safety, noting that despite evidence of growing awareness of and commitment to road safety issues, political will and funding levels are far from commensurate with the scale of the problem. The Secretary-General concludes that the crisis requires ambitious vision, increased investment, and better collaboration, and he highlights the first global ministerial conference as a major opportunity for crystallizing action plans and catalyzing the next action steps.

2. Why a Decade of Action?

The Commission for Global Road Safety issued a call for a Decade of Action for Road Safety in its 2009 Report. Endorsements for the proposal have come from a wide range of public figures as well as the UN Road Safety Collaboration. The UN Secretary-General, in his 2009 report to the General Assembly encouraged member states to support efforts to establish a decade of action. A decade would provide an opportunity for long-term and coordinated activities in support of national and local road safety.

Key partners in global road safety agree that the time is right for accelerated investment in road safety in low- and middle-income countries. Major risk factors are understood, as are effective counter measures to address them. Collaborative structures are in place to bring together key international players, funders, civil society, and there is a funding mechanism to support accelerated investment and activity. Sufficient resources and political will are the key elements still lacking.

A decade would provide a timeframe for action to encourage political and resource commitments both globally and nationally. Donors could use the decade as a stimulus to integrating road safety into their assistance programmes. Low- and middle-income countries can use it to accelerate the adoption of cost effective road safety programmes.

3. A framework for a Decade of Action

The Decade of Action (2011 to 2020) will comprises three components:

- Goals and specific objectives, with an agreed target
- Activities designed to achieve the specific target through a series of indicators
- Funding commensurate to the activities

3.1 Goal and specific objectives

The overall goal of the decade will be to halt or reverse the increasing trend in road traffic fatalities around the world by increasing activities at the national level. This will be attained through:

- setting an ambitious target for reduction of road fatalities by 2020;
- strengthening the global architecture for road safety;
- increasing the level of global funding to road safety and putting in place a global funding mechanism;
- increasing human capacity within countries relating to road safety;
- providing technical support to countries using successful experiences from others;
- improving the quality of data collection at the national, regional and global levels;
- monitoring progress on a number of predefined indicators at the national, regional and global levels including both the public and private sectors.

3.2 Activities and indicators

In order to guide nations in the attainment of realistic but achievable targets around the world, overarching international coordination is required. In addition, at a national level countries are encouraged to implement the following five pillars, based on the recommendations of the *World report on road traffic injury prevention*, proposed by the Global Road Safety Commission.

International coordination/strengthening global architecture for road safety				
National activities				
Pillar 1 Road safety management	Pillar 2 Infrastructure	Pillar 3 Safe vehicles	Pillar 4 Road user behaviour	Pillar 5 Post crash care

International road safety coordination
A number of global activities will be required, through the UN Road Safety Collaboration, in order to implement and evaluate the Decade of Action for road safety.
Activity 1: Increase global funding for road safety through: <ul style="list-style-type: none"> • support for the Global Road Safety Facility; • new and innovative approaches to funding to be developed by the pilot group for innovative funding initiatives, to be decided by end 2010 and implemented by end 2011; • countries allocating 10% of their road infrastructure investments for road safety; • new multilateral and bilateral donors.
Activity 2: Advocate for road safety at the highest levels through: <ul style="list-style-type: none"> • UN/WHO road safety resolutions; • countries signing the Make Road Safe campaign; • including road safety as an indicator in the MDGs; • including road safety in high profile meetings such as G8/20, WEF, Clinton Initiative, etc; and • building shared approaches to promoting improved road safety management through international financial institutions.
Activity 3: Increase awareness of risk factors and the prevention of road safety through: <ul style="list-style-type: none"> • the preparation of global road safety weeks (2011, 2015, 2018); • countries celebrating the annual World Day of Remembrance for victims of road traffic crashes; and • support for NGO initiatives aligned with the decade's goals and objectives.
Activity 5: Provide guidance to countries on strengthening road safety management systems and implementing road safety good practices and trauma care through: <ul style="list-style-type: none"> • countries implementing the good practice guidelines and/or trauma care guidelines; • development of additional "good practice" guides developed by the UN Road Safety Collaboration (e.g. vulnerable road users; and • providing technical support to countries for implementation of good practices.
Activity 6: Improve the quality of road safety data collected through: <ul style="list-style-type: none"> • implementing the good practice guidelines on Data Information Systems; • standardizing of definitions (death, injuries); • supporting the Global Burden of Disease program processes for estimating road traffic injury health losses; • promoting investment in the development of national crash analysis systems and related health surveillance systems; and • supporting the development of road safety data management systems (e.g. by peer-to-peer support promoted by the International Road Traffic Accident Database Group [IRTAD] members).
Potential indicators:
<ul style="list-style-type: none"> • number of road traffic deaths (Global road safety surveys in 2012 and 2014) • regional databases (e.g. IRTAD, ECE, etc), • intermediate indicators (helmet wearing, seat-belt wearing, network speeds etc) • Amount of funding available at a global level available for road safety

Pillar 1: Build road safety management capacity

The creation of multi-sectoral partnerships and designation of lead agencies with the capacity to develop national road safety strategies, plans and targets, supported by the data collection and evidential research to assess countermeasure design and, monitor implementation and effectiveness.

Activity 1: Establish a lead agency (and associated coordination mechanisms) on road safety involving partners from a range of sectors through:

- implementing the good practice guideline on road safety management;
- designating a lead agency and establishing related secretariat;
- operationalizing coordination groups; and
- specifying core work programs.

Activity 2: Develop a national strategy coordinated by the lead agency through:

- confirming long-term investment priorities;
- specifying agency responsibilities and accountabilities;
- identifying implementation projects;
- building partnership coalitions;
- promoting road safety management initiatives such as the new ISO traffic safety management standard ISO 39001; and
- establishing monitoring and evaluation systems.

Activity 3: Set realistic and long-term targets for national strategy activities through:

- evaluating performance of safety investments;
- identifying areas for performance improvements;
- estimating potential performance gains; and
- Implementing recommendations suggested by the OECD document on attaining ambitious targets.

Activity 4: Ensure that funding is sufficient for activities to be implemented through:

- building business cases for sustained funding based on the costs and benefits of proven investment performance;
- specifying core annual and medium-term budgetary processes;
- establishing procedures for the efficient and effective allocation of resources across safety programs;
- utilizing 10% of infrastructure investments for road safety; and
- identifying and implementing innovative funding mechanisms;

Potential indicators:

- Number of countries which have a clearly empowered agency leading road safety (2009 GRSSR as baseline, re-evaluated in 2012 and 2014).
- Number of countries with a national strategy (2009 GRSSR as baseline, re-evaluated in 2012 and 2014).
- Number of countries with time-based road safety targets (2009 GRSSR as baseline, re-evaluation in 2012 and 2014 plus ECE regional target setting project outcomes).
- Number of countries that have dedicated funds or clearly defined central budgetary processes to implement their road safety strategy.

Influence safety road design and network management

Using road infrastructure assessment rating and improved design to raise the inherent safety and protective quality of road networks for the benefit of all road users, especially the most vulnerable.

Activity 1: Review opportunities for improved safety in the planning, design, construction, operation and maintenance of road infrastructure projects through:

- identifying the most hazardous sections of the road network, in terms of densities of deaths and injuries incurred by all road users;
- conducting safety rating surveys of the most hazardous sections of the road network and specifying high benefit-cost programs to improve safety ratings for all road users;
- auditing the safety of new road network projects;
- conducting road safety impact assessments of new road network projects; and
- promoting research and development and related knowledge transfer activities into infrastructure safety improvements for low and middle-income country road environments (e.g. safer facilities for pedestrians, cyclists, motorcyclists, public transport users and street vendors; low cost barrier technologies for high speed road environments; etc)

Activity 2: Implement infrastructure safety improvements through:

- systematic investment programs to improve network safety ratings;
- demonstration projects to evaluate safety improvement innovations, especially for vulnerable road users;
- consistent and well documented application of safety audit and safety impact assessment findings in the planning, design, construction, operation and maintenance of road infrastructure projects; and
- regular ongoing conduct of network safety rating surveys.

Potential indicators:

- Number of countries implementing systematic investment programs to improve network safety ratings.
- Numbers of countries implementing demonstration projects to evaluate safety improvement innovations.
- Number of countries with systematic safety audit and safety impact assessment policies and practices in place.
- Number of countries with regular, ongoing conduct of network safety rating surveys.
- Global investment in research and development into infrastructure safety improvements for low and middle-income road environments and related knowledge transfer activities.

Influence vehicle safety design

Global deployment of improved vehicle safety technologies for both passive and active safety through a combination of harmonization of relevant global standards, consumer information schemes and incentives to accelerate the uptake of new technologies.

Activity 1: Adherence by Member States to motor vehicle safety standards as developed by the UN's World Forum for the Harmonization of Vehicle Regulations (WP 29) so that they conform at least to minimum international standards.

Activity 2: Implementation of new car assessment programmes in all world regions to increase the availability of consumer information about the safety performance of motor vehicles.

Activity 3: Encourage agreement to ensure that all new motor vehicles are equipped with seat belts.

Activity 4: Encourage global deployment of crash avoidance technologies with proven effectiveness such as Electronic Stability Control.

Activity 5: Encourage use of fiscal and other incentives for motor vehicles that provide high levels of road user protection and discourage export of new and used cars that have reduced safety standards or equipment removed.

Activity 6: Sustain investment in research and development of safety technologies that will improve vehicle safety and reduce risks to vulnerable road users.

Potential indicators:

- Number of countries who participate in the UN World Forum for Harmonization of Vehicle Regulations and apply relevant standards.
- Number of regional NCAP programmes.
- Production of vehicles with seat belts (front and rear)
- Global penetration of safety systems like ESC.

Pillar 4: Influence road user behaviour

Sustained enforcement of road traffic laws and standards and rules combined with public awareness/education activities (in both public and the private sectors) that will raise compliance with regulations that reduce the impact of the key risk factors (speeding, drink driving, non use of motorcycle helmets and seat-belts and child restraints, and commercial vehicle operations).

Activity 1: Increase awareness of road safety risk factors and prevention measures..

Activity 2: Set and seek compliance with *Safe System* speed limits and evidence-based standards and rules to reduce speed-related crashes and injuries.

Activity 3: Set and seek compliance with BAC laws and evidence-based standards and rules to reduce alcohol-related crashes and injuries.

Activity 4: Set and seek compliance with laws and evidence-based standards and rules for motorcycle helmets to reduce head-injuries.

Activity 5: Set and seek compliance with laws and evidence-based standards and rules for seat-belts and child restraints to reduce crash injuries.

Activity 6: Set and seek compliance with laws and standards and rules for commercial vehicle freight and public transport operations safety to reduce crash injuries.

Activity 7: Design and implement social marketing campaigns to enhance effectiveness of sustained enforcement of road traffic laws and standards and rules.

Activity 8: Promote the implementation of road safety employee education and fleet management in both the public and the private sector, in supporting the implementation of the new ISO 39001 standard for road safety management systems.

Potential indicators:

- Number of countries/regions hosting regular road safety weeks.
- Number of countries with speed limits appropriate to the type of road (urban, rural, highway).
- Number of countries with periodic national data on network speeds by road type.
- Number of countries with BAC ≤ 0.05 g/dl.
- Number of countries with lower BAC limits for young/novice and commercial drivers.
- Number of countries with periodic national data on the proportion of alcohol-related fatal crashes.
- Number of countries with a comprehensive helmet use law (including standards).
- Number of countries with periodic national data on helmet wearing rates.
- Number of countries with comprehensive seat-belt law.
- Number of countries with periodic national data on seat-belt wearing rates (front, rear)

- Number of countries with a child restraint law.
- Number of countries with periodic national data on child restraint wearing rates.
- Number of countries with comprehensive regulation of commercial vehicle safety (driver hours, load security, speed governance).
- Number of employees covered by the new ISO 39001 standard
- % of work-related injuries due to road crashes

Pillar 5: Improving post crash care

Increase responsiveness to emergencies and improve the ability of health systems to provide appropriate emergency treatment and longer term rehabilitation.

Activity 1: Develop prehospital care systems through the implementation of existing guidelines on prehospital care trauma care.

Activity 2: Develop hospital trauma care systems and evaluate the quality of care through the implementation of guidelines on trauma care systems and quality assurance.

Activity 3: Implement appropriate road user insurance systems to finance rehabilitation services for crash victims.

Potential indicators:

- Number of countries who have implemented the guidelines.
- Number of countries who have implemented comprehensive road crash rehabilitation insurance systems.

3.3 Funding of activities

To successfully implement the action plan, its targets and ultimate goal of first stabilizing and then reducing road traffic fatalities around the world, a significant commitment in additional resources will be required, particularly by countries themselves but also from the major multilateral and bilateral donors. In its 2006 Make Roads Safe report, the Global Road Safety Commission advocated a \$300 million ten-year fund for this global action plan, to catalyze a stronger focus on improving the safety outcomes of planned large-scale investments in road infrastructure over the coming decade and beyond. Global funds must be supplemented by a larger amount dedicated to national activities. Initial estimates set the required funding for national activities to around \$200 million per year, i.e. \$2 billion for the whole decade.

The combined effort of the international community towards funding road safety activity fluctuates around \$10 - \$12 million dollars per year. Additional efforts from the donor community are clearly not sufficient to reach the amounts required by the scope of the problem. This funding gap must be bridged through innovative funding mechanisms. The modalities for the new global funding mechanism must be developed by a platform of countries, institutions, organizations and companies established by the Moscow Conference, in order to be decided end of 2010 and implemented in 2011.

4. Evaluation of the Decade

The Decade of Action will be formally evaluated at both the mid-term point and the end date by external consultants. Baseline data will be obtained through country surveys conducted for the 2nd Global road safety status report due for publication in 2011. During the formal evaluation process, both outcome and process indicators will be assessed.

Milestones

In addition, a number of global milestones will mark progress through the decade, these include:

- Annual World Day of Remembrance for victims of road traffic crashes (2011 – 2020)
- Secretary-General report on Improving global road safety : 2011
- 2nd Global road safety status report : 2011 (TBC)
- Secretary-General report on Improving global road safety : 2013
- 3rd Global road safety status report : 2014 (TBC)
- 2nd Ministerial conference on road safety hosted by the Sultanate of Oman : 2015
- The 3rd UN road safety week : 2015
- Secretary-General report on Improving global road safety : 2015
- Secretary-General report on Improving global road safety : 2017
- The 4th UN road safety week : 2018
- Secretary-General report on Improving global road safety : 2019
- 3rd Ministerial conference on road safety : 2020

Reports from the Town Twinning Associations and Links

Town Twinning Network

Date: 23 March 2011

Author: Director of Law and Democratic Services

Wards Affected: All

Purpose

To provide verbal reports updating members of the Town Twinning Network on the activities of the following Town Twinning Associations and Links since the last meeting of 1st December 2010:

- Swindon Salzgitter Twinning Association
- Swindon Ocotal Link
- Swindon Torun Link (see attached)
- Wroughton-St Germain les Corbeil Twinning Association
- Highworth-Pontorson Twinning Association
- Chattanooga, USA
- Other Twins/Links present at the meeting

Recommendation

The Town Twinning Network is asked to: -

- Note the activities of the Twinning Associations and Links.

1. Reasons

- 1.1 To keep the Town Twinning Network informed of the activities of the Town Twins and Links within Swindon and its surrounding areas and to provide a forum for these groups to exchange information and area of good practice.

2. Detail

- 2.1 The Town Twinning Network seeks to promote co-ordination and co-operation in the development of Twinning Links and in the development of other International friendship links between the people of Swindon and communities in other Countries.
- 2.2 The Town Twinning Network meets four times a year in order to encourage the development of International friendship links and commercial links between the people of Swindon and communities in other Countries by the provision of a forum for discussion and the exchange of information.
- 2.3 Each of the Town Twins and Links will give a verbal update at the meeting on the activities that have been undertaken since the last Town Twinning Network meeting.

Further information on the subject of this report can be obtained from Alison Smith on 01793 463612 or Email alsmith@swindon.gov.uk.

Reports from the Town Twinning Associations and Links

Town Twinning Network

Date: 23 March 2011

Alternative Options

- Not applicable

Risk Management

Financial and Procurement Implications

- There are no direct financial or procurement implications relating to this update. Any future activity that has financial implications would be subject to a separate report.

Legal / Human Rights Implications

- This report has no specific legal or human rights implications.

Links to Corporate Plans and Policies (in particular to Swindon 2010 Promises)

- The Council is committed to the regeneration of the Town Centre and will seek to maximise existing investment and attract further inward investment into the Town. Town Twinning activities will contribute to this.

Consultees

- The Director of Finance (Section 151 Officer) and Director of Law and Democratic Services (Monitoring Officer) are consulted in respect of all reports.

Background Papers and Appendices

- None

Further information on the subject of this report can be obtained from Alison Smith on 01793 463612 or Email alsmith@swindon.gov.uk.

Agenda Item 8

By virtue of paragraph(s) 1 of Part 1 of Schedule 12A
of the Local Government Act 1972.

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