

## Minutes of a Meeting of TyreSafe Steering group at Continental Tyres, Rugby, Thursday 11<sup>th</sup> January 2018

**Present:**

Stuart Jackson Mike Bourne Mark Griffiths Sam Kelly Simon Hiorns Kate Rock	Chairman and Trustee Vice Chairman, Treasurer and Trustee Continental Tyre Group Ltd Continental Tyre Group Ltd Protyre Ltd Goodyear Dunlop Tyres (UK) Ltd
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**In attendance:**

Christine Joyce Jason Simms	TyreSafe Manager TyreSafe Communications
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**Apologies received from:** Mike Cole, Michelin Tyre plc; John Thrupp, Kumho Tyre (UK) Ltd; Mark Grace Hankook Tyre UK Ltd

Agenda ref	Details	Action
<b>Compliance statement</b>		
1	Compliance statement read and signed by all present	
<b>CJAM update</b>		
2	CJAM presented a brief overview of the agency, clients and work as requested by the steering group. CJAM to present more formal agency credentials at next CIO member meeting	CJ/JS
<b>Membership update</b>		
3	Notice of Merityre's resignation prompted a request for CJAM to propose a mechanism by which steering group members might contact those suggesting they will leave TyreSafe before termination of membership. Formal process of enrolment to be drafted by CJAM. To be presented at next steering group meeting. CJAM to produce membership target list. BMW, Nokian, ABI contact all raised as priorities – also motorcycle manufacturers	CJ/JS
<b>TyreSafe.org member area</b>		
4	Membership area of TyreSafe.org log-in details to be shared with relevant contacts	CJ/JS
<b>Communication results 2017</b>		
5	JS reported clippings slightly down due to lower supporter mentions throughout 2017; AVE marginally down but £1.3m so on par with 2017; circulation up. MB to supply background on organic traffic insight	MB
<b>Tyre Safety Month 2017 review</b>		
6	JS presented comms results on par with 2016 once postponement of radio day to Nov in 2017 taken into account. TyreSafe Quiz to be refreshed and promoted on website for Easter holiday. Case studies of partner activities to be drafted and case study section reviewed	CJ/JS
<b>Tyre Safety Month 2018</b>		
7	Get into the Groove concepts unanimously approved. CJAM to progress with development of materials	CJ/JS
7.1	Animation to launch TSM 2018 materials for use at Briefing to be developed. Other suggestions to keep format fresh also to be collated	CJ/JS

7.2	Categories: Franchise category to be dropped for 2018; add categories for 'Online retailer' and 'Wholesaler'. Amends to category names: Unnecessary to use 'Award' at end of category title; 'Innovation' no need for anything further; 'Safety in the Community' to be renamed to separate emergency service entries from road safety partnership/councils'.	CJ/JS
7.3	Submission process: Instructions for awards' entrants in criteria to be made clearer and more detailed inc –pushing equipment suppliers to enter 'Innovation' category. CJAM to contact independent, council and bluelight supporters to accept verbal entries (CJAM to complete forms while in conversation). TyreSafe.org to be amended to allow award entries to be submitted into the backend of the site.	CJ/JS
7.4	Dedicated newsletter on awards 2018 to be drafted and distributed to lead contact with supporters on awareness of Awards 2018	CJ/JS
7.5	Scores to be submitted by judges remotely, negating need for a face-to-face meeting. Should a category have a contentious outcome, conference call among judges to be set-up by CJAM to discuss and finalise winner. Additionally Stuart Lovatt to be invited as a judge	
<b>Campaigns 2018</b>		
8	JS requested Taxi and Used car campaigns be put on backburner to allow CJAM to work on more productive campaigns. Unanimously agreed although these are not to be completely dropped as real value is seen in these campaigns	CJ/JS
8.1	Concept and direction of Home Safely 3 approved; CJAM to develop materials	CJ/JS
8.2	Van filming approved. CJAM to develop, cost and deliver	CJ/JS
8.3	Motorcycle campaign to raise awareness of the need for Z-rated tyres and above not to be puncture repaired approved. CJAM to develop materials and expansion of website to accommodate	CJ/JS
8.4	Data illustrating peak of tyre-related accidents are in summer months. CJAM to develop into summer campaign, reference HE call-outs, breakdown recovery and connect with various 'Visit X Country' organisations. Conduct pre-campaign survey to ask motorists what time of year they believe the most number of tyre-related accidents occur. Develop into section for TSM Briefing	CJ/JS
<b>Activities 2018</b>		
9	Police tread gauges to be handed over w/c 29 <sup>th</sup> Jan. CJAM to request TyreSafe reps to attend photo opp handovers across the country as required. JS to keep steering committee informed and make requests for support	CJ/JS
9.1	Tongue-in-cheek 'Ladybird book'-style asset on tyres and tyre safety to be investigated by CJAM	CJ/JS
<b>Part worn activity &amp; Trading Standards</b>		
10	Activity update shared with steering group to be reworked into communication to all supporters/partners	CJ/JS
10.1	Mock part worn retail outlet film concept 'Fit & Hope Ltd' to be costed and assessed by CJAM	CJ/JS
<b>Any other Business</b>		
11	Simon Hiorns welcomed as new TyreSafe trustee. Need for a further trustee noted	
11.1	Revised meeting dates requested	CJ

The meeting followed the agenda, previously circulated to all members.

**Date of next meeting:** TBC