

## **PRESENTATION BY BRUCE WALTON AND DAN CAMPSALL**

Bruce Walton and Dan Campsall gave a presentation on MAST online. They explained that this is a new online tool for road safety data and analysis. MAST handles rapid road safety analysis giving the national perspective. It is a management information tool which provides real customer insight and is the impetus for comparison, sharing of ideas and resources. They explained the building blocks of MAST and how it links with MOSIAC, a tool developed for public services which is a highly descriptive classification of UK society and allows understanding of people and their needs; it relates incidents to a sense of "place". There are 11 lifestyle groups and 61 lifestyle types.

Bruce Walton gave an impressive demonstration of MAST using information from both Richmond and Hackney filtering the database for detailed information and comparison. The program works on a point and click method. It can give a local picture and a national one. The basis for the data at the moment is Stats19 but they are looking at incorporating other data sets, perhaps a DVLA link for vehicle data.

Cllr Mylod asked about accuracy of data. Bruce said that Stats19 is the data received from Police forces which is only reported incidents. They would like to integrate data from the Insurance industry. The aim is to have a wider data set as possible. The program would only be available to registered organisations and road safety professionals.

Janet Kirrage asked whether ethnicity was covered. Bruce said that this is covered under Mosaic.

Peter Wilson asked about identifying areas. Bruce said this would be covered in the spring update of the program. It will cover the top 10 "most like" in socio-demographic terms.

Keith Gammon asked about registration and cost. Bruce said that registration is free at present while it is being funded by the DfT but in April the funding ends. There are 550 users at present and training is also provided free of charge.

Barbara Cronin asked how it will be funded in April. Bruce said that this will be managed with a subscription basis of £400-£500 pa. The newly set-up organisation will be non profit making.

Belita Clahar asked about integrating data from PCTs. Bruce said that they would like to bid for this. Belita said that road safety organisations should support the bid to strengthen it. Janet Kirrage suggested there may be funding opportunities with the Kings Fund.

Janet Kirrage asked how many would be able to access the data under the new registration. Bruce said he would expect it to be open to 10 users per organisation.

Cllr Mylod was concerned that in the wrong hands it could be used to discriminate against race, age, disability etc. Bruce reassured him that the way Mosaic is built is generalised and that it should counter against discrimination and target the more affluent in society.

Liz Brooker asked what should be included in Stats19 to improve the future of this resource. Bruce said that he would like to see an improvement in the level of postcode reporting in Stats19.

Bruce Walton asked if anyone knew of an IT training suite that could be used for MAST Online training. Janet Kirrage suggested that TfL may be able to help.