



‘Our shared vision is for the road network of Devon, Cornwall and the Isles of Scilly to be free from death and serious injury.’

VZSW BOARD MEETING

Monday 14th March 2023
1000hrs to 1300hrs

Teams Meeting

VZSW BOARD AGENDA

Meeting objectives:-

- Pay respects to those who have lost their lives in order to encourage change to prevent further deaths on our roads
- Provide assurance regarding our financial position
- Provide assurance of progress towards Partnership activities and RSDP, Performance and comms and engagement activity
- Seek funding approval to add new or continued activity into our RSDP for motorcycle, increased community speed detection & younger drivers and also bolster intel hub with further support over 6 months initially

1.	Welcome, apologies & introductions • See attached attendance list	Chairman	Verbal	1000 (5 mins)
2.	Declarations of Interest	All	Verbal	
3.	Roll Call of Fatalities (<i>Standing item</i>) <i>Roll call of all those who have died since our last meeting.</i>	Chairman	Verbal	1005 (5 mins)
4.	Minute’s Silence to reflect on those who have died and their loved ones			
5.	Minutes of Previous Meeting (12 th December 2022) <i>Standing Item for Approval</i>	Chairman	Paper	1010 (5 mins)
5a.	Action Log Update <i>Progress Assurance</i>	Chairman	Paper	1015 (5 mins)
6.	Finance Report - Standing Item - Progress Assurance	SB, Head of Business, Devon and Cornwall Police	Papers	1020 (15 mins)
7.	Comms & Engagement <i>Standing Item - Progress Assurance</i>	JC, VZSW Communications and Engagement Coordinator	Verbal/Comms Update	1035 (15 Mins)
8.	VZSW Partnership Report <i>Standing Item - Progress Assurance</i>	NW VZSW Partnership Manager & AL, Head of Road Safety, Devon and Cornwall Police	PPT/Tracker/ Risk Register	1050 (20 mins)
9.	VZSW Performance <i>Standing Item - Progress Assurance</i>	CG, VZSW Strategic Analyst	PPT	1110 (20 mins)
	Comfort break			1130 (10 mins)
10.	Motorcycle Business Case <i>For Approval</i>	IH, Motorcycle Casualty Reduction Officer, Devon and Cornwall Police & IF Principal Transport Officer (Road Safety), Cornwall Council	Paper/PPT	1140 (25 mins)
11.	Increased Community Speed Detection <i>For Approval</i>	RKW, Force Operations Manager, Devon and Cornwall Police	Paper	1205 (15 Mins)
12.	Younger Driver Funding Proposal <i>For Approval</i>	AP, Road Safety Team, Devon and Somerset Fire and Rescue Service	Paper	1220 (15 mins)
13.	Intel Hub Temporary Resource <i>For Approval</i>	JA, County Road Safety Manager, Devon County Council	Paper	1235 (15 mins)
14.	AOB • Publishing VZSW documents online	All	Verbal	1250 (10 mins)
	Time and Date of future meetings:- • 14 th June 2023 AGM 9.30am to 2pm (lunch 1-2pm) – Exeter Race Course • 5 th Sept 2023 10am to 2.30pm – Strawberry Fields, Lifton • 14 th Dec 2023 10am to 1pm via Teams			



Vision Zero South West

January 2023 Financial Update

14th March 2023

Author Name:	SB Head of Business Accountancy, Devon & Cornwall Police
Sponsor Name:	Nicola Allen
Sponsor Role:	VZSW Treasurer - Office of the Police and Crime Commissioner for Devon, Cornwall, and the Isles of Scilly

<u>Reports may be submitted for one or more of the following purposes:</u>	<i>Tick which apply:</i>
<i>For decision:</i>	
<i>To provide assurance regarding progress, process and/or performance:</i>	x
<i>To seek direction/guidance from regarding a course of action or arising issue:</i>	
<i>To advise in order to inform wider strategic decision making:</i>	
<i>To seek approval for a particular course of action or change of direction:</i>	

1. Purpose of the report/Strategic issue for consideration

- 1.1 Present the Vision Zero South West (VZSW) financial position as at 31st January 2023.

2. Recommendation

- 2.1 The Board be made aware of the financial position as at 31st January 2023.

3. Salient Points

- 3.1 A balance of £4.72m was held in a ringfenced reserve at the start of the financial year for Vision Zero South West.



Vision Zero South West Forecast – Running Costs

- 3.2 For the purpose of Financial Reporting, the accounts compare budget and forecast for the whole of the financial year.
- 3.3 The Partnerships planned net expenditure, before any capital spending, was originally predicted to be a surplus of £470,710. The table below summarises the updated forecast income and expenditure and shows an expected final outturn surplus position of £1,189,207. This is an increase of £383,449 since the last report.
- 3.4 A full detailed breakdown of this can be found in Appendix A.

	Revised Budget VZSW 2022/23 £	Actual at 31/01/2023 2022/23 £	Forecast 2022/23 £	(Under)/Overspend 2022/23 £
Income	(4,074,241)	(3,905,925)	(4,803,953)	(729,712)
Expenditure:-				
Staffing	2,510,925	2,074,970	2,344,004	(166,921)
Running Costs	576,436	654,405	735,980	159,544
VZSW Core Costs	516,170	243,341	534,762	18,592
Net (Surplus)/Deficit	(470,710)	(933,209)	(1,189,207)	(718,497)

- 3.5 Total income from Speed Awareness Courses for the first ten months of the year was £3,324,987, £824,512 higher than budget, with the last eight months of the financial year exceeding or expecting to exceed the £275,000 per month budget.
- 3.6 The graph in Appendix B displays income levels by month and splits out the additional £10 of income the Partnership is now receiving from training provider TTC for the increased course fees and the additional income from Operation Snap activities.
- 3.7 Based on the current level of referrals it is projected that income levels will continue to exceed the budget. With a further £799,525 of Speed Awareness Course income expected in the remaining two months of this financial year.



- 3.8 Staffing expenditure has a forecast underspend of £166,921 due to recruitment delays causing lower than expected staffing costs.
- 3.9 Running costs have increased by £159,544 compared to the original budget mainly caused by additional equipment, postage and printing costs driven by the increase in demand.
- 3.10 Vision Zero core team costs have increased by £18,592 due to additional forecast for data sets for the Data & Analysis hub and core team travel costs.

Vision Zero South West Forecast – Pooled Fund

- 3.11 At the start of the financial year the opening balance of the reserve was £4,720,973. The Partnership is expecting to invest a spend of £952,964 during the year; this will result in an expected closing balance at 31st March 2023 of £4,957,216.
- 3.12 The remaining previously approved expenditure will now fall into 2023/24. The available balance after the approved and ringfenced amounts is £2,463,666.

	£
Opening Balance 2022/23	(4,720,973)
Monitoring, Enforcement and Driver Education (Activity A):	
Vehicle Investment	312,084
Camera Equipment	0
Tasking Budget	100,000
Themes, Education and Training (Activity B)	259,912
Comms & Engagement & Other	160,968
Mobile Speed Camera Upgrade / New Cameras	120,000
Forecast Surplus for FY 22/23	(1,189,207)
Estimated Closing balance 2022/23	(4,957,216)
Remainder of Amount Ringfenced for Camera Stock	1,380,000
<u>Previously Approved Expenditure (rolled forward)</u>	
Vehicle Investment	200,000
Activity A (all areas)	60,000
Activity B (other areas)	168,550
Activity B - Pedestrians (over 3 years)	240,000
Activity B – Post Crash Care Proposals (over 3 years)	390,000
Communications and Engagement	55,000
Estimated available Pooled Fund	(2,463,666)



- 3.13 £312,084 of the vehicle's investment is forecast to be spent on the five cars, two motorcycles and relevant equipment.
- 3.14 £74,293 of the Tasking budget has been spent on overtime and Aecom costs of £23,950, this activity is anticipated to continue in the coming months, with spend up to £100,000 still anticipated.
- 3.15 Activity B spend of £146,056 has been incurred. This includes £89,744 from the Call for Ideas budget, £19,522 spend on Cyclists, £290 on Older Drivers and £36,500 on Younger Drivers as detailed in the Road Safety Delivery Plan. The forecast for this financial year has been reduced to £259,912 as the remainder (broken down above) is now expected to be spent next financial year.
- 3.16 £71,906 of the Comms and Engagement budget has been spent, along with £34,437 on the Ford Focus RS engagement car and £4,968 on a reaction wall. £25,000 for the BMW Engagement Motorcycle has been added to the Forecast.
- 3.17 The Board agreed to hold £1,500,000 (reviewed annually) to fund the upgrading of camera stock. £120,000 of this is expected to be spent this financial year on the progressing camera upgrades with £98,570 spent so far on Tregolls and Cott Hill.

4. Conclusion

- 3.1.1 Income during the first ten months of the financial year has exceeded expectations, with significant increases seen in the final eight months of the year. This is expected to continue and result in a year end surplus position of £1,189,207.



Appendix A

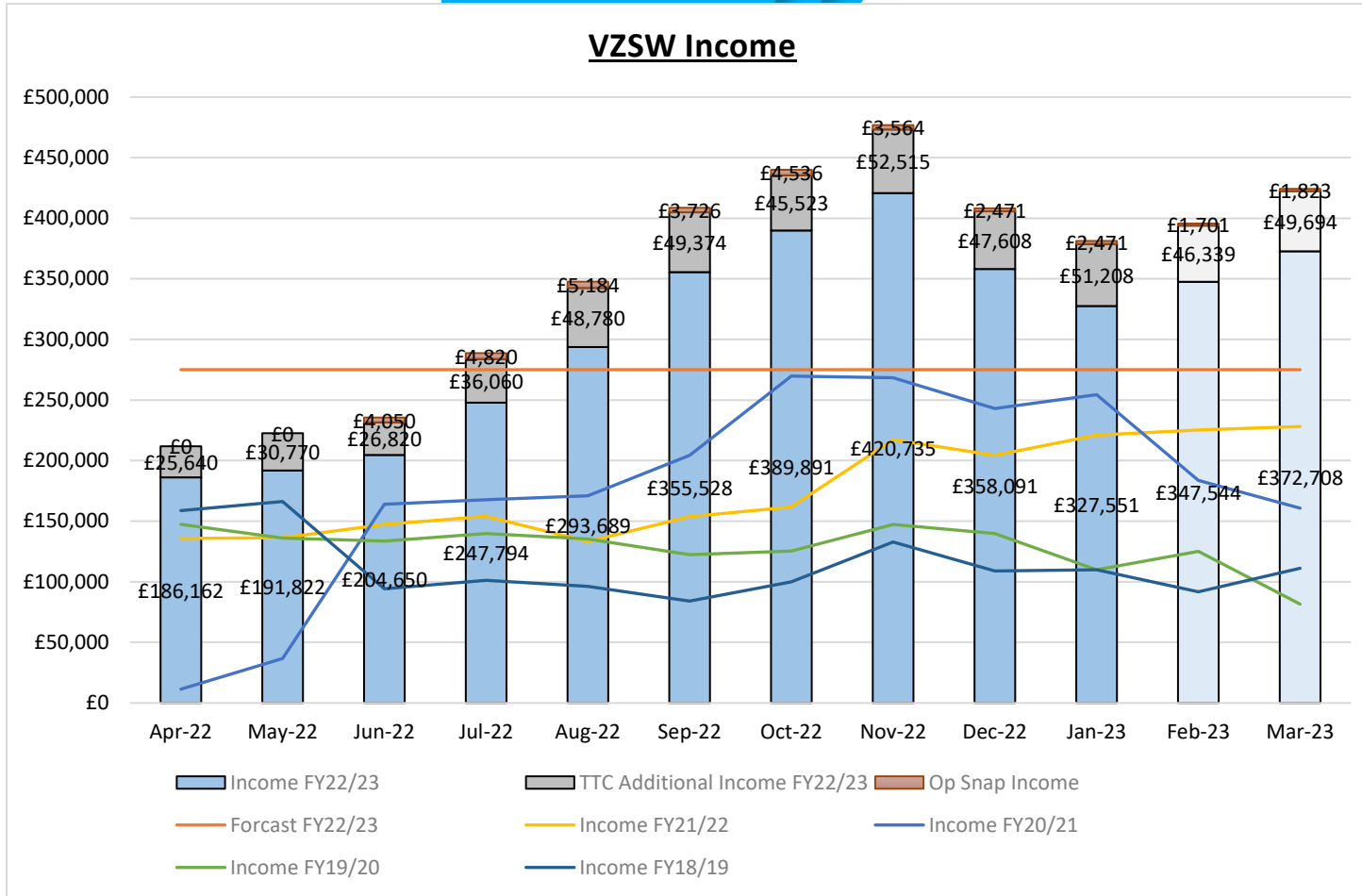
	Revised Budget VZSW £	Forecast £	Actual to date £	(Under)/ Overspend To Budget £
Income				
Speed Awareness Courses	(3,300,000)	(4,124,512)	(3,324,987)	(824,512)
Other Income (including interest)	(500)	(500)	0	0
Court Costs	(380,000)	(487,457)	(406,214)	(107,457)
Camera Income Stream M5 J28-19 & A38	(93,301)	(81,508)	(81,508)	11,793
Camera Income Stream A30	0	(27,992)	(27,992)	(27,992)
Operation Snap	(52,800)	(36,985)	(30,821)	15,815
Other driver education course income	(247,640)	(35,000)	(24,404)	212,640
TTC Donation	0	(10,000)	(10,000)	(10,000)
Total Income	(4,074,241)	(4,803,953)	(3,905,925)	(729,712)
Expenditure				
Staffing				
Police Officers & Operations Team	2,069,760	2,100,524	1,878,149	30,764
Community Speed Watch	118,200	99,883	89,794	(18,317)
CATS Team overheads for other courses	82,890	16,002	10,156	(66,888)
Operation Snap	136,000	37,823	28,809	(98,177)
Data & Analysis Hub	104,075	89,772	68,061	(14,303)
	2,510,925	2,344,004	2,074,970	(166,921)
Running Costs -				
Photocopy Rental	11,340	50,000	48,082	38,660
Vehicle Expenditure	43,890	43,890	25,861	0
Insurance/Tax	10,960	10,960	6,440	0
Accommodation Charge	62,000	62,000	53,656	0
Telephones/Mobiles	1,600	3,500	3,291	1,900
Equipment Purchase, Repairs & Calibration	28,000	90,000	87,284	62,000
Other Equipment & Furniture	1,000	1,000	0	0
Postages	252,990	290,000	258,284	37,010
Stationery	25,920	15,000	11,060	(10,920)
Existing Software Licences	85,646	100,000	95,447	14,354
Miscellaneous	17,560	15,000	9,266	(2,560)
Uniforms	28,130	28,130	30,295	0
Conferences	200	4,500	4,056	4,300
Training	7,200	22,000	21,383	14,800
Sub Total Running Costs	576,436	735,980	654,405	159,544



	Revised Budget VZSW £	Forecast £	Actual to date £	(Under)/ Overspend £
<u>Vision Zero Core Costs</u>				
Core Team	203,110	203,110	61,865	0
Core Team Training	4,800	4,800	795	0
Core Team Travel	0	7,000	5,437	7,000
Speed Maintenance Contract	240,000	240,000	143,824	0
Site Maintenance	30,000	30,000	0	0
Data/IT Consultancy	15,000	26,500	8,068	11,500
RSS Support	23,260	23,352	23,352	92
Sub Total Vision Zero Core Costs	516,170	534,762	243,341	18,592
Total Expenditure	3,603,531	3,614,746	2,972,715	11,215
Net Expenditure before transfers to reserves	(470,710)	(1,189,207)	(933,209)	(718,497)



Appendix B



    **878,000** REACH **356** NEW FOLLOWERS **3,260** TOTAL FOLLOWERS

Highlights



118MPH SPEEDER
515,000+ social reach
Widely reported



2022 ROUND-UP
100,000+ social reach



NEWTON ABBOT CSW
40,000+ social reach



OP SNAP
33,000+ social reach
Widely reported

Media Coverage



UPCOMING MEDIA OPPORTUNITIES



OP SNAP

Jan/Feb round-up



MOTORBIKE BEHAVIOUR CHANGE CAMPAIGN

End of March



FOCUS RS

New video
coming soon



COST OF FATAL CRASH VIDEO

Multi-agency project



DRINK DRIVER VIDEOS

New monthly campaign
using Body Worn Video
footage



DEVON COUNTY SHOW

Emergency Service
Road Safety Village (May 18-20)

VZSW BOARD - ASSURANCE REPORT

HEAD OF ROAD SAFETY &
VZSW PARTNERSHIP MANAGER



The road safety partnership
working hard to drive down
death and serious injury.

OVERVIEW

To provide assurance to the Board of performance and progress related to Road Safety Delivery Plan activity in relation to:

- Activity A
- RSDP Tracker Key Updates
- Activity B
- Risk Register

ACTIVITY A

Activity highlights

- New Draft DCP Road Safety Strategy produced
- Operation Snap 2022 – 5000 submissions, action taken in 3400 cases
- Tactical Tasking and Co-ordination Group (TTCG) process embedded
- 2022 collision data validation process underway Data Quality Reviewer role proving very effective
- New portal launched 21st Feb which accepts online admissions, nominations and access to photos of offence, saving time and postage/printing costs

The road safety partnership working hard to drive down death and serious injury.

ACTIVITY A

Camera Schemes/Upgrades

- New Average Speed Enforcement (ASE) schemes operational at Perranarworthal and Trewoon
- New Fixed sites at St Ann's Chapel installed and awaiting calibration/certification
- Exeter Road, Exmouth power connection resolved and new camera installation progressing

ACTIVITY A

Community Speedwatch (CSW)

- 2022 CSW Annual Report Published
- Quarterly newsletter due for publication end of March
- 193 Registered Groups
- 1203 registered volunteers. 977 of these are operationally active. Others are new and awaiting training, or have been inactive for the last 12 months
- 186 CSW sessions on average per month during 2022

ACTIVITY A

Procurement (camera & driver education)

- Procurement Process complete around spot speed sites, with Jenoptik preferred supplier. New schemes in design at A30 Camborne, A30 Fingle Glen and A385 Ashburton Road, Totnes
- Maintenance contract for existing sites complete. 2022/3 achieved a £30k saving over individual LA agreements
- Tender documents for Education contract nearing completion. Regional meeting planned for 09/03

The road safety partnership working hard to drive down death and serious injury.

ACTIVITY A

Driver Education

- As of 3rd March 74977 people have attended a Speed Awareness Course since 1st April 2022.
- Estimated total completions for 2022/23 FY is c82000
- New letter templates and website direct clients to dedicated URLs and Telephone numbers
- Robotic Processes engaged for overnight printing

ACTIVITY A

Acusensus Trial Outcome

- Press release published to support 40th anniversary seat belt laws - Of the drivers detected:
 - ❖ 162 opted educational driver training course
 - ❖ 61 have paid a fixed penalty fine
 - ❖ 298 cases are having files prepared for court for the offence of failing to identify a driver
- Investigations ongoing in 29 cases where the registered keeper nominated new named driver
- 40 mobile phone offences identified and are being progressed. Fine and penalty points only option

The road safety partnership working hard to drive down death and serious injury.

RSDP TRACKER KEY UPDATES

- Established mechanism to track Tactical Tasking overtime activity
- Officers on bikes to target HHR on weekends
- Remaining budget across comms and engagement to be consolidated and used flexibly until new plan in September 2023
- Call for Ideas complete – will start to consider criteria for round 2
- Existing RSDP activities continue into 2023/24 (remaining funds)
- Managing over/underspends within agreed £1,612,200 (includes increased budget for VZSW B040 & VZSW B043 agreed 28.09.22 & purchase of BMW engagement bike agreed 10.02.23 via email)

ACTIVITY B

The following 3 slides focus on positive updates within the theme of Post Crash Care & Response:

VZSW B 040 TXA Pilot & VZSW B043 Coroner Review

- Procurement concluded DAAT was successful
- Pleased to have secured Dr Nutbeam (and team) to lead this area
- Legal agreements signed and finance arrangements underway
- Initial scoping for two core activities already underway – in terms of problem, data collection, methodology to inform
- Board will receive update at annual AGM in June

ACTIVITY B

VZSW B 041 Post Crash Support (bespoke support services)

- Discussions held with forces/partnerships (regarding service & procurement)
- Met with two preferred suppliers in December
- Following confirmation of a compliant procurement route, Victim Support recommended to OPCC the supplier to be awarded contract
- Contract award will be April, with a period of 2-3 months mobilisation – will not prevent services getting underway in earnest
- Regular steering groups meetings will be held
- Evidence to be captured/retained to build a picture of future requirements

ACTIVITY B

VZSW B 041 Post Crash Support (bespoke support services) cont

- Strategic Delivery Partnership to support supplier to work closely with other locally commissioned services including:
 - Victim Support (adult multi crime)
 - Make Amends (restorative justice)
 - Young Devon (CYP and whole family) Terms of reference to be drafted and circulated
- This will add value to service delivery and contract.
- Meetings to be arranged to discuss impact future VZSW reporting requirements

ACTIVITY B

Cyclist

- Devon utilised full funding, Cornwall 50% and Torbay/Plymouth to progress in 2024
- Devon CC has carried out evaluation with users:
 - ❖ Of 26 respondents, 11 used cameras for commuting/utility cycling, 2 for leisure and 13 for both
 - ❖ Cyclists say having helmet camera, feel drivers give more space
- Devon trialling stickers to support camera users

Pedestrian

- Co-Ordinator & 2 trainers being onboarded, start on 11th April - Risk Assessment training procured



ACTIVITY B

Intel Hub highlights:

- Road User Survey was tendered and evaluations completed
- Camera Dashboard – all polygons now complete, build underway. Updates to be executed bi-annually
- Validation of data to DfT first deadline 1st April, final deadline August (incorporates coroner outcomes).

RISK REGISTER

- Refreshed and circulated to Development Group for wider input
- Quarterly update meetings to be arranged
- Until new provider secured for education diversion suggest £1.5m risk allowance retained
- The Board annual update 2024 will likely lead to a suggestion of reducing contingency held

Are Board Members assured regarding progress and are there any questions?

THANK YOU



The road safety partnership working hard to drive down death and serious injury.

ROAD SAFETY DELIVERY PLAN 2022-23													Rag Rated Performance			March Board Update	
Safe System Pillars				Timescale		Approved Funding			Reach	Time	Cost	Reach					
SS	SRU	SV	SR	PCC	Start	Finish	Agreed	Spent					Left				
Activity Led by Devon & Cornwall Police																	
VZSW A-001	Enforcement & NSAC	✓	✓			Apr-22	Mar-23	F Plan	F Plan			110,000 NOIP 60,000 NSAC				1) Projected reach expected to be > 30% by end of FY, impact of increased fixed camera speed detection 1) Established mechanism in Pronto to track officer overtime activity, go live in April 2) Continued tactical support for key routes 3) Underspend wont c/f, it will reset at agreed £200k annual budget	
VZSW A-002	Fatal 5 Tasking	✓	✓			Apr-22	Mar-23	200,000	68,768	131,232		8,000 NOIPs 600 S&CD, 1356 WDY & 2500 YBYL				1) As above re tracking. Force also deploying 4 m/c policer officers at weekends on HRR popular bike routes 1) 40th seatbelt anniversary supported https://visionzerosouthwest.co.uk/worrying-results-show-hundreds-of-drivers-in-devon-cornwall-arent-wearing-seatbelts/	
VZSW A-003	Strategic Road & HRR	✓	✓			Apr-22	Mar-23	VZSW A 002	VZSW A 002			3600 NOIP 2181 NSAC				1) 40th seatbelt anniversary supported https://visionzerosouthwest.co.uk/worrying-results-show-hundreds-of-drivers-in-devon-cornwall-arent-wearing-seatbelts/	
VZSW A-004	Campaign Support	✓				Apr-22	Mar-23	VZSW A 002	VZSW A 002			Feeds into 002 & 003				1) Whilst 200 groups not achieved, we have 181 groups engaged and more than doubled number of volunteers, a huge success. Annual report published	
VZSW A-005	CSW Schemes	✓	✓			Feb-22	Jan-23	5 Yr F.Plan	5 Yr Plan			>200 active groups (within a calendar yr) >1800 sessions p.a. >14400 letters p.a. >420000 vehicles p.a. Annual conference				1) 3208 sessions held resulting in 18,780 1st letters sent out, 719 2nd letter and 58 shows positive impact 2) 415,096 vehicles monitored	
VZSW A-006	CSW Activity	✓	✓			Apr-22	Mar-23	5 Yr F.Plan	5 Yr Plan			Outputs of enforcement will feed wider results above				1) Reinvigorated activity, through purchase of 2 x mobile ANPR systems. To be operationally deployed (through TTCCG) - support intelligence gathering	
VZSW A-007	SID & ANPR (CSW)	✓		✓		Apr-22	Mar-23	30,000	-			NOIPs 3000 (100% increase on 2021)				1) 2022 annual submissions 4746 resulting in 2263 NOIPs	
VZSW A-008	OpSnap Awareness	✓				Jan-22	Dec-23	N/A Act B	N/A Act B			Increase resilience & minimise lost offences				1) Op Snap manager in post, and 3 evidential reviewers in post (further two to be recruited)	
VZSW A-009	OpSnap Back Office	✓				Apr-22	Mar-23	5 Yr F.Plan	5 Yr Plan			TBC					
VZSW A-010	OpSnap Camera Pilot	✓	✓			Apr-22	Mar-23	30,000	-			TBC				POSTPONED FOR RSDP 2023/24	
VZSW A-011	Static Camera Fleet Resilience	✓	✓	✓		Aug-21	TBC	Pooled Reserves	Pooled Reserves			N/A operational resilience/capability - linked to VZSW A 001				1) Electrical installation for Exeter Rd Exmouth complete waiting for camera installation 2) Continue to advance upgrades/new sites within £1.5m agreed overall	
Activity Led by Cornwall Council																	
VZSW B-012	Biker Down Evaluation	✓				Apr-22	Mar-25	30,000	-	30,000		Evaluation of 200-400 riders				1) Project underway, initial kick start meeting held 1) 3rd course completed on 26th Feb, course booked for 26th March with further event this fy possible tbc	
VZSW B-013	Biker Down Delivery	✓				Jan-21	Mar-25	9,000	-	9,000		Up to 240 (12 course, max 20 per course)				1) Since previous borad seen 50% uplift in Cornwall postcodes, others areas by 30% since media launch and dedicated landing page	
VZSW B-014	Ridefree	✓				Jan-21	Mar-25	21,500	400	21,100	1.8m					1) All spaces booked and funded - included within new funding bid	
VZSW B-015	IAM Course (D&C)	✓				Apr-21	Mar-24	10,000	-	10,000		up to 200 riders					
Activity Led by Devon & Somerset & Cornwall Fire & Rescue Services																	
VZSW B-016	Learn 2 Live	✓				Jan-21	Aug-23	106,300	44,050	62,250	14000 KSS students						1) By end of April L2L delivered to > 10,000 students 2) 9 follow up sessions booked additional 500 students 3) Met with videographers to create online version (hopefully ready May onwards)
VZSW B-018	IAM Course U25	✓				Apr-21	Mar-23	3,500	-	3,500	20 drivers						1) One has completed course, IAM working flexibly with younger drivers to reserve places
VZSW B-019	Survive the Drive	✓				Apr-21	Mar-23	4,800	-	4,800	up to 3000 audience						1) Provisional dates of 29th March in Plymouth & 3rd July for Cornwall (possibly further date tbc) 2) Discussing optimal promotion/booking with MOD 3) Plymouth event confirmed 22nd November 2023
VZSW B-020	YD Engagement Events	✓				Apr-21	Mar-23	8,000			Up to 200 at event and social media reach						1) Fire Advocates finalising toolkit for all stations
Activity Led by Plymouth City Council																	
VZSW B-021	Pedestrian Digital Displays	✓				Apr-21	on hold	60,000	-	60,000	120,000						POSTPONED FOR RSDP 2023/24
VZSW B-022	Pedestrian Training Pilot	✓				Apr-21	Dec-25	195,000	-	195,000	600 pupils per year						1) Co-ordinator & 2 trainers start on 11th April 2) Risk assessment training procured to support staff 3) Review at end of year 1 overall project costs to completion national pay awards and training may require further funding support
VZSW B-023	360 ICE Hub Ped Film	✓				Apr-21	on hold	-	-	-	8500 pupils 11-13						FUNDING TO BE CONSIDERED AGAIN
Activity Led by Devon County Council																	
VZSW B-024	Dash Cams Bicycles	✓				Jan-21	Mar-23	45,000	10,585	34,415		Up to 200 cameras & increase in VZSW OpSnap submissions					1) Devon cameras in circulation, evaluation undertaken, looking to replace some units with underspend on VZSW B025 2) CC - 25 cameras to be collected/distributed, remaining funding to c/f 3) Torbay and Plymouth to review progression in 2023/24 (post procurement and delivery route confirmation)
VZSW B-025	Cycle Targeted signage	✓				Jan-21	Mar-24	40,000	313	39,687	traffic flow???						1) Drawings complete, 2 more sites delivered expected to complete remaining sites before year end
VZSW B-026	Bikeability	✓				Jan-21	Mar-23	6,500	-	6,500	up to 55 instructors, including new instructions						1) Funding with contractor, Conference run, retention/recruitment continues
VZSW B-027	Cycle Safety Events	✓				Apr-21	Mar-23	Com-045	Com-045		200						1) Promotional items purchased, top 3 stations chosen to roll our and comms ready to go 2) Pass wider and camera stickers purchased and being trialled in DCC
VZSW B-028	Car Cycle Sticker	✓				Apr-21	Ongoing	6,000	3,530	2,470	50,000 stickers						1) Stickers remain for event utilisation
VZSW B-054	Extend placement of Instagram Drug Drive and Speed films	✓	✓			Jan-21	Mar-23	3,500	-	3,500	Area wide reach on social media						NFA
Activity Led by Devon & Cornwall Police																	
VZSW B-029	Older Driver Annual Forum	✓				Apr-21	Mar-23	Com-045	Com-045		1000						1) Farmers markets attended with enagement around OD training opportunities. ATV to go to future events 2) Simulator software nearing completion, laptop secured - to engage at gaden centres
VZSW B-030	Older Driver Booklets	✓				Apr-21	Mar-23	Com-045	Com-045		500						1) Sufficient stock, remove from plan
VZSW B-031	Free Older Driver Assessments	✓				Apr-21	Mar-23	5,000	-	5,000	TBC						1) Cornwall Mobility may utilise funding to run more courses at weekends - follow up on last two years in terms of assessment outcomes
VZSW B-032	Older Driver Tasking	✓				Apr-21	Mar-23	VZSW A002	VZSW A002		TBC						1) Adhoc activity as required through HRR tied into VZSW A 002
VZSW B-033	Driving Safer for Longer	✓				Apr-21	Mar-23	30,000	-	30,000	TBC						1) Some attendees have completed course, some further bookings in March. Laptops ordered to support PPT
Activity Led by Driving for Better Business (National Highways)																	

VZSW B - 034	Dash Cams Business	✓				Jan-21	Mar-23	-	-	-	170 users (TBC)				1) OpSnap team organising PPT to Safe38 and CRFS 1) DFBB evaluating landing page - potential option for VZSW
VZSW B - 035	Business Driver Comms & Marketing	✓				Apr-21	Mar-23	Com-045	Com-045		240				2) Narrated toolbox talks still in development
VZSW B - 036	DFBB Partners Registered	✓				Apr-21	Mar-23	NA	NA		100% VZSW registration				1) Partners still encouraged to sign up organisations
Activity Led by Other															
VZSW B - 037	DVSA Enforcement (see Activity A)	✓	✓			Apr-21	Mar-23	Com-045	Com-045						1) Agricultural road safety event across D&C planned for the New Year
VZSW B - 038	HRR Analysis	✓	✓	✓		Apr-21	Ongoing	NA	NA						COMPLETE
VZSW B - 039	Enforcement HRR	✓	✓	✓		Apr-21	Mar-23	VZSW A 003	VZSW A 003						See VZSW A 003 1) Reported in VZSW A 003
VZSW B - 040/043	TXA Pilot/Cold Case & PCC R&D				✓	Feb-23	Jan-26	100,000	-	100,000	N/A				1) Procurement complete, contract awarded to DAAT in February 2023
VZSW B - 041	Victim Support Pilot				✓	Apr-21	Dec-25	300,000	-	300,000	up to 200 p.a				1) Preferred supplier chosen, contract to begin April with 2-3 mobilisation to follow
VZSW B - 042	Road Injury Prevention Panel				✓						National Significance				1) Road Safety Investigation Branch (national will review factors leading up to a collision and will have a specific focus on connected and autonomous vehicles. 2) Locally initiative not yet advanced, review this year
VZSW B - 044	Call for Ideas	✓	✓	✓		Apr-21		153,000	155,960	- 2,960	34 community projects supported				1) Finished slightly over budget due to unforeseen LA costs (reimbursed) that applicants did not include
VZSW Led or Supported Comms															
COM - 045	Event Engagement across all themes	✓				Apr-21	Mar-23	75,350	17,399	57,951	upwards of 8000				1) Remaining funding from themes combined - will collectively fund comms/engagement until Sept 1) Survey live seeking motorcycle enthusiast input, will help shape comms campaign
COM - 045	M/C Theme	✓	✓	✓	✓	Apr-21	Mar-23				as above				2) Comms pitch shared with M/C task and finish group, meeting to discuss progression early March
COM - 045	YD Theme					Apr-21	Aug-23				as above				1) DAAT crash videos created in final edit before public release in March
COM - 045	OD Theme					Apr-21	Aug-23				as above				1) Funding provided to support Rural Crime initiative. ATV to be used at Older Driver events including engagement with Farmers - remaining funding to be c/f
COM - 045	BD Theme					Apr-21	Aug-23				as above				1) Not yet agreed on event date for potential Back 2 Work campaign with local company
COM - 045	Ped Theme					Apr-21	Aug-23				as above				1) Promotional items designed and ordered 2) Ped pilot to get underway from 11th April review comms requirements
COM - 045	Cyclist Theme					Apr-21	Aug-23				as above				1) Promotional items purchased (to support cycle cameras, pass wide and camera reflective stickers)
COM - 046	Social Media Engagement	✓				Apr-21	Mar-23	8,000	8,265	- 265	800,000 total video (not Op Snap)				1) Collective media reach since Dec Board 877,916 (724k Facebook, 131k Twitter, 99k Instagram) marked increase
COM - 047	Op Snap Video	✓				Apr-21	Mar-23	NA	NA		480000 (based on 40k per video)				1) Limited videos since Dec Board, new team in regular activity to resume. Recent video reached 32,600
COM - 048	VZSW Website	✓				Apr-21	Mar-23	2,000	2,098	- 98	1200 first year				COMPLETE
COM - 049	VZSW Advertisement	✓				Apr-21	Mar-23	50,000	37,897	12,103	upwards of 100000				1) Adverts for drink/drive, not using mobile phone and speed still active
COM - 050	Vehicle Wrap	✓				Apr-21	Mar-23	5,000	1,789	3,211	8000				COMPLETE
COM - 051	OPCC Councillor Advocate Scheme	✓				Apr-21	Mar-23				3600				1) Remaining funds to support wrap of event trailers secured 1) Second e-quarterly briefing gone out - generating interest and email enquiries
COM - 052	RS Engagement Vehicle	✓	✓			Apr-21	Ongoing	45,000	34,437	10,563	1000 new followers per video (current reach 250m video views 12 months)				1) Regular videos creation to promote key messages 2) Subscriber update - YouTube 95.2k, TikTok 840k approx (11% increase)
COM - 053	Batak Reaction Wall	✓				Apr-21	Ongoing	4,750	4,968	- 218	> 200 each event				COMPLETE
<p>Total Funding Agreed 1587200 Estimate Cost 1,587,200 Overspends - 3,541 Projected Underspend 3,500 Contingency - 41</p>															

Key:	Abbreviations
 Good Progress	NOIP - Notice of Intended Prosecution
 In review	NSAC - National Speed Awareness Course
 Escalation	S&CD - Safe and Considerate Driving
 Not Applicable	WDY - What's Driving You
	YBYL - Your Belt Your Life

VZSW Board

VZSW Performance Progress Assurance





Data and Analysis Hub updates

This presentation is to provide assurance regarding progress, process and/or performance.

- KSI update
- Safety Performance Indicators and Measures and Road User Survey

2030 Targets

Fatal Target

30

Serious Target

387

KSI Target

416

...Targets are calculated as 50% of the annual average number of casualties in the baseline years 2016-2018...

Fatal Baseline

59

Serious Baseline

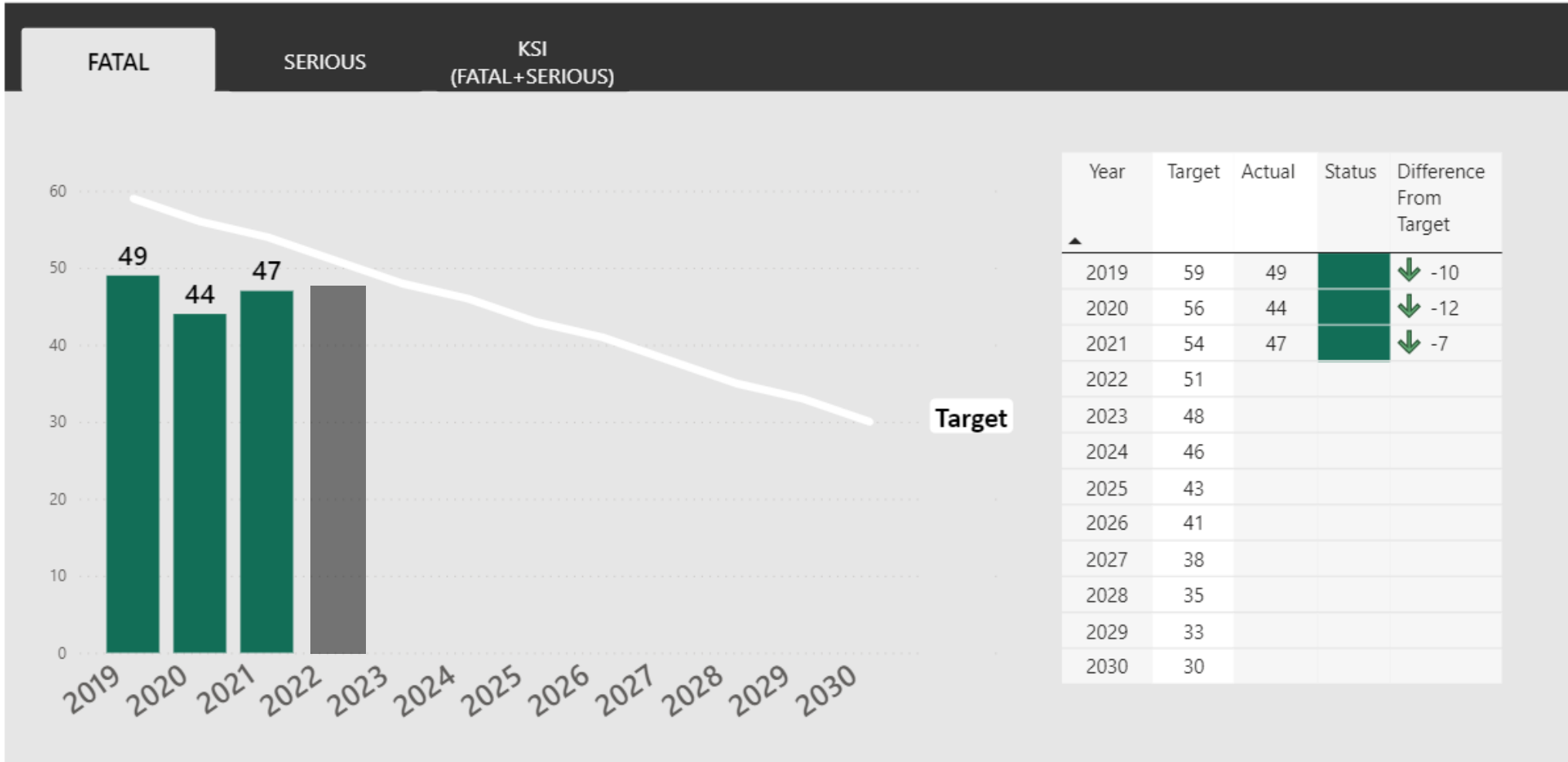
773

KSI Baseline

832

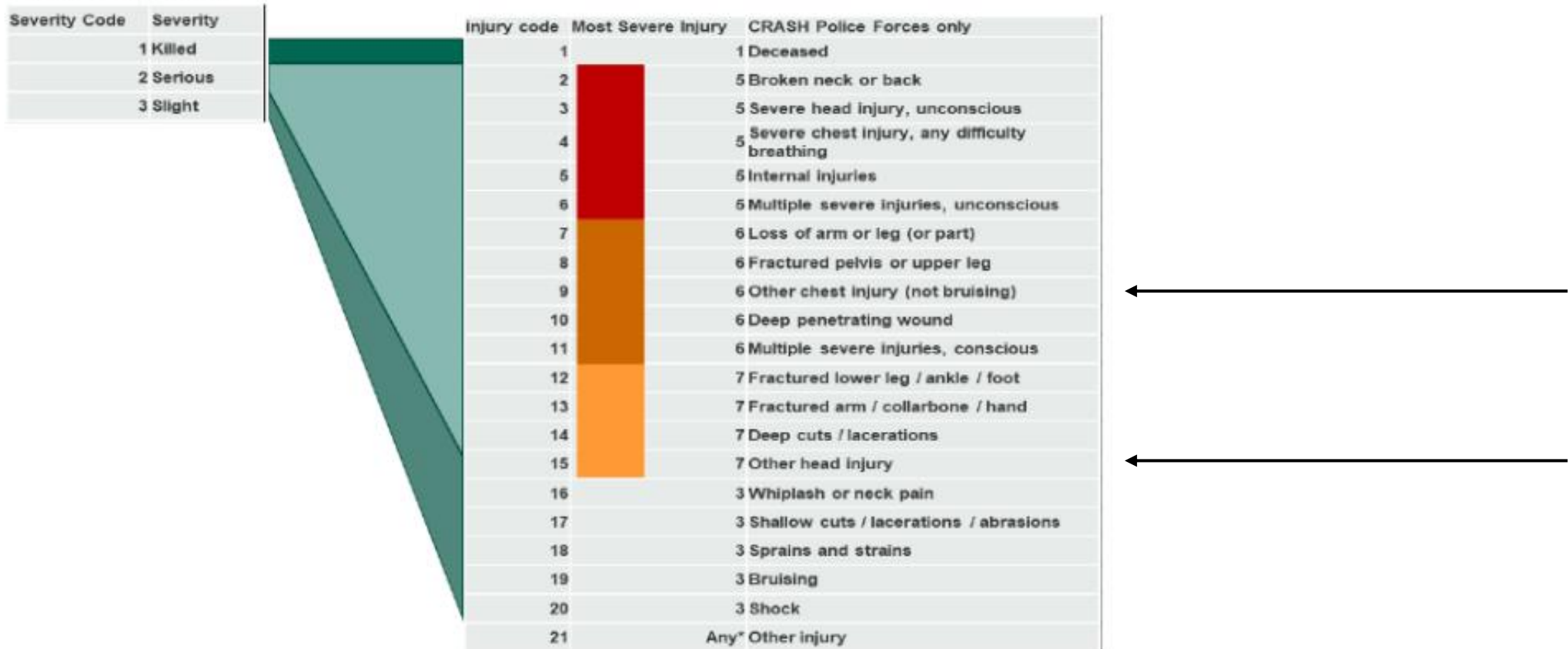
Fatalities update – subject to DfT validation

- 43 fatal collisions
- **48 fatal casualties**



- 2022 “other” injuries, using guidance from the DfT all other head and chest injuries were reviewed. At the start of the review there were **742** serious casualties at start of review, this is currently **705** with some still to be reviewed. This is a 5% reduction
- Not intending to review historic records as this would potentially cause large disparity with the DfT national dataset

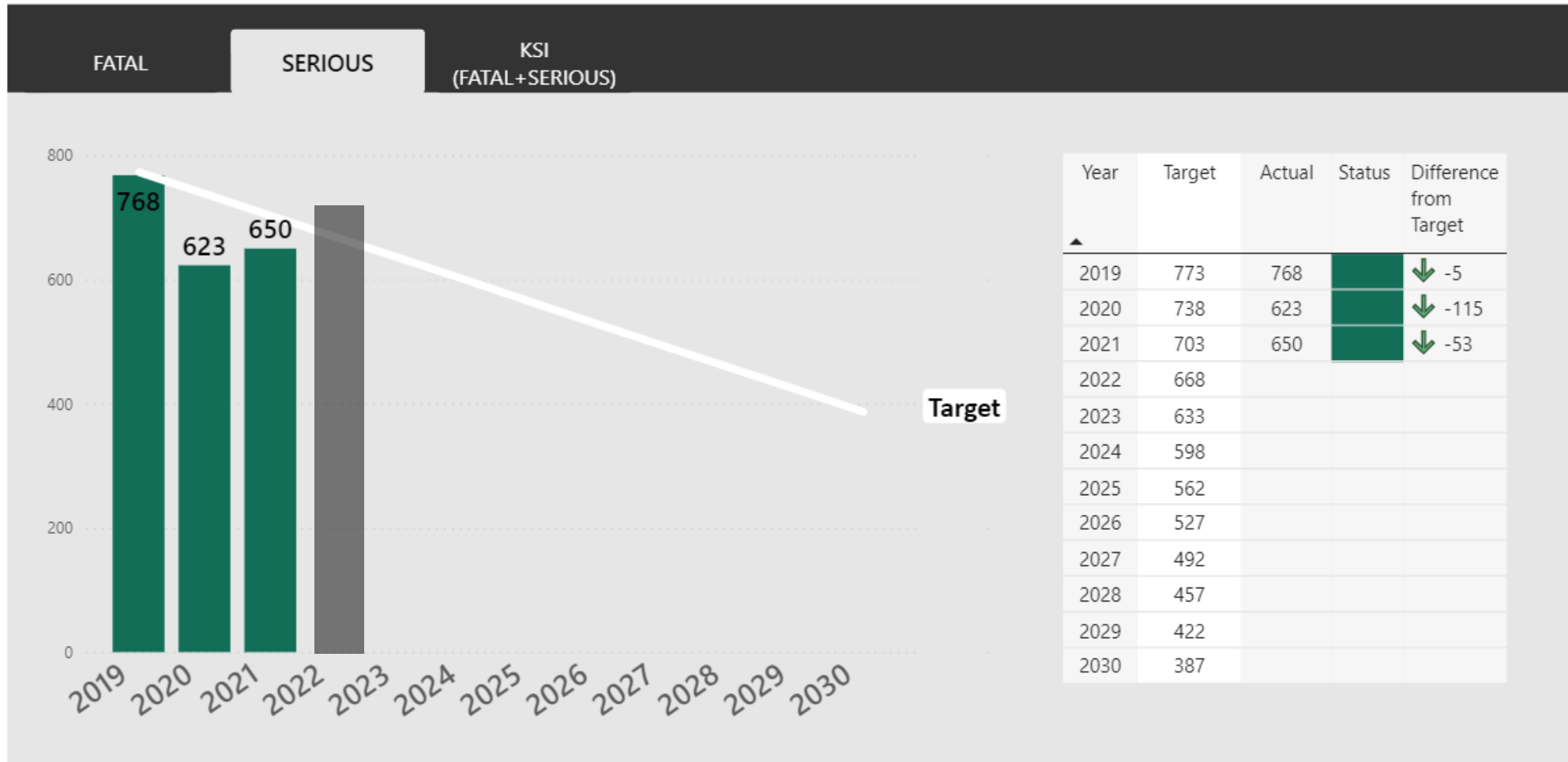
Severity based assessment



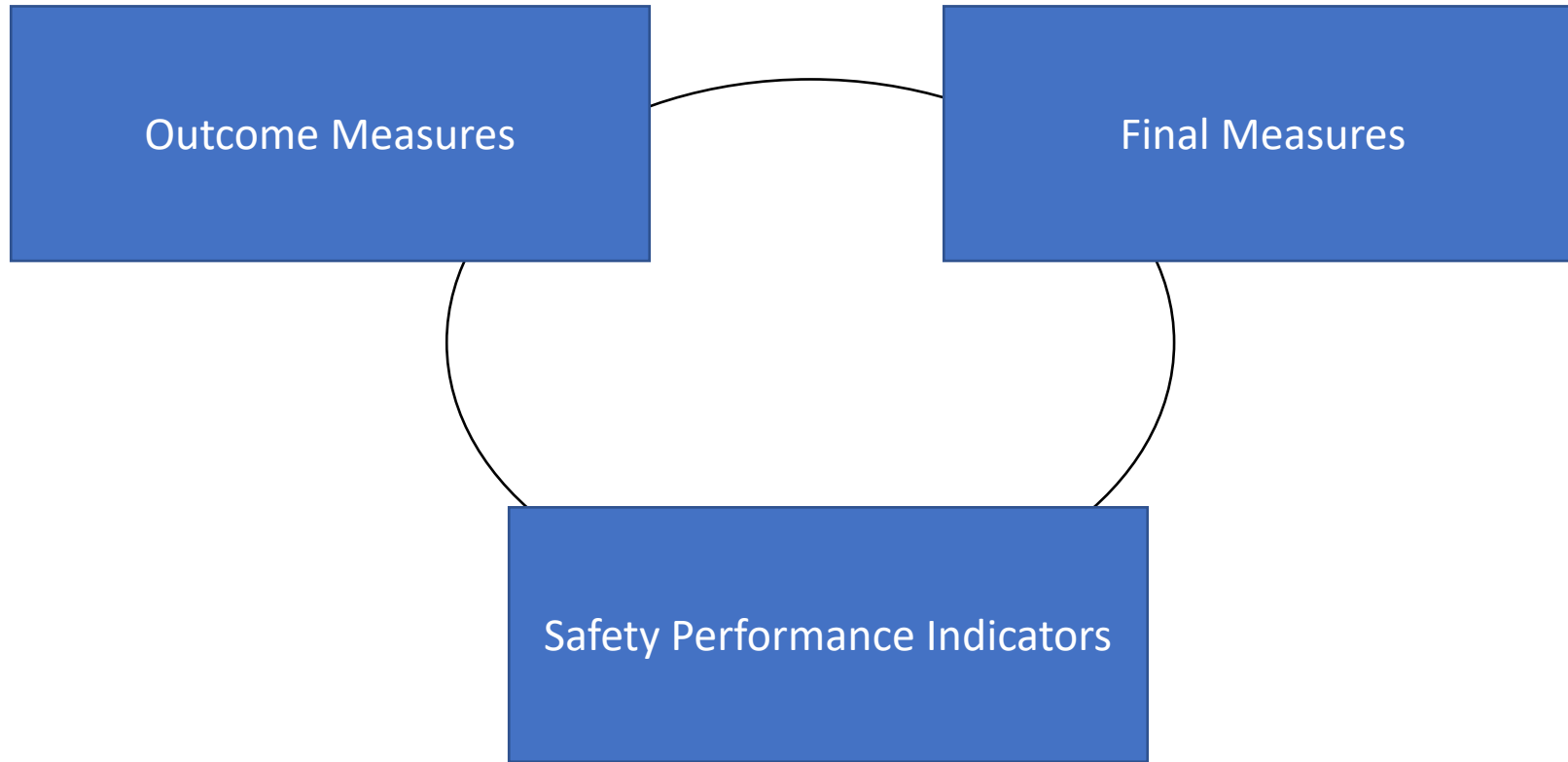
Serious update – subject to DfT validation

- 633 serious collisions
- **705 serious casualties**

- 2023 casualty phone calls



Safety Performance Indicators and Measures



Safety Performance Indicator	Safe System	Outcome Measure	Final Measure
Percentage of traffic complying with speed limits on national roads (e.g. National Highways roads)	Safe Speed	<ul style="list-style-type: none"> • Number of drivers detected speeding by Safety Cameras on national roads • Number of drivers who received a speed awareness course, conditional offer, prosecution • Number of drivers detected speeding by a police officer 	<ul style="list-style-type: none"> • Number of people killed or seriously injured in a collision where speed was a contributory factor (over limit) • Number of people killed or seriously injured in a collision where speed was a contributory factor (too fast for conditions)
Percentage of traffic complying with speed limits on local roads.	Safe Speed	<ul style="list-style-type: none"> • Number of drivers detected speeding by Safety Cameras on local roads • Number of drivers who received a speed awareness course, conditional offer, prosecution • Number of drivers detected speeding by a police officer • Number of vehicles detected speeding by CSW (20/30/40 MPH only) 	<ul style="list-style-type: none"> • Number of people killed or seriously injured in a collision where speed was a contributory factor (over limit) • Number of people killed or seriously injured in a collision where speed was a contributory factor (too fast for conditions)
Percentage of drivers who do not drive after a) consuming alcohol b) consuming drugs	Safe Road Use	<ul style="list-style-type: none"> • Number of breathalyser tests performed • Number of positive breathalyser tests • Number of drug wipes performed • Number of positive drug wipe tests 	<ul style="list-style-type: none"> • Number of people killed or seriously injured in a collision where alcohol was a contributory factor (Impaired by alcohol) • Number of people killed or seriously injured in a collision where drugs were a contributory factor (Impaired by drugs (illicit or medicinal))
Percentage of vehicle occupants using a seat belt a) driver b) front seat passenger	Safe Road Use	<ul style="list-style-type: none"> • Number of drivers detected not wearing a seat belt by a police officer • Number of passengers detected not wearing a seat belt by a police officer • Number of drivers detected not wearing a seatbelt by Acusensus cameras • Number of passengers detected not wearing a seatbelt by Acusensus cameras 	<ul style="list-style-type: none"> • Number of drivers killed or seriously injured in a collision where a seatbelt was not being worn • Number of passengers killed or seriously injured in a collision where a seatbelt was not being worn

Safety Performance Indicator	Safe System	Outcome Measure	Final Measure
Percentage of drivers not using in vehicle phone a) hand held b) hands free	Safe Road Use	<ul style="list-style-type: none"> • Number of drivers detected using a mobile phone by Acusensus cameras • Number of drivers detected using a mobile phone by a police officer • Number of drivers using a mobile phone during CSW survey 	<ul style="list-style-type: none"> • Number of people killed or seriously injured in a collision where driver using mobile phone is a contributory factor
Percentage of vehicles manufactured in the last 3/5 years	Safe Vehicles	<ul style="list-style-type: none"> • Number of drivers detected for safe vehicle related offences by a police officer 	<ul style="list-style-type: none"> • Number of people killed or seriously injured in a collision where vehicle defects were a contributory factor
Percentage of routes that are red on the high harm routes dashboard	Safe Roads	<ul style="list-style-type: none"> • Number of drivers detected committing a road traffic offence on a high harm route • Number of roads policing deployments to high harm routes* • Miles of compliant cycle routes LTN 1/20 	<ul style="list-style-type: none"> • Number of people killed or seriously injured in a collision on a high harm route
Percentage of motorcyclists wearing full PPE	Safe Road Use	<ul style="list-style-type: none"> • To be determined 	<ul style="list-style-type: none"> • Number of killed or seriously injured motorcyclists not wearing full PPE*
<p>The average time from a 999 call to the administration of TXA, and the percentage of eligible patients that received TXA</p> <p>TXA is a blood coagulant used to reduce bleeding.</p>	Post-crash care	<ul style="list-style-type: none"> • Percentage of ambulances responding to a collision within 8 minutes for a category 1 and within 18 minutes for a category 2 call* • The percentage of casualties requiring a secondary transfer • Percentage of fire and rescue responses within a time period -to be determined* • Percentage of police responses within a time period -to be determined* 	<ul style="list-style-type: none"> • Percentage of patients surviving to hospital discharge with an ISS (injury severity score) of <75

* Indicates that the measure is subject to the data being recorded

Is the Board assured regarding progress and
are there any questions?

THANK YOU

MOTORCYCLE BUSINESS CASE



The road safety partnership working hard to drive down death and serious injury.

OVERVIEW



- Purpose
- Problem profile
- Proposals
- Financial request

The road safety partnership working hard to drive down death and serious injury.

PURPOSE



- To seek Board approval for the motorcycle business case, which contains a range of proposals focused on targeting riders to reduce harm
- If approved, £227,000 would be added to the Road Safety Delivery Plan, with annual and 5-year business plan updated

The road safety partnership working hard to drive down death and serious injury.

PROBLEM PROFILE



Nationally, motorcyclists make up 1% of road users but account for 19% of fatalities, 21% serious injuries and 8% of slight injuries - Per vehicle km, has the highest fatality rate – approx. 30 x car occupants & 3 x pedal-cyclists

- D&C Area Profiles report (Agilysis in 2021) highlighted that:
 - D&C resident rider involvement rate is 28.3 per 100,000 population; 9% higher than SW
 - In 2019, 501 D&C m/c riders were involved in an injury collision (11 fatal & 194 serious)
 - 2015-2019, 37% of D&C's resident m/c riders involved in a KSI collision; national rate 32%
 - Ages 16-24 & 25-59 are over-represented as casualties, with 16-24 also over-represented compared to that age group nationally

The road safety partnership working hard to drive down death and serious injury.

PROBLEM PROFILE – CONT.



- Between 2019-2021 across D&C we tragically lost 33 motorcyclists (23.5% of all fatalities) and in addition, a further 566 were seriously injured (27.5% of all serious injuries)
- In 2022, a further 16 motorcyclists lost their life (32% of all fatalities) and 181 were seriously injured (25.9% of all serious injuries)
- Whilst biker season sees greater numbers, this is an all year round issue, for 2023, we have already seen 1 fatal and 11 serious injury collisions involving a motorcyclist.

The road safety partnership working hard to drive down death and serious injury.

PROPOSALS



The following proposals will support & complement existing initiatives:

- **DfT Motorcycle Simulator Project** – new and innovative approach to motorcycle safety and education of our highest risk road user group
- **Expand BikeSafe Reach** – working with riders in relaxed environment to raise awareness/value of progressing on to accredited post-test training
- **Motorcycle Call for Ideas** – Pot of funding dedicated to all things post-test training and wider motorcycle initiatives
- **Engagement Motorcycles** - To help engage a high risk and vulnerable road user group to drive down KSIs involving riders aged 16-24 and 25-59
- **DocBike Sign Pilot** – Pilot signs at high risk junctions across D&C
- **National Young Rider Forum Membership** – Retain cross partnership working, best practice/resource sharing. Targeting young rider KSI collisions reduction
- **Comms & Engagement** – Golden thread supporting all activity.

The road safety partnership working hard to drive down death and serious injury.

FINANCIAL REQUEST



We are seeking overall investment of £227,000 (table next slide) to try and encourage positive change and reduce our KSIs.

- We believe the greatest benefit will be achieved by delivering on all proposals outlined, but if the whole programme can not be approved, any element can be extracted
- Procurement will be undertaken by the appropriate partner; to include Cornwall Council, Devon & Cornwall Police and the Office of the Police and Crime Commissioner.
- Goods and/or services will be procured in line with procurement rules and thresholds that apply to each organisation, as outlined in the Partnership Memorandum of Understanding

The road safety partnership working hard to drive down death and serious injury.

FINANCIAL REQUEST



Initiative	Description	Funding Required
M/C Simulator Project -	Simulator, mobile classroom and solar battery £276k* Evaluation Specialists £25k*, Survey tablets (for all theme areas) £8k* *Est costs tbc	£100,000 capital & £10k revenue p.a. for maintenance - build into 5 yr BP from 2024
BikeSafe Expansion	Expand delivery/take-up (plus future simulator) through retaining retired m/c police officer	£30,000
Motorcycle Cfl	Dedicated to post-test training and/or wider initiatives	£50,000
Comms & Engagement	To support future communications and engagement activity ahead	£30,000
Engagement Motorcycles	To secure and provide VZSW and its partners, mechanisms to draw in, engage and influence	£10,000
DocBike Sign Pilot	Pilot signs at targeted junctions/known collision sites; will support SSUP route based signage	£5,000
NYRF Membership	Continue partnership working, sharing of resources & learning, to reduce young rider KSIs	£2,000
		Total £227,000 capital

The road safety partnership working hard to drive down death and serious injury.

ANY QUESTIONS?

The road safety partnership working hard to drive down death and serious injury.

ITEM 10 - VZSW GOVERNANCE BOARD – 14 March 2023

Author Name:	IF and IH
Author Role:	Principal Transport Officer (Road Safety) Cornwall Council & Road Casualty Reduction Officer Devon & Cornwall Police
Development Group Date	07.02.2023

VISION ZERO SOUTH WEST – MOTORCYCLE PROPOSAL

<u>Reports may be submitted for one or more of the following purposes:</u>	<i>Tick all which apply:</i>
<i>For decision:</i>	
<i>To provide assurance regarding progress, process and/or performance:</i>	X
<i>To seek direction/guidance from regarding a course of action or arising issue:</i>	
<i>To advise in order to inform wider strategic decision making:</i>	
<i>To seek approval for a particular course of action or change of direction:</i>	X

1.0 **PURPOSE**

1.1 The purpose of this paper is to seek Board approval for the motorcycle business case which contains a range of proposals focused on targeting riders to reduce harm. If approved, £227,000 would be added to the Road Safety Delivery Plan (RSDP) in addition to the £25,000 funding recently approved via email for the purchase of the limited-edition BMW M1000RR ex demonstrator motorcycle from BMW Motorrad UK. The 5-year business plan will also be updated accordingly.

2.0 **RECOMMENDATIONS**

2.1 That Partners:

- a. Approve £227,000 of activity to be added to the RSDP.
- b. Be assured that all procurement will be in line with rules and thresholds of partner organisation.

3 **DEVELOPMENT GROUP ASSURANCE & STRATEGIC FIT**

- 3.1 The overarching strategic aim of VZSW is to work together to drive changes that will prevent death and serious injury from occurring on the roads of Devon and Cornwall. Additionally, we want to improve our post collision response and care.
- 3.2 In supporting the proposals set out in this report, they will link into the safe system pillars of **Safe Speeds & Safe Road Users**. Through continuation of funded activities such as biker down it also touches upon **Post Crash Care & Response**. All proposals are targeted towards changing rider behaviour and reducing those killed or seriously injured (KSIs). It should be acknowledged that this is an inherently difficult area to target. For many riders the 'thrill' of the ride can lead to risk taking and understanding what influences those behaviours is critical, if we are to develop and provide tools to support positive change.
- 3.3 The proposals include a pilot which is trialing new techniques as well as more established mechanisms to reduce KSIs. These all fit the strategic aims of this partnership and can be funded through our pooled reserves. We acknowledge the importance of evaluation, and this will be supported and dovetailed by the Cabinet Office deep dive. Once approved, work will begin to secure retired bikers for training delivery, design evaluation methodology and expression of interest forms and agree a comms and engagement strategy to support everything. The DfT pilot (see section 4.8) is an exciting opportunity to be the first in the UK to test this new and innovative approach but requires 35% VZSW match funding. The pilot is expected to run for the calendar year of 2024 with post scheme evaluation required to be reported. National Highways has confirmed arrangements to transfer to the Force accounts is in hand. With VZSW match provided, the simulator will remain in Force but with the expectation that we loan it out and share best practice with other forces. This provides opportunity for VZSW to be seen to leading the way in this field.
- 3.4 Detailed discussions took place on 7th February and the Development Group in consultation with the Chair was satisfied it should be presented to VZSW Governance Board for approval.

4 **EXECUTIVE SUMMARY OF PROPOSAL**

4.2 Motorcyclists are identified as one of the most vulnerable road user (VRU) groups. Nationally, they make up 1% of road users, yet account for 19% of fatalities, 21% serious injuries and 8% slight injuries. Per vehicle km, this VRU group has the highest fatality rate of any other type of road user; around 30 times that for car occupants and 3 times the rate for pedal-cyclists. This only presents part of the picture, with non-

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injury collisions and near misses not accounted for, the statistics present a pertinent challenge in reducing or eliminating such collisions.

- 4.3 The refreshed Area Profiles report (produced by Agilysis in 2021) highlighted that:
- D&C resident rider involvement rate is 28.3 per 100,000 population; 9% higher than SW rate
 - In 2019, 501 D&C m/c riders were involved in an injury collision (11 fatal & 194 serious)
 - 2015-2019, 37% of D&Cs resident m/c riders were involved in a KSI collision, national rate 32%
 - Ages 16-24 & 25-59 are over-represented as casualties, with 16-24 also over-represented compared to that age group nationally.
- 4.4 Between 2019 - 2021 across D&C we tragically lost 33 motorcyclists (23.5% of all fatalities) and in addition a further 566 were seriously injured (27.5% of all serious injuries). Given that they represent such a small proportion of road users overall, they are significantly overrepresented. In 2022, a further 16 motorcyclists lost their life (32% of fatalities) and 181 were seriously injured (25.9% of serious injury); **this has to stop**.
- 4.5 Nationally, young rider KSI casualties outnumber young driver every year & make up approx. 33% of KSIs.
- 4.6 Without intervention our motorcycle KSIs may well rise. Dealerships have indicated that they have sold more bikes in the last 12 months, compared to last 12 years (perhaps unaffordability of running cars).
- 4.7 The projects outlined below will support and complement existing initiatives (see appendix A).

4.8 DfT Motorcycle Simulator Project (DfT match funded)

First of its kind in the UK and a new and innovative approach to motorcycle safety and education of our highest risk road user group. The simulator is a real motorcycle on a moving platform and is surrounded by five immersive screens that replicate in real time any road environment, weather situation and lighting scenarios (inc those can't often be replicated in real life). It will be fixed into a mobile classroom and engage riders at events/shows whilst further developing an educational program that has no time, weather or hazardous situation restrictions. DfT have approved £210,000 for D&C Police to demonstrate 'behaviour change' so evaluation of this pilot is critical.

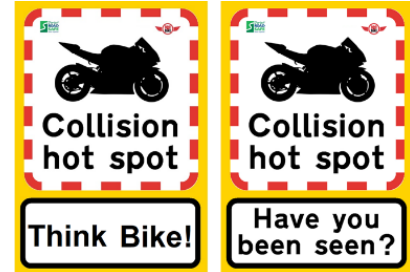


- 4.9 **Expand Bikesafe Reach** - Bikesafe is a national police led motorcycle training offer at a subsidised rate of £65. Aimed at working with riders in a relaxed environment to raise awareness of the importance and value of progressing on to accredited post-test training (such as ROSPA, IAM etc). At this time there is no requirement to undertake any further training once you have passed your bike test, this would provide a taster session of what can be learnt and how techniques improve your safety on a motorcycle and how advanced training can benefit new or existing riders. Expanding Bikesafe could lead favorably into the funded advanced courses already offered by Vision Zero. With the potential surge in uptake, additional resource over and above the existing commitment to run 12 bikesafes is required. The request detailed in the funding section will support retaining up to 6 retired officers (in addition to 4 camera operators secured) support to run events. Police motorcyclists cost thousands of pounds to train to a very high level, when they leave the force all their skills and knowledge go with them. This would enable us to continue to use an untapped resource with that wealth of skills. National Bikesafe have agreed to run the administration for this project and have all the software and offices already in place. The long-term plan would be to also use these former officers to assist in the delivery of the Simulator project, so they can be utilised throughout a 12-month period.
- 4.10 **Motorcycle Call for Ideas (Cfi)** - whilst currently working with Cornwall, Plymouth & Devon Advanced Motorcycling we are mindful that there other road safety organisations interested in collaborating. The proposal is to create a pot of dedicated annual funding to advance all things post-test training and wider motorcycle initiatives to target our audiences. This would broaden the reach and scope of initiatives and importantly provide a fair and transparent approach. Applicants would be expected to set out how it would improve safety, target KSI reduction in areas of concern (to be informed by the Cabinet Deep Dive) and be evaluated to show impact. Expressions of Interest would be reviewed by the Motorcycle T&F Group, with decisions communicated applicants by the VZSW Partnership Manager. Initiatives would then be tracked.
- 4.11 **Communications & Engagement** – The 2022/23 RSDP allocation of £10,000 has been directed towards some really successful activities and spent in full. Continuing communications and engagement activity is vital to progress activities such as paid for promotion, supporting the DfT Motorcycle Pilot and engagement motorcycles, hosting a train the trainer event, working with RiderCam TV increasing media presence, motorcycle safety events, general road safety messaging and attendance to motorcycle webinars/conferences to keep abreast of best practice increasing Partnership knowledge and skills.
- 4.12 **Purchase engagement motorcycles**, to engage with a high risk and VRU group to drive down KSIs involving riders aged 16-24 and 25-59. The Board has already approved the limited-edition BMW M1000RR ex demonstrator motorcycle (a bike of significant stature amongst the motorcycle community) but we want to complement this with an entry level 'aspirational' bike to engage younger riders at colleges/events. These motorcycles will enable us to be more cross cutting and agile to draw riders in and get them talking to us;

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enhancing our ability to engage the target audience, who may have otherwise have just walked past. Messaging will be guided by the Cabinet Office Deep Dive to maximise it resonating with audiences. Both bikes will be for engagement only and be readily available for any partner to utilise. It would not be the intention to wrap either bike in Police livery, but a partnership livery (VZSW and Learn2Live etc).

4.13 DocBike (Sign Pilot) – Doc Bike is a medical charity based in Dorset who attend motorcycle related collisions and try to help to reduce motorcycle KSIs. They have designed and implemented road signage for junctions as conflict between riders with other road users is identified as a high risk. D&C have seen a disproportionate amount of junction collisions and signage is simple way to raise awareness to motorists and motorcyclists of a higher risk junction where previous collisions may have occurred. We will be using intelligence obtained through VZSW analysts to identify previous collision sites. Analysis obtained from Dorset, show collisions at junctions with this signage have reduced. Adopting this approach would bring uniformity across the SW for residents and visitors.



4.14 National Young Rider Forum (NYRF) Membership for VZSW – To retain cross partnership working, best practice and resource sharing aimed at targeting a reduction in KSI collisions with our young riders. This is an issue that remains in sharp focus both locally and nationally. This forum has to date provided an important function and without continued contributions will fold which would be a loss to us and partners contributing currently all agree it is an asset to be protected.

4.15 At the National Road Safety Conference, the CEO & Founder of SO-MO provided an insight to the success of applying behavioural science to solutions and the positive impact this had on their seatbelt campaign targeting Birmingham's young South Asian Community. It highlighted the importance of an audience resonating with messages/actors. This strengthens how we hope that by working with the Cabinet Office behavioral experts to apply the Com B model (See appendix B), it will be instrumental in guiding how we develop proposals and communicate them.

4.16 Developing a granular/deeper understanding of the barriers will identify whether we need to 'educate' to plug a gap in knowledge, skills or influence social norms or 'restrict behaviour' through enforcement or road environment. We see great value in the continuation of training and education initiatives to ensure riders are better equipped to enjoy their ride (though improved knowledge/skills/attitude) but without the devastating consequences that we are sadly seeing on a regular basis.

4.17 The following looks at what we will evaluate and how – although some areas are to be developed as proposals advance:

- **Standardise survey platform** provide a central resource facilitating a common analysis approach, enhancing collective abilities. Platform is funded through committed resource, but we require tablets to facilitate survey collection.
- **DfT Motorcycle Simulator Pilot** – will secure external expertise to design evaluation methodology detail to be confirmed at later stage.
- **Bike Safe Expansion** – Detail from expansion pilot to be confirmed but expected to monitor riders completing Bikesafe. Existing offer is 12 sessions (up to 120 riders ie 10 max per course) We will track courses and riders. Looking to uplift by 100%, evaluation forms to capture details and include opt in for further follow ups.
- **Motorcycle Call for Ideas** – Successful applicants will be asked to detail evaluation methodology as part of their grant conditions.
- **Engagement bikes** to form part of our suite of engagement tools to hold meaningful conversations around road safety and/or signpost to available training opportunities. Evaluation is key. A concrete communications and engagement structure, informed by the Cabinet Office Deep Dive, will be developed and dovetail work surrounding these bikes. Survey forms will be created and analysed.
- **Doc Bike Signs** – Monitor historic trend pre and post sign installation.
- **Comms** – Campaign reach to be monitored through advertisement.

5.0 FINANCIAL REQUEST

5.1 The Board has already approved and enabled a number of initiatives to that are progressing through the current RSDP. Sadly, although we are doing a lot of great work, we are seeing far too many collisions and need to do more. At the time of finalising this report, we have collectively suffered a further 2 fatalities and 3 serious injuries; whilst we acknowledge we have a typical biker season, it is an all-year-round problem.

5.2 We are seeking overall investment of £227,000 (see table 1 below) to try and encourage positive change and reduce our KSIs. We believe the greatest benefit will be achieved by delivering on all proposals outlined, but if the whole programme cannot be approved any element can be extracted.

5.3 Procurement will be undertaken by the appropriate partner; to include Cornwall Council, D&C Police &

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OPCC. Goods and/or services will be procured in line with procurement rules and thresholds that apply to each organization, as outlined in the Partnership MoU.

Table 1 – Funding Request

Initiative	Description	Funding Required
M/C Simulator Project -	Simulator, mobile classroom and solar battery £277k* Evaluation Specialists £25k*, Survey tablets (for all theme areas) £8k* *Est costs tbc	£100,000 capital & £10k revenue p.a. for maintenance - build into 5 yr BP from 2024
BikeSafe Expansion	Expand delivery/take-up (plus future simulator) through retaining retired m/c police officer	£30,000
Motorcycle Cfl	Dedicated to post-test training and/or wider initiatives	£50,000
Comms & Engagement	To support future communications and engagement activity ahead	£30,000
Engagement Motorcycles	To secure and provide VZSW and its partners, mechanisms to draw in, engage and influence	£10,000
DocBike Sign Pilot	Pilot signs at targeted junctions/known collision sites; will support SSUP route based signage	£5,000
NYRF Membership	Continue partnership working, sharing of resources & learning, to reduce young rider KSIs	£2,000
		Total £227,000 capital

6 IMPLEMENTATION TIMESCALE

6.1 Subject to final approval from Vision Zero South West Governance Board, the following table 2 outlines the anticipated key project milestones to be achieved in the next 12 months. Some activities such as events and comms will happen throughout the following represents some of the key events (but not all):

Table 2 Activity Calendar 2023/24

Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24
Simulator Procurement (approx 8 months)										Pilot begins (18 mth duration)		
Operate Bike Safe Courses												
	national two wheeler safety	Bideford & Devon County Shows	Royal Cornwall Show	Big Bike Show	11-13th Mega Ride	Project Edward		Brake safety week				
					Survive the Drive							
Order & take receipt of entry level bike												
Learn to Live Evaluation							Learn to Live Delivery					
Doc Bike Signs (temporay roadside signs) up for 6 month duration maximum												
Secure 12 months of membership to National Young Rider Forum												
Design, go live, evaluate & award bids through M/C Cfl grant funding prog				Motorcyce call for ideas successful projects get underway for delivery								

7 NEXT STEPS

Subject to Board approval, the next steps will be to add the proposals to our existing Road Safety Delivery Plan, amend our 5 Year Financial plan to reflect any ongoing maintenance liabilities for the simulator and partners to begin any procurement necessary.

Appendix A – Existing/Funded RSDP Activities

Biker Down Evaluation – Undertake a 2-year qualitative and quantitative study. The study will determine the effectiveness of Biker Down as a road safety risk reduction intervention. A service provider has been procured who are under contract to carry out this work from January 2023 to March 2025. A publication ready report will be provided at the end of the evaluation, as well as a bespoke workshop to present findings to Vision Zero South West (VZSW) and its partners, enabling any next steps to be determined and progressed as required.

Biker Down Delivery – Deliver up to 12 Biker Down courses across Cornwall. Courses cover, Incident scene management, Casualty care and The science of being seen, ‘The Thinking Biker’

Biker Down delivery model/mechanism is operating effectively in Devon however, Cornwall haven’t been able to establish this in the way Devon have; primarily due to resource. Funding secured through VZSW has helped to facilitate the procurement of a training provider and get the delivery of this intervention back up and running again in Cornwall, with 2 courses already delivered to 33 bikers. Future course programme is being defined by the training provider, which will see the delivery of further courses. Secured funding for future course delivery will also ensure Cornwall’s ability to remain involved in the aforementioned evaluation.

IAM RoadSmart Advanced Rider Course – Subsidised post-test training scheme with Cornwall, Plymouth and Devon Advanced Motorcyclists. The scheme offers associates who sign up a 75% refund on their course costs (£179 for full course), once test ready. Funding secured through VZSW enabled the initiative – originally established between Cornwall Council and Cornwall Advanced Motorcyclists – to be expanded out to Plymouth and Devon Advanced Motorcyclists; with these 3 groups in turn covering the peninsula. Funding secured is targeted towards geographic areas of risk identified in the Area Profiles report, with the aim of enhancing the skill set and safety of each rider that undertakes the course, as well as increasing the baseline (around 1%) of riders that hold an advanced qualification. All courses available under the scheme have been allocated. A number of refunds have been politely declined by those associates who have been so pleased with the course. This has enabled the reallocation of spaces to new associates, expanding the reach of this scheme. The scheme is likely to put around 100 advanced riders back out onto our roads.

Ridefree – Publicity and awareness campaign for the national Ridefree initiative. This campaign is targeted towards young riders and Compulsory Basic Training (CBT) providers across Devon & Cornwall, with the aim of encouraging uptake to improve rider awareness and safety. Ridefree – developed by the Driving and Vehicle Standards Agency – is a free online training course that moped, and motorcycle riders should complete before taking their CBT course. It has been developed to help new riders prepare for a lifetime of safe riding. The course contains 5 online learning modules:

- The Highway Code and Hazard Perception
- Clothing, equipment and the importance of maintenance
- How a rider’s behaviour can affect them and other road users

Since the launch of this campaign, course completions across Devon & Cornwall have increased between 30-50%.

Communications & Engagement

- Motorcycle safety events – 2 events held in Cornwall, attended by various partners/stakeholders, with a focus on engaging with our target audiences to improve safety and reduce KSIs. A raffle was held at both events, where some engaging motorcycle road safety questions were put before those wishing to enter. Approved budget was allocated to prizes in the form of vouchers, which winners could redeem in the dealerships, putting the voucher value towards the purchase of new protective clothing, as well as other motorcycle maintenance and safety gear.
- Cabinet Office Deep Dive – The goal of this project is to employ diagnostic techniques, primary research and design techniques from behavioural science to systematically analyse the current data and evidence around motorcyclists in the Devon & Cornwall region, before drawing out recommendations for prospective communications to improve safety and reduce death and serious injury. The Cabinet Office have undertaken and provided VZSW a Literature Review which fed into workshops that took place in December 2022. Recommendations have been put forward around next steps, where we are now in process of preparing further community-based workshops, which will focus on reaching out to our target audiences to further our learning, as well as inform and shape our future approach to behavioural change.

- Communications Specialist Support – To support the behavioural change work associated with the Cabinet Office Deep Dive, VZSW have onboarded a media and communications specialist to develop and distribute motorcycle road safety content.
- Crash Cards – No one expects to be in a collision, but if a rider is knocked off their bike and they're unconscious, having personal details inside the foam of their helmet means that the Ambulance Service know who they are, next of kin and if there are any allergies or other medical conditions to hand over to the hospital. Coupled with a green sticker to place on the side of a rider's helmet, will ensure the Emergency Services know that the crash card is inside. 5,000 stickers have been purchased to distribute around to partners for upcoming events.

4P Plan for Motorcyclists – Due to the high number of motorcyclists killed, a meeting was called to discuss options surrounding how we tackle rider's mindset and behaviour and introduce mitigation to halt the trend. A 4P Plan has been formulated in response to this.

BikeSafe Courses – 12 courses are run over a period of 7 months; this enables up to 14 riders per course

PPE Recycling Scheme – An initiative, established by Plymouth Advanced Motorcyclists in discussion with VZSW, which encourages riders to donate their used kit (excluding helmets) to any St Luke's Hospice store. This donated kit, which is sold from a store adjacent to the main CBT training centre in Plymouth, could help a fellow biker who might not otherwise be able to afford it, and in the process of donating, it is also raising money for a local charity. This initiative is now also underway in Cornwall via Cornwall Air Ambulance stores. I am also engaging with IAM to see if there is scope for IAM Groups to take this initiative forward nationally.

High Harm Route Signing (Shiny Side Up Signs) - signs have been deployed again across Devon & Cornwall's high harm routes. The approach with the deployment of these signs, was to review historic collision data/patterns and deploy the most appropriate SSUP sign message at strategic locations along each route. Collision data will be reviewed to determine the effectiveness of these signs.

Appendix B Com B Model

Recent training from the Cabinet Office on Behaviour Change techniques highlighted three key areas required to effect behavioural change through the COM-B Model:

A capability barrier occurs when a person cannot enact a behaviour due to not possessing the requisite awareness, knowledge, or skills. Operating under the VZSW umbrella, there is vast amounts of experience available to ensure that, whomever we engage with, they are given the capability to understand how to ride safely on our roads, how to maintain their bike and ensure it is in safe working order, and ultimately, ensure that they make it home safely at the end of every ride.

A motivation barrier occurs when a person does not enact a behaviour due to not wanting to do it or not believing that they should do it. We are making the subject of staying safe on our roads interesting, appealing, engaging and informative.

An opportunity barrier occurs when a person does not enact a behaviour due to something outside their control - for example, lacking the money to pay a fee for a service, or lacking access to a computer to use an online tool. By attending shows and events (often free to attend) and by publishing social media content, it ensures that this information is broadly available and accessible, that it is easy to understand, money saving and within the law.

ITEM 11 VZSW GOVERNANCE BOARD – 14.03.23

Author Name:	RKW
Author Role:	VZSW Ops Manager
Development Group Date	07.02.2023

VISION ZERO SOUTH WEST – PROPOSAL FOR INCREASED COMMUNITY SPEED DETECTION

<u>Reports may be submitted for one or more of the following purposes:</u>	<i>Tick all which apply:</i>
<i>For decision:</i>	
<i>To provide assurance regarding progress, process and/or performance:</i>	
<i>To seek direction/guidance from regarding a course of action or arising issue:</i>	x
<i>To advise in order to inform wider strategic decision making:</i>	
<i>To seek approval for a particular course of action or change of direction:</i>	x

1.0 PURPOSE

- 1.1 To seek Board approval to purchase 5 x Lasertech International (Lti) TruCam 2 laser devices, for the use of identified Special Constables and agree associated budgets.

2.0 RECOMMENDATIONS

- 2.1 That Partners:
- a. Approve £48,500 to be added to the Road Safety Delivery Plan and include ongoing maintenance (£279 per unit per annum), into our five-year business plan.
 - b. Be assured that D&C Police as delivery partner have a compliant procurement route.

3.0 DEVELOPMENT GROUP ASSURANCE & STRATEGIC FIT

- 3.1 The overarching strategic aim of VZSW is to work together to drive changes that will prevent death and serious injury from occurring on the roads of Devon and Cornwall (D&C) and to improve our post collision response and care. Supporting this proposal, links into the Safe Speeds pillar.
- 3.2 Inappropriate speed is a key concern for many communities. Purchasing 5 additional TruCam 2 devices increases our partnership ability to expand speed detection and support communities providing cohesion and enhanced speed enforcement capability by collaboration with Citizens in Policing (Special Constables) and Neighborhood Policing Teams. This additional support links into Community Speed Watch Groups (including those with 20mph speed limits) and will provide better response to identified geographic threat. With the numbers of roads covered by 20mph on the rise, it will be important to support CSW with the required resource and technology adding 'enforcement teeth' to activity. The investment will be financially self-sustaining, driven by increase in educational diversion throughput. This is a sound approach enhancing our ability to increase fear of detection and as a consequence lead to sustained behaviour change.
- 3.3 Detailed discussions of this proposal took place on 07.02.2023 and the Development Group in consultation with the Chair was satisfied it should be presented to VZSW Governance Board for approval.

4.0 EXECUTIVE SUMMARY OF PROPOSAL

- 4.1 Road speed enforcement activity is traditionally restricted by silo whether isolated by Speed Detection Officers (SDO) activity, Roads Policing and/or Local Policing teams.
- 4.2 This proposal intends to train Special Constables as subject matter experts, providing VZSW with an equitable, force-wide tactical option to collaborate and complement enforcement activity in accordance with VZSW targets and local policing priorities. They will also be trained to a standard to support Community Speedwatch (CSW) schemes, enabling an enforcement capability and to assist in local initiatives such as School Speedwatch.
- 4.3 Five identified Special Constables have recently passed the Skills for Justice speed enforcement accreditation (theory) which includes Health & Safety requirements for enforcement site selection. This is a high-level specialist accreditation that has previously been restricted to Speed Detection Officers. Additional courses are scheduled for newly recruited Speed Detection Officers, Road Casualty Reduction Officers and Special Constables to ensure equitable Force wide cover.
- 4.4 Special Constables will not be authorised to conduct independent speed enforcement until they have been accredited by an SDO and can demonstrate they are competent and confident to carry

ITEM 11 VZSW GOVERNANCE BOARD – 14.03.23

out such work. Milestones are outlined in section six.

- 4.5 Evaluation of this activity will include the total of speed violations recorded and hours of speed enforcement activity recorded in 365 form completion.
- 4.6 Typically, 60% of all speed violations detected by such devices are within the threshold where a speed awareness course (SAC) can be offered. On local roads (and where the intended users will operate) this figure can rise beyond 80%. Of those eligible, 60% go on to complete the SAC. It is not uncommon for a SDO to detect between 50 to 150 speed violations in a 1.5-hour session on a site where significant non-observance to speed limits exists. See case study below.

Case Study Browns Bridge Road

A 30mph limit road adopted as a VZSW priority through the Tactical Tasking & Coordination Group due to lack of compliance with the posted speed limit.

- Five enforcement sessions (ranging between 45-90 mins duration) between 16 Nov 2022 and 7 Jan 2023 detected 419 speed violations.
- Detections per session ranged between 21 to 150, all within SAC threshold.
- Significantly, 95% of vehicles were registered to addresses in the local area.

- 4.7 Whilst cost recovery generated by SAC completion will in time recoup investment costs, it is the visibility in enforcement and reach to the wider local community that will best serve VZSW target in reducing speed, obedience to speed hopefully work towards reducing KSIs on our road network. The latter is therefore the intended outcome and reason for request.

5.0 **FINANCIAL REQUEST**

- 5.1 This proposal seeks approval from the Board to allocate from VZSW pooled reserves £48,500 to purchase 5 x Lasertech TruCam 2 speed monitoring devices (Home Office Type Approved and currently used by D&Cs Road Safety Team's Speed Detection Officer).
- 5.2 The expenditure ask outlined will be mitigated by cost recovery of completed SAC as an out of court disposal option consequent to speed enforcement activity using the devices. It is recognised, that onboarding and accreditation of identified Special Constables is significant.
- 5.3 Contingencies have been considered should the individuals not reach appropriate standards. The devices will remain the property of VZSW and under the care and control of the VZSW Ops Manager for re-distribution.

6.0 **IMPLEMENTATION TIMESCALE**

- 6.1 Subject to final approval from VZSW Governance Board, it is proposed that activity is reviewed on a quarterly basis with a 12-month report produced.
- 6.2 The onboarding and accreditation of Police Constable staff to reach accreditation for independent enforcement will depend on individual engagement and the frequency and duration of their time volunteered. All the 5 recently qualified with theory are already engaging with SDO's for practical use assessment. NB Some have yet to be signed off for Independent Patrol. (Amie Ingleton Prevent Dept Senior CIP Coordinator will review staff and expedite sign off where possible). Wider milestones include:
- Order and receipt of equipment - expected within 1 month of order.
 - Complete - Skills for Justice accreditation in laser device and speed detection (theory).
 - Expected within 1 month of issue - SDO accreditation to enforce.
 - Expected by March 2023 - Special Constable Independent Patrol sign off.
 - Within 6 months of issue¹ - SDO accreditation to enforce (practical) and manufacturer's accreditation to enforce (theory).
 - Potential - Manufacturer's accreditation to train. It is possible that a Special Constable could reach a standard to be able to obtain the manufacturer's accreditation to train and accredit others in practical enforcement. Combined with Special Constables other duties, this would require such regular use that it likely be limited to the exceptional.

7.0 **NEXT STEPS**

- 7.1 Subject to Board approval, the next steps include placing order for the TruCam 2 devices and continuation of Special Constable training. A small sum of £1,395 p/a (based on 2023 calibration rates of £279 per unit) will also need to be reflected within our 5-year business plan for ongoing maintenance and calibration.

¹ Will require a regular commitment of attendance and training by the individual

Young Drivers Thematic

Funding Request

Initiative	Description	Funding Required
L2L main presentation delivery (Autumn 2023)	Delivery to 12,000+ Key Stage 5 school/college audiences: <ul style="list-style-type: none"> ➤ Speaker costs, venue hire & refreshments £13,900 ➤ School travel expenses, student wristbands £18,600 ➤ IT PPT laptop/software for ongoing delivery £4,000 ➤ Tech support & equip hire (large venues) £12,800 ➤ Spotlights, up lights, microphones, screen £6,000 ➤ Road User Support Service £2,000 ➤ Website maintenance & Mentimeter use £1,800 	£59,100
Filming	New talking head films to use when live speakers unavailable	£6,000
L2L Parents event	For parents of young drivers (inc those who will be passengers of YD). Incs paid for advertising.	£2,000
Survive the Drive events	Targeting young military audiences who will be travelling on roads of D&C. 3 x sessions for Cornwall & 3 x sessions for Devon - Speaker costs reclaimed via MOD direct	£0 for 2023 but ongoing inclusion in 5 year development plan
CPD courses/events	Attendance to key road safety events.	£4,000
Evaluation	Evaluation into L2L effectiveness for 2023/24 delivery & road safety related incentives to enlist participants.	£2,000
		Total £73,100

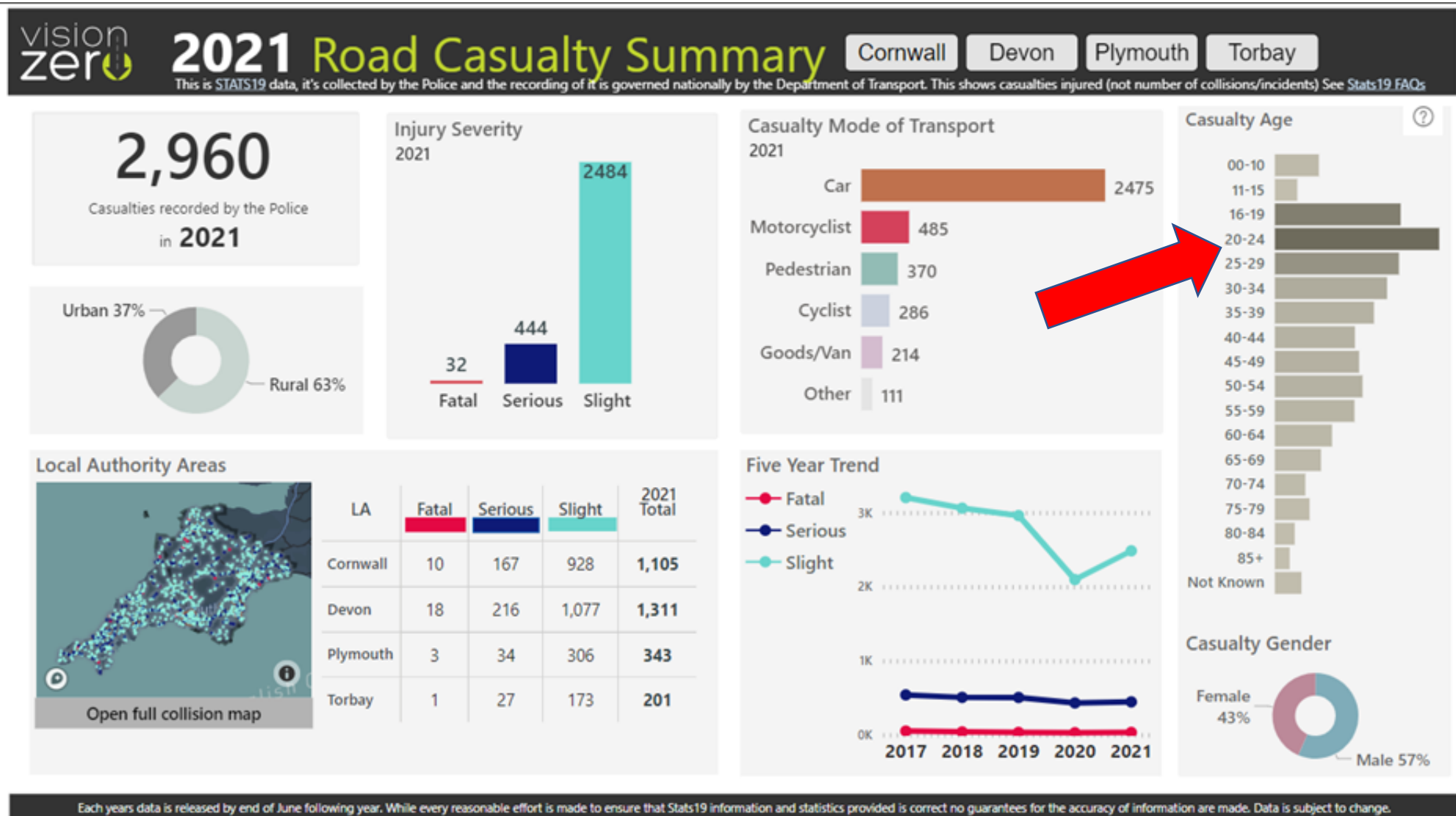
Why young drivers?

“Young drivers aged 17-24 make up 7% of licence holders but are involved in 24% of crashes leading to injuries, even though they drive half as many miles as all drivers. They not only put themselves at greater risk, but also their passengers and other road users.”

British Medical Journal paper 2020 - [Safety of young drivers | The BMJ](#)

The Young Driver thematic concentrates on new young drivers AND their passengers.

Why young drivers and passengers?



Funding Request

Initiative	Description	Funding Required
L2L main presentation delivery (Autumn 2023)	Delivery to 12,000+ Key Stage 5 school/college audiences: <ul style="list-style-type: none"> ➤ Speaker costs, venue hire & refreshments £13,900 ➤ School travel expenses, student wristbands £18,600 ➤ IT PPT laptop/software for ongoing delivery £4,000 ➤ Tech support & equip hire (large venues) £12,800 ➤ Spotlights, up lights, microphones, screen £6,000 ➤ Road User Support Service £2,000 ➤ Website maintenance & Mentimeter use £1,800 	£59,100
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Learn 2 Live

Road Safety Partnership

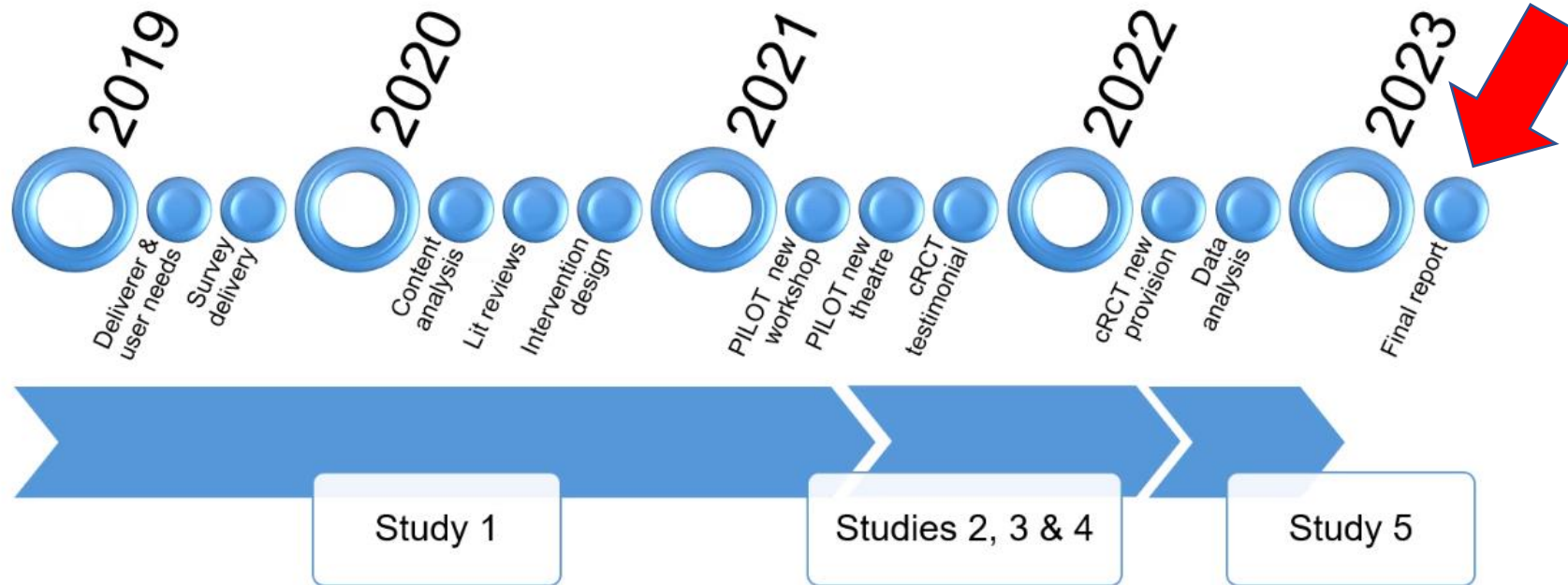
To find the best way to use pre-driver theatre & workshop education to improve young & novice driver safety



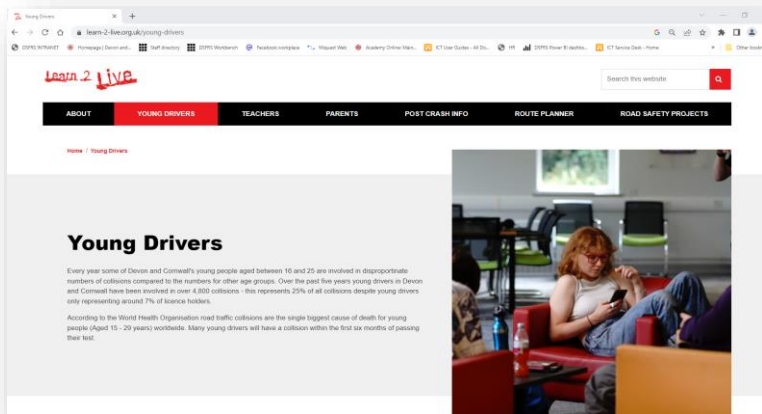
Evidence based practice – National Research



Timescales



Director of research –RAC Foundation



New website



New films



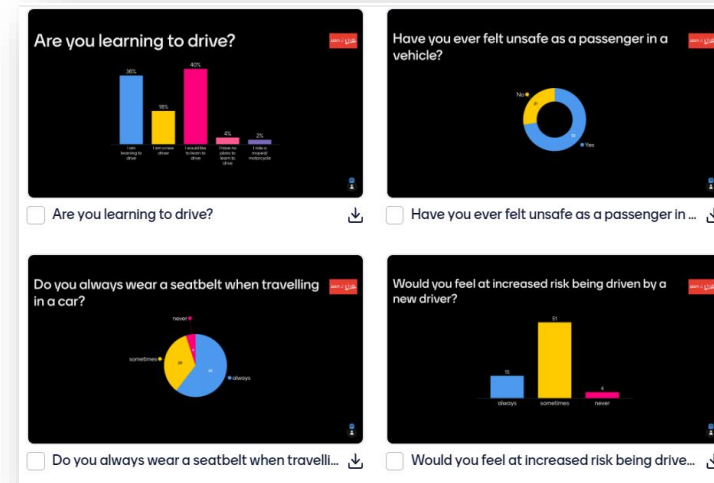
Parent events



Intervention design and delivery courses



Main L2L events



Audience engagement and feedback

Mentimeter – Understanding our engagement

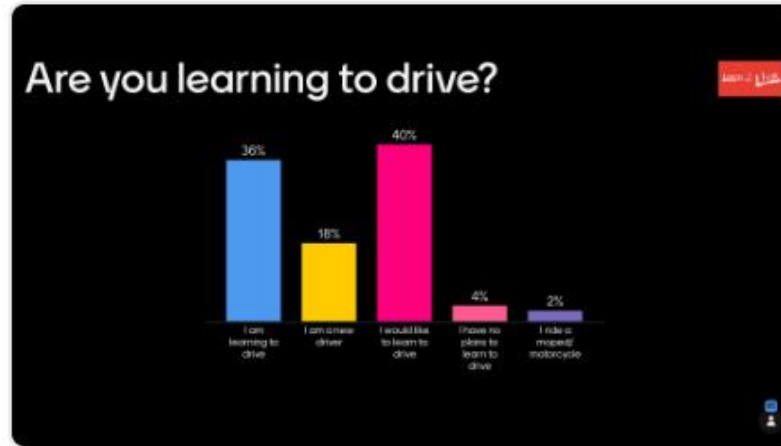
Instructions

Go to
www.menti.com
Enter the code

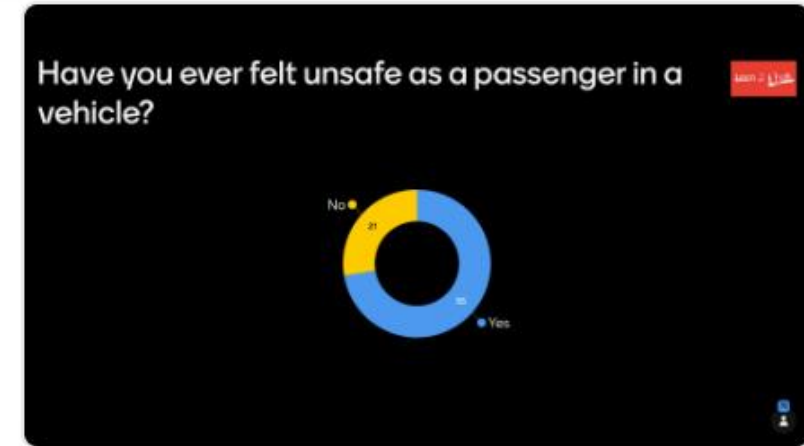


Or use QR code

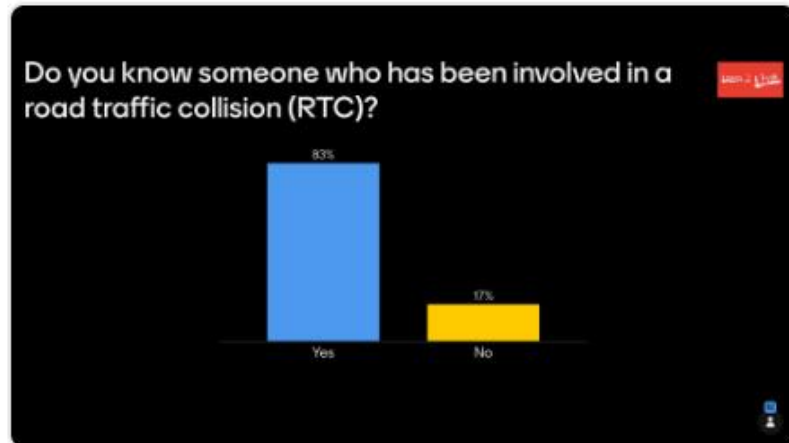
Instructions



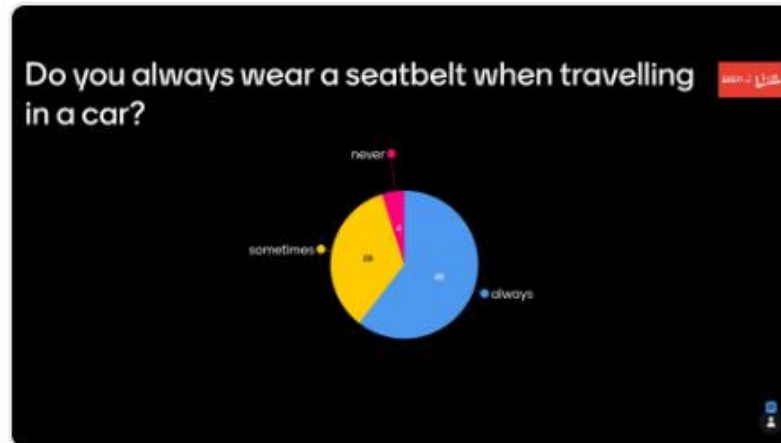
Are you learning to drive?



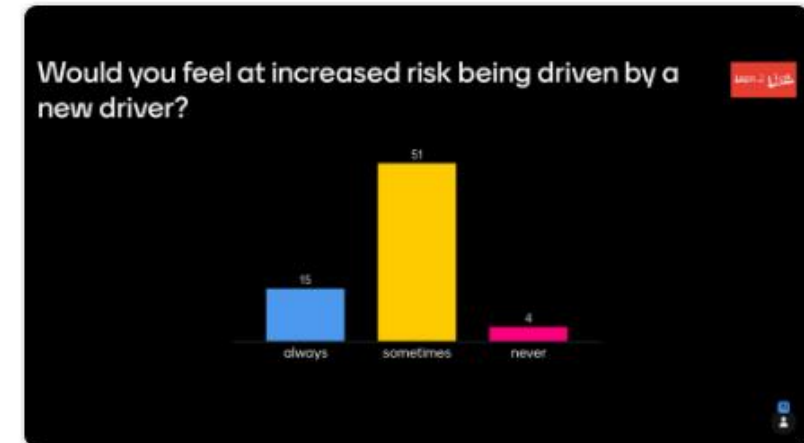
Have you ever felt unsafe as a passenger in ...



Do you know someone who has been involv...



Do you always wear a seatbelt when travelli...

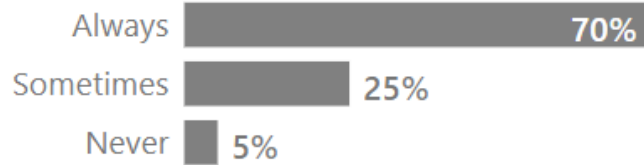


Would you feel at increased risk being drive...

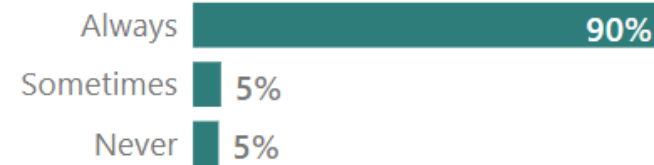




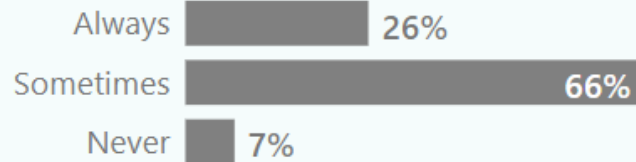
Do you always wear a seatbelt when travelling in a car?



Will you now always wear a seatbelt in a car?

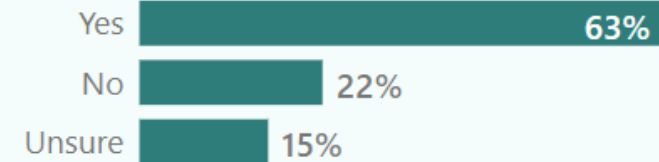


Would you feel at increased risk being driven by a new driver?

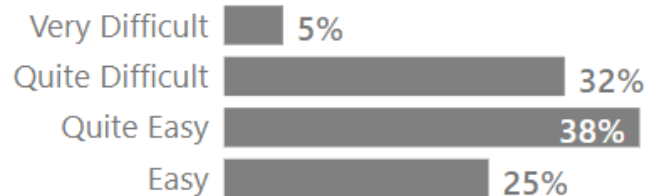


Before
After

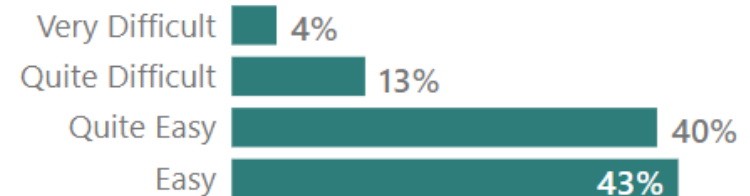
Do you now feel at increased risk being driven by a new driver?



Would you find it hard to ask your driver to drive at an appropriate speed?



Would you now feel able to say something if your driver was driving too fast?



Funding Request

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CPD courses/events	Attendance to key road safety events.	£4,000
Evaluation	Evaluation into L2L effectiveness for 2023/24 delivery & road safety related incentives to enlist participants.	£2,000
		Total £73,100

A man with dark hair tied back, wearing a black short-sleeved shirt, is shown from the chest up. He is looking slightly to his right with a neutral expression. The background is a plain, light-colored wall.

Talking head videos project



3:06 / 10:17



Funding Request

Initiative	Description	Funding Required
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What we know works!

Interventions **effective** at improving novice driver safety



Min learning period – 12 months



100hrs supervised practice



Varied opportunities for practice with friends & family



Professional lessons to correct poor techniques



Hazard perception training



Zero alcohol limit



Fatigue management



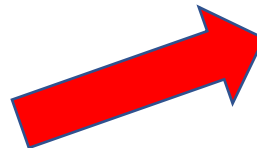
Graduated driver licensing



Parental interventions – agreements & telematics



Vehicle crash worthiness



Funding Request

Initiative	Description	Funding Required
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SURVIVE *the drive*

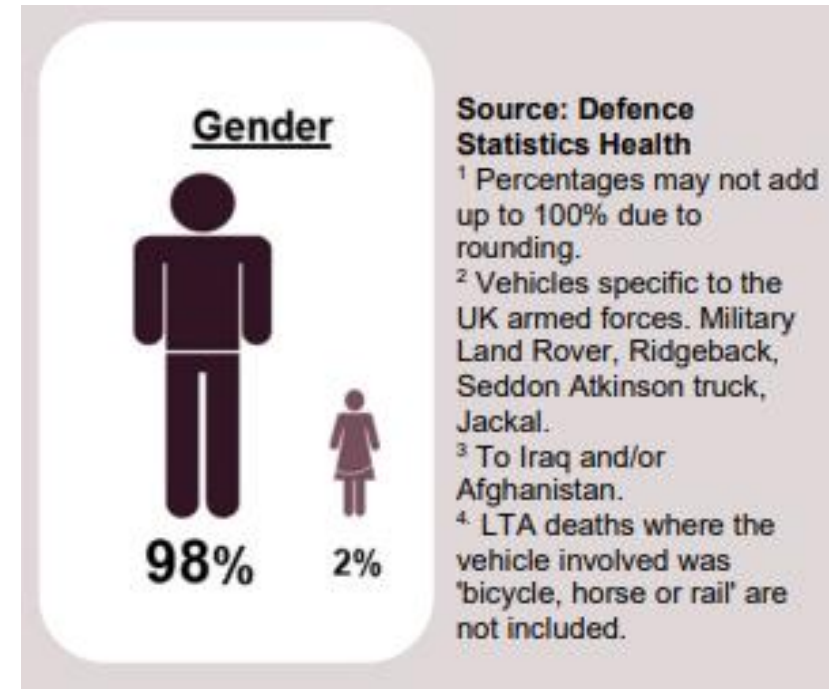
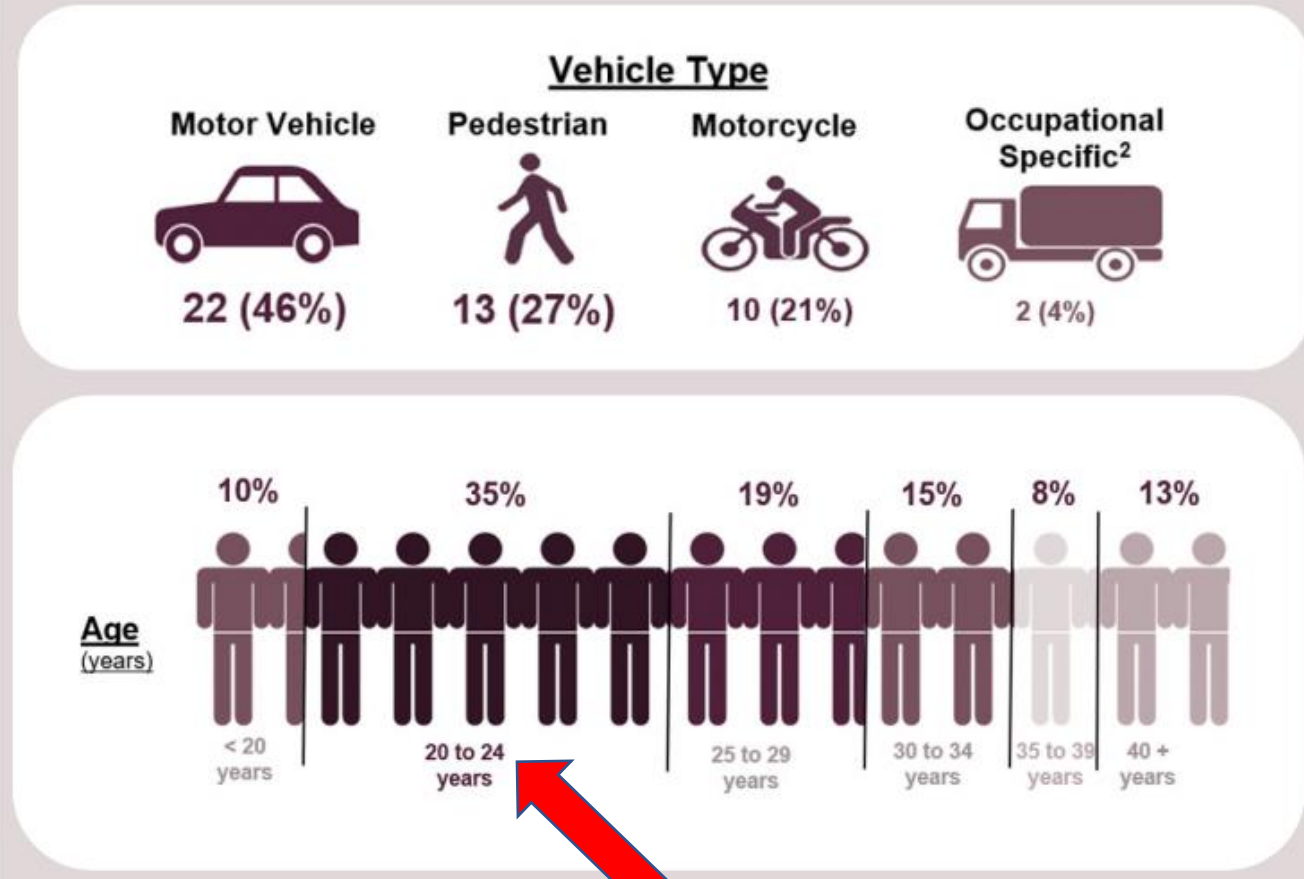


tomorrow is decided today ...



Military risk

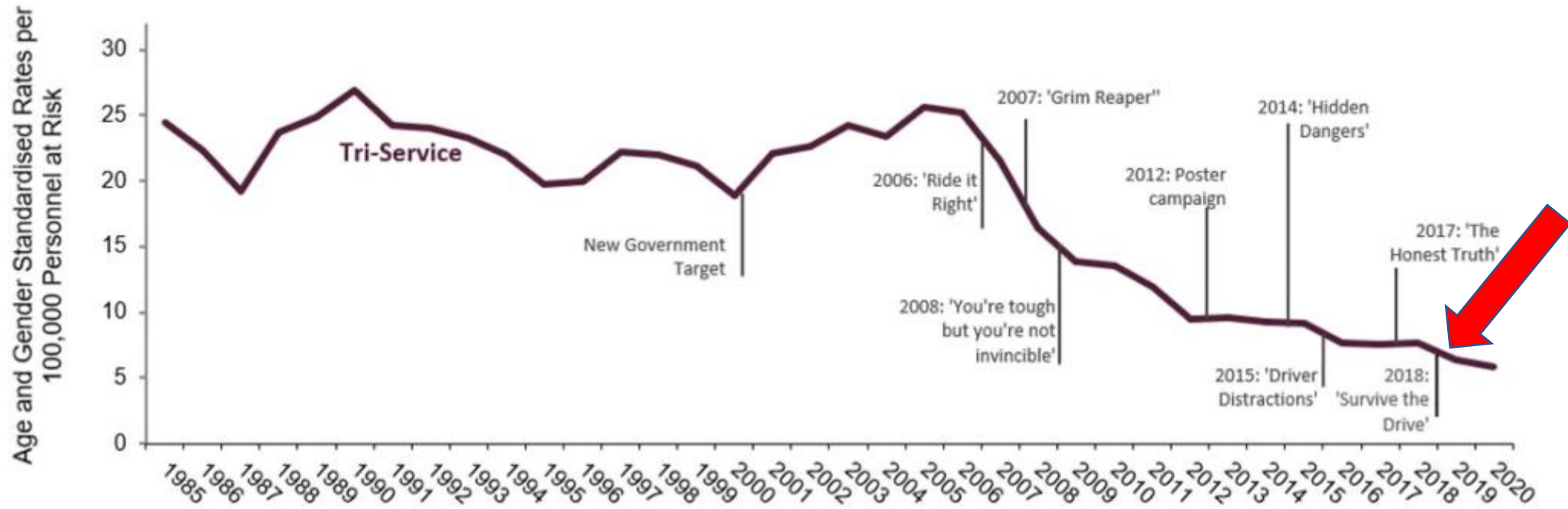
Figure A1: UK regular armed forces LTA deaths by key characteristics, percentages¹
2017-2021



Annex A – Number of Land Traffic Accidents (LTA) resulting in deaths among UK regular armed forces personnel (cont.)

Trends over time

Figure A2: UK regular armed forces LTA deaths by service¹, three-year moving average, rate^{2,3} 1984-2021



https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/1063349/20220331_Deaths_in_the_UK_Regular_Armed_Forces_2022_O.pdf

Funding Request

Initiative	Description	Funding Required
L2L main presentation delivery (Autumn 2023)	Delivery to 12,000+ Key Stage 5 school/college audiences: <ul style="list-style-type: none"> ➤ Speaker costs, venue hire & refreshments £13,900 ➤ School travel expenses, student wristbands £18,600 ➤ IT PPT laptop/software for ongoing delivery £4,000 ➤ Tech support & equip hire (large venues) £12,800 ➤ Spotlights, up lights, microphones, screen £6,000 ➤ Road User Support Service £2,000 ➤ Website maintenance & Mentimeter use £1,800 	£59,100
Filming	New talking head films to use when live speakers unavailable	£6,000
L2L Parents event	For parents of young drivers (inc those who will be passengers of YD). Incs paid for advertising.	£2,000
Survive the Drive events	Targeting young military audiences who will be travelling on roads of D&C. 3 x sessions for Cornwall & 3 x sessions for Devon - Speaker costs reclaimed via MOD direct	£0 for 2023 but ongoing inclusion in 5 year development plan
CPD courses/events	Attendance to key road safety events.	£4,000
Evaluation	Evaluation into L2L effectiveness for 2023/24 delivery & road safety related incentives to enlist participants.	£2,000
		Total £73,100

CPD courses and events

YOUNG DRIVER FOCUS 2023
10th May 2023 | RAC Club, Pall Mall, London

In association with
GEM
MOTORING ASSIST
— Founded 1952 —
Supported by
westcotec

Home Content Exhibitors

The young driver event for road safety professionals

Wednesday 10th May, 2023

TECHNOLOGY MATTERS
25th May 2022 | RAC Club, Pall Mall, London

CREATING SAFER YOUNG DRIVERS

Road Safety GB academy

Academy

Home About Training Courses Request a course Calendar Apprenticeship Scheme International work Contact us

Academy Training Courses

All courses are delivered online unless stated otherwise.

Click on the icons below for further information on individual courses.

- Behavioural Change Course**
(two days)
- Road Safety Practitioner Foundation Course**
(four days)
- Designing Effective Messaging**
(one day)

NRSC2023
Cotswold Water Park | 15-16.11.23

Organised by **Road Safety GB**

Funding Request

Initiative	Description	Funding Required
L2L main presentation delivery (Autumn 2023)	Delivery to 12,000+ Key Stage 5 school/college audiences: <ul style="list-style-type: none"> ➤ Speaker costs, venue hire & refreshments £13,900 ➤ School travel expenses, student wristbands £18,600 ➤ IT PPT laptop/software for ongoing delivery £4,000 ➤ Tech support & equip hire (large venues) £12,800 ➤ Spotlights, up lights, microphones, screen £6,000 ➤ Road User Support Service £2,000 ➤ Website maintenance & Mentimeter use £1,800 	£59,100
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Evaluation	Evaluation into L2L effectiveness for 2023/24 delivery & road safety related incentives to enlist participants.	£2,000
		Total £73,100

Mentimeter
Data

Teachers

Does it
work?

Social media

L2L
team/partners

Academics

Research for 2023 L2L Autumn Presentations

Learn2Live has a rich history in being evaluated. It is vital that as the intervention evolves we continue to monitor the impact.



Thank you – any questions?

ITEM 12 - VZSW GOVERNANCE BOARD – 14 March 2023

Author Name:	AP
Author Role:	Road Safety Manager (Devon and Somerset Fire and Rescue Service) & Young Driver Thematic Lead for VZSW
Development Group Date	07-02-2023

VISION ZERO SOUTH WEST – Younger Driver Funding Proposal

Reports may be submitted for one or more of the following purposes:	<i>Tick all which apply</i>
<i>For decision:</i>	
<i>To provide assurance regarding progress, process and/or performance:</i>	
<i>To seek direction/guidance from regarding a course of action or arising issue:</i>	
<i>To advise in order to inform wider strategic decision making:</i>	
<i>To seek approval for a particular course of action or change of direction:</i>	X

1.0 **PURPOSE**

1.1 The purpose of this paper is to seek Board approval for £73,100 to continue delivery of vital young driver workstreams and/or wider support for the academic year 2023/24 and beyond.

2.0 **RECOMMENDATIONS**

2.1 That Partners:

- a) Approve all 6 elements of this funding bid to enable the continued work of the VZSW Young Driver Thematic working group with this vulnerable road user group.
- b) Be assured that all procurement will be in line with rules and thresholds of partner organisation.
- c) Approve, Learn2Live (L2L) and Survive the Drive (StD) to become an annual commitment built into the 5-year business plan.

3 **DEVELOPMENT GROUP ASSURANCE & STRATEGIC FIT**

3.1 The overarching strategic aim of VZSW is to work together to drive changes that will prevent death and serious injury from occurring on the roads of Devon and Cornwall. Additionally, we want to improve our post collision response and care.

3.2 The L2L and StD road safety interventions have been designed to fill target audience knowledge deficits and deliver intention/behaviour change directly related to the safe system pillars of Safe road use, Safe vehicles, Safe speeds, and Post crash response. As a result of improved risk reduction knowledge and the adoption of more positive on road behaviours, by the target audience who receive these interventions, this will contribute to an overall reduction in those killed or seriously injured (KSIs) through road traffic collisions for young drivers, their passengers and other road users.

3.3 It is vital that we continue to target young drivers, to sure that we equip this vulnerable road user group with the necessary skills and knowledge and embed positive safe behaviours as they embark on their journey. The proposals fit with the strategic aims of this partnership, and we have sufficient funds within the pooled reserves to fund activity. Seen as a business-as-usual activity, consideration and approval to build this into our ongoing 5-year business plan would be a sensible approach. This of course would still be subject to review by teams annually following evaluation to ensure that:

- L2L and StD remain fit for purpose, adapting where required (based on evaluation)
- Consider whether delivery should be scaled up or down (based on evidence)
- Remove from Road Safety Delivery Plan if deemed to no longer have the required impact

3.4 We acknowledge the importance of evaluation and have an in-principle agreement with Exeter University to work with a research student. Other avenues to be explored if this was not feasible; longer term, we hope to support through dedicated resource within VZSW.

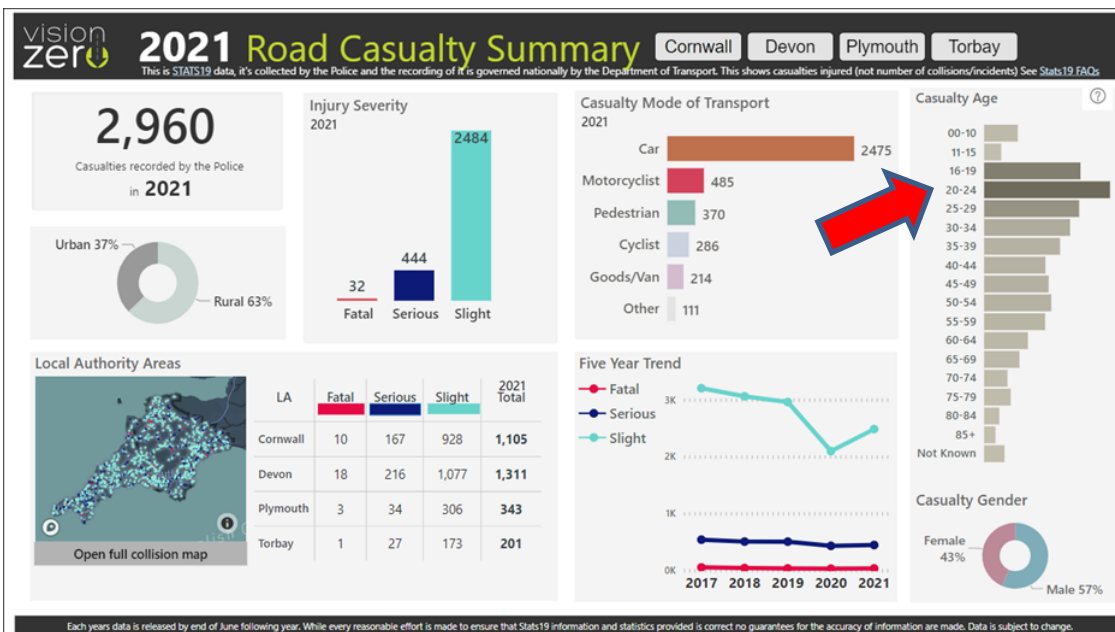
ITEM 12 - VZSW GOVERNANCE BOARD – 14 March 2023

3.5 Detailed discussions of this proposal took place on 07-02-2023 and the Development Group in consultation with the Chair was satisfied it should be presented to VZSW Governance Board for approval.

4 EXECUTIVE SUMMARY OF PROPOSAL

4.1 Young drivers and their passengers (17–24-year-olds) are identified as one of the most vulnerable road user groups see figure 1 below.

Figure 1 2021 Road Casualty Summary



4.2 The recently refreshed Area Profiles report (produced by Agilysis Ltd in 2021) highlighted that younger drivers:

- Are over-represented compared to population in Torbay, although the overall long-term trend in this demographic is reducing. Rural Mosaic Types are also over-represented, especially more affluent ones such as Rural Vogue.
- Peninsula residents aged 16 to 24 are more strongly over-represented as casualties compared to population than is the case across Britain as a whole.
- D&Cs resident crash involvement rate is 393.0 per 100,000 population, 4% higher than GB and 7% higher than South-West region.
- 93% of D & C resident young drivers are involved in collisions on Devon and Cornwall's roads, of remaining 7% most took place in Somerset and Dorset.
- We also know that we are unusual in the proportion of collisions that take place on rural roads.

4.3 All aspects of this proposal align with the findings and recommendations of the 2021 Area Profiles update by Agilysis, to include the following campaigns to:

- Persuade young people that a good driver is one who gets the maximum amount of on-road experience and that passing the driving test quickly isn't necessarily best.
- Provide prompts and cues to limit in vehicle distraction, such as ensuring their mobile phone is off (out of reach), turning music down, alcohol being a no-go, and asking friends to be good passengers.
- Encourage parents to purchase best car they can afford for their children, leading to newer, safer vehicles and an implied responsibility for the new driver to drive safety and look after the vehicle (cheaper car may give the impression crashes are expected, making it inevitable).

4.4 Thanks in part to previous funding from VZSW, the L2L Partnership were able to play a significant part in the RAC Foundation national research project conducted by Director of Research - the Pre Driver Theatre and Workshop Education Research (PdTWER). This research evaluated existing Road safety theatre style education interventions aimed at young drivers and passengers of young drivers. The two interventions that were primarily evaluated were L2L's 2020 Torquay event and a Safe Drive Stay Alive event from Surrey.

ITEM 12 - VZSW GOVERNANCE BOARD – 14 March 2023

- 4.5 Results from the research are formally being written up and in addition to the main research paper, will also inform an imminent DfT publication for practitioners. Pre-summary recommendations are that it proves that fear-based, and 'consequence heavy testimonials' are ineffective when trying to change the behaviour of young people on the roads. Instead, positive role modelling, action planning and rehearsing safe behaviours are more effective. As such L2L has removed a large part of the fear appeal elements from the events in 2022, for example, replacing an RTC film with a series of short films that provide a demonstration of safe behaviours by young people, and using an interactive online audience participation tool to help young people develop their own safe plans as the event unfolds. Without sufficient funding we will not be able to put the findings of the 3.5-year national research into action.
- 4.6 Part of this funding request is for the evaluation of L2L delivery in 2023/24, This research will be separate from the RAC research but will evaluate whether the changes made to L2L in 2022 adhere to the recommendations of PdTWER and are effective at changing participants behavioural intentions and attitudes (i.e. creating safer drivers and passengers).
- 4.7 As a tried and trusted brand with a history of repeated academic evaluation, L2L and StD provide a platform to reach thousands of high-risk audiences. They deliver vital road safety messages – not only about younger drivers but other road users as well (e.g. motorcyclists, pedal cyclists). Having this ability to access local young people so readily, is the envy of many other road safety partnerships around the country. It is essential that we maintain this capability and that we continue to evolve our use of the latest and most effective methods to educate this vulnerable road user group.

5.0 FINANCIAL REQUEST

- 5.1 The VZSW Board has already enabled several Young Driver thematic initiatives to progress through the current RSDP. In addition to the existing funding we will carry forward to complete activity within the remaining academic year, we are seeking approval for £73,100 (as well inclusion within 5-year business plan as an ongoing annual commitment). This will enable continuation of working with this vulnerable road user group into the academic year of 2023/24 and beyond to try and effect positive change and reduce KSIs. Table 1 breaks down the investment into each of the 6 projects.

Table 1 – VZSW Investment Required

Initiative	Description	Funding Required
L2L main presentation delivery (Autumn 2023)	Delivery to 12,000+ Key Stage 5 school/college audiences: <ul style="list-style-type: none"> ➤ Speaker costs, venue hire & refreshments £13,900 ➤ School travel expenses, student wristbands £18,600 ➤ IT PPT laptop/software for ongoing delivery £4,000 ➤ Tech support & equip hire (large venues) £12,800 ➤ Spotlights, up lights, microphones, screen £6,000 ➤ Road User Support Service £2,000 ➤ Website maintenance & Mentimeter use £1800 	£59,100
Filming	New talking head films to use when live speakers unavailable	£6,000
L2L Parents event	For parents of young drivers (inc those who will be passengers of YD). Incs paid for advertising.	£2,000
StD events	Targeting young military audiences who will be travelling on roads of D&C. 3 x sessions for Cornwall & 3 x sessions for Devon - Speaker costs reclaimed via MOD direct	£0 for 23/24 £2k p.a to be reflected in 5 yr BP
CPD courses/events	Attendance to key road safety events.	£4,000
Evaluation	Evaluation into L2L effectiveness for 2023/24 delivery & road safety related incentives to enlist participants.	£2,000
		Total £73,100

ITEM 12 - VZSW GOVERNANCE BOARD – 14 March 2023

- 5.2 Where appropriate procurement will be undertaken by the appropriate partner based on what is outlined this is likely to include DSFRS, CC, D&C Police and OPCC. Board to be assured that each Partner will procure services/and or goods in line with procurement rules and thresholds that apply to their organisation.
- 5.3 Staff costs of delivery partners for L2L main presentations and StD will be provided by each organisation and are not included in this funding request. In addition, the costs associated with the delivery of L2L follow up sessions, pre and post event materials sit outside this funding bid and are absorbed by the delivery partners.

6 IMPLEMENTATION TIMESCALE

- 6.1 Subject to final approval from Vision Zero South West Governance Board, table 2 outlines the anticipated key project milestones.

Table 2 Project Milestones

Initiative	Description	Key dates
L2L main presentation delivery	Delivery of L2L main presentations to 12,000 sixth form students in Devon and Cornwall.	Autumn/Spring 2023/24
Filming	Creation of new talking head films for inclusion in L2L and StD presentations.	Completion by Sept 2023
L2L Parents event	Targeted advertisement to D&C audiences. Intervention to parents of young drivers (inc young people who will be passengers of young drivers).	Completion Nov 2023 Completion by Dec 2023
StD events	Delivery of events to target young military audiences who will be travelling on the roads of D&C.	Autumn/Spring 2023/24
CPD courses and events	Attendance of key road safety events including First Car Young Driver Conference.	Throughout 2023/24
Evaluation	Evaluation of L2L effectiveness for 2023/24	Starting Autumn 2023

7 **NEXT STEPS**

Subject to Board approval, the next steps will be inclusion of the initiatives into the Road Safety Delivery Plan. The 5 Year Financial plan will be amended to reflect the decision.

ITEM 12 - VZSW GOVERNANCE BOARD – 14 March 2023

APPENDIX A – FURTHER SCHEME JUSTIFICATION

- L2L main presentations** – L2L is a trusted brand. Compared with many other road safety partnerships around the country, who struggle to get into schools and colleges, we have an established relationship which allows us to access young people on a population level and in target groups, (at a critical time in their driving career) year on year. This fact was the main reason L2L were able to assist the recent national road safety research – other areas who had volunteered to assist were unable to secure commitment from schools in their areas to undertake the lengthy evaluation feedback forms. In 2022, L2L was delivered to 11,100 young people in Key stage 5, from approximately 45 education establishments. We will also deliver virtual presentations for schools/colleges that were unable to attend (est 3,000). Some schools and colleges have been unable to participate due to a lack of funding to cover travel expenses. As a partnership, we should reduce barriers to enable as many people as possible to receive the education they need. Included within this bid is a subsidy scheme (50%) to support schools (where requested and required) with travel expenses to our large public venues, in the expectation that this will increase accessibility to the intervention. Having a platform to access these young people so readily, is vital for the future and it is essential that we maintain this capability to continue to educate and inform using the latest and most effective methods.
- Talking Head Films** – Building on the creation of 4 linking films for the main L2L presentation funded by VZSW previously; there is now a need to create a suite of new talking head films to be used when live speakers are unavailable. All films will be carefully designed using the theory of planned behaviour model, behaviour change techniques, and behavioural insights. They will come away from using graphic imagery, testimonial accounts and fear appeal which have been proven to be ineffective in changing intentional behaviour for the better.
- L2L Evaluation** – It is vital that we have robust evaluation for all interventions to assess efficacy. The L2L Partnership have approached Exeter University Psychology department who are willing to assist through their student dissertation projects. Whilst there is no anticipated cost for undertaking the research, there will be associated costs in time, staffing, resources and admin and possible incentivisation for the target audience to participate in the necessary studies.
- StD presentation delivery** - Recent high profile local collisions, involving military personnel, emphasise the need for further delivery of road safety interventions to this target audience. [Tributes-paid-to-engineers-killed-in-car-crash-who-served-in-hms-queen-elizabeth](#) The MoD codeveloped 'StD alongside DSFRS and support the continued delivery. Covid presented challenges for delivery we are now beginning to see a rise in bookings.
- L2L Parents event** - Parents are a key stakeholder in the challenge to keep young drivers and their passengers safe on the roads. The Young Driver thematic group have delivered interventions for this audience on several occasions and always received very positive feedback about the value of this. We have however, struggled to attract large audiences. With the VZSW platform there is an expectation that we will now be able to reach a much larger audience. As we know factors like graduated driving licenses would make a huge impact on the KSI stats overnight if adopted. In the absence of a legislative change, we are well placed to instead educate parents about in house measures that they can take to reduce the on-road risk for their children.
- CPD Courses and Events** – Due to current economic challenges, several road safety partners are struggling to get funding from their respective teams/organisations to attend road safety CDP opportunities. It is vital that staff within the VZSW Young Driver Thematic are able to keep abreast of the latest industry best practice and innovation through attendance of key events. Funding from VZSW would support event attendance and travel costs.

ITEM 13 - VZSW GOVERNANCE BOARD – 14 March 2023

Author Name:	JA
Author Role:	Devon County Council (DCC) Road Safety Manager
Development Group Date	N/A

VISION ZERO SOUTH WEST – ADDITIONAL ROAD SAFETY INTELLIGENCE RESOURCE

<u>Reports may be submitted for one or more of the following purposes:</u>	<i>Tick all which apply:</i>
<i>For decision:</i>	
<i>To provide assurance regarding progress, process and/or performance:</i>	
<i>To seek direction/guidance from regarding a course of action or arising issue:</i>	
<i>To advise in order to inform wider strategic decision making:</i>	
<i>To seek approval for a particular course of action or change of direction:</i>	X

1.0 PURPOSE

1.1 The purpose of this paper is to seek Board approval to secure additional road safety intelligence support in the short term to maintain resilience and enhance our analysis hub. This would be a temporary arrangement funded by underspend from our vacant Intelligence Researcher post, whilst we develop a longer-term proposal to expand our intel hub. If approved, resource would be secured for up to 2 days a week over a 6-month period. Plans for wider expansion to be presented as part of our Road Safety Delivery Plan annual update in September.

2.0 RECOMMENDATIONS

2.1 That Partners:

- a. Approve a 6-month contract with D&C Police through Adecco on an agency basis. The value of this is expected to be in the region of £9000 and can be fully funded from salary underspend.

3 STRATEGIC FIT

- 3.1 The overarching strategic aim of VZSW is to work together to drive changes that will prevent death and serious injury from occurring on the roads of Devon and Cornwall. In addition, we want to improve our post collision response and care and deliver initiatives that are likely to lead to a reduced injury outcome.
- 3.2 This proposal underpins all activities for VZSW both in terms of Activity A and Activity B. We are clear we should be evidenced lead and the development of systems to support evidence analysis and the skills and knowledge we will retain through this ask is critical to our ongoing success. Evidence and data analysis will support all of the safe system components by honing in on the areas of concern, that initiatives should target.
- 3.3 Section 4 sets out the detail of the proposal and also the consequences, which we expect to have a negative impact if we lose the support.
- 3.4 Whilst it was not possible to take this discussion to the Development Group due to timings, it has been discussed with Finance. This seeks Board approval to use approved salary funding flexibly for 6 months initially.

4 EXECUTIVE SUMMARY OF PROPOSAL

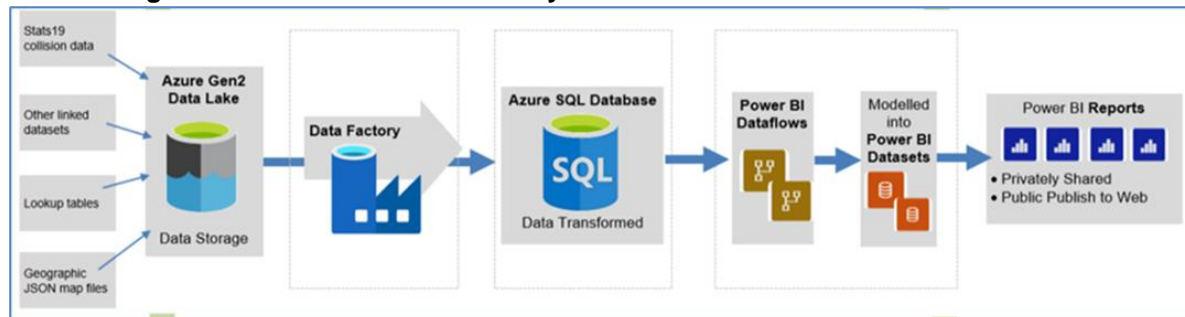
- 4.1 To deliver target reductions in deaths and injuries on our roads, VZSW has set out to be an intelligence led partnership that continually evidences, monitors and improves its delivery of road safety interventions.
- 4.2 To increase our understanding of why collisions have occurred and to help partners develop effective measures to mitigate them and prevent them reoccurring. The VZSW intelligence

ITEM 13 - VZSW GOVERNANCE BOARD – 14 March 2023

hub has a key role to play in this, by managing and reporting and analysing a large amount of complex data.

- 4.3 Currently the core of our partnerships data is sourced from Stats19 road injury collision records. This is combined with other available sources of data for front end reporting and querying through visualisation software like Power BI.
- 4.4 Initially the internal partnership processes to achieve this were adopted and modified from existing programming and IT data management processes developed by the Business Intelligence Lead for the DCC road safety team (shown in Figure 1 below).

Figure 1 VZSW Data flow summary



- 4.5 There is however always going to be an ongoing business need to develop and improve our data management processes, including incorporating new internal sources of supplementary data and tailoring our analysis and reporting to meet partner's and public needs.
- 4.6 There is also a need to be able to adapt quickly to new national data challenges. Which currently include significant modifications to national recording of road injury collisions through Stats 19, which are planned to be implemented from January 2024 for CRASH system police forces like Devon & Cornwall.
- 4.7 Being able to capitalise on the availability of new data sources from the Department of Transport's National Data Strategy. For example hospital patient trauma care data from TARN (the Trauma Audit Research Network) is important.
- 4.8 The skills and knowledge developed are recognised nationally within the road safety community. This proposal seeks to secure ongoing technical IT support and development from the Business and Intelligence Lead over the next 6 months initially. Approval of this proposal would ensure the continued collaboration with the Strategic Analyst, retain resilience and wider knowledge and skills for the VZSW partnerships data and intelligence hub functions.

5.0 FINANCIAL REQUEST

- 5.1 Having consulted with Finance, the vacant Intelligence Researcher role has spent £14,759 (from an approved salary). This proposal seeks approval to carry this underspend forward to 2023/24 to fund this temporary resource.
- 5.2 Based on 2 days a week for 6 months, on starting salary of a Force Grade 9 position, costs will be in the region of £9,000 and can therefore be funded without impacting currently approved budgets.

6 IMPLEMENTATION TIMESCALE & NEXT STEPS

- 6.1 Subject to final approval from Vision Zero South West Governance Board, the following outlines the anticipated key project milestones:
- Put suitable Force role into Adecco
 - Set Business Intelligence Lead up on Adecco, who is already vetted for police force IT access
 - Start 6-month contract from Monday 20th March
- Between March and September build a picture and future Ask around our longer-term intel team needs.