

BIKER SEASON UPDATE



As you'll be aware, last year saw a spike in the number of motorcyclists killed on Devon and Cornwall's roads (see graph opposite). We believe all of these collisions could have been avoided and are working hard to drive that number down in 2023 with a number of innovative approaches. From April 3rd to 9th we are supporting NFCC National Motorcycle Safety Week which we are marking with the launch of Op Cossett – a pioneering project which sees police use drones to help catch speeding and dangerous motorists. We are also using the week to promote safe helmet and PPE use as well as advanced training schemes. We are currently in the production phase of an advertising campaign which has been designed with the Cabinet Office's Behavioural Science team and aims to promote road safety among motorcyclists by focusing on four main areas – speed monitoring, wearing correct PPE, behaviour monitoring within the motorbike community and reminding car users

that bikers are vulnerable road users. We have managed to secure the services of well-known biker and TV presenter Henry Cole for this campaign, which we hope will go live towards the end of May. We also have some exciting things in the pipeline for the summer – including a collaboration with RiderCamTV on a series of motorcycle safety videos, as well as several engagement events focusing on bikers, including the Devon County Show (May 18-20), Torbay Air Show (June 3-4) and Bideford Bike Show (May 28). Later this year, we hope to take delivery of our groundbreaking five-screen motorbike simulator which has been funded by the DfT as part of a pilot project we are heading up focusing on behaviour change techniques. We plan to tour the simulator around Devon & Cornwall to engage motorcyclists and test their skills in a completely new way. We are always seeking new and innovative ways to reach our goal of cutting death and serious injury on our roads – to zero.

For the latest Vision Zero South West projects and developments, please follow us on social media:



A word from the partnership manager...

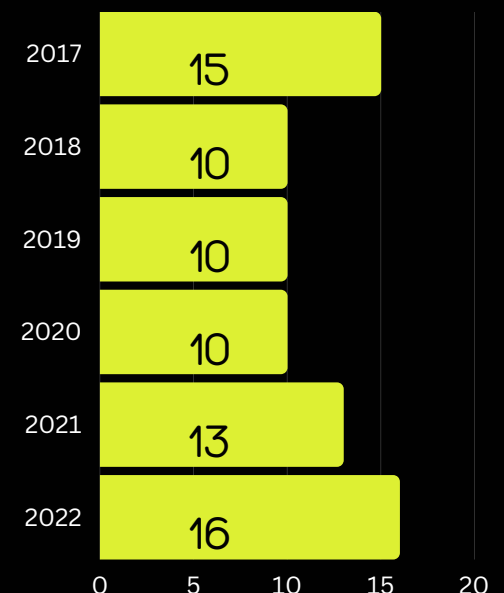
Welcome to the quarterly Vision Zero South West newsletter designed to help keep you up to date with the work of our road safety partnership. With



motorcycle season now upon us, we look at what the partnership is doing to drive down death and serious injury among this hard-to-reach, vulnerable road user group – as well as focusing on upcoming engagement opportunities and a round up of the key decisions made at our most recent board meeting. As always, if you have any suggestions or ideas about what you would like this to include, please do contact us on VZSW@cornwall.gov.uk.

Natalie Warr, Vision Zero South West Partnership Manager

Fatal motorcycle collisions in Devon & Cornwall



Approved projects from the March Board Meeting

- The board approved a funding bid for £227,000 to promote motorcycle safety, which will include match-funding for a pioneering new motorbike simulator in partnership with the DfT, expansion of the police BikeSafe training courses, a motorcycle specific "Call For Ideas" to help promote safety, the purchase of an engagement motorbike, increased signage and a £30,000 comms budget to help promote this work.
- A bid for £73,100 was approved for our Young Drivers thematic which will fund the delivery of "Learn2Live" seminars across Devon & Cornwall - including new sessions specifically for parents - as well as new video content, evaluation and promotion of the "Survive The Drive" campaign aimed at young people in the Armed Forces.
- The board approved a £48,500 bid for a project which will see five volunteer Special Constables trained to conduct speed detection work, increasing visible enforcement across the two counties. The funding will be used to supply them with five Lasertech TruCam 2 speed monitoring devices.

ROAD SAFETY ON SHOW



This year, for the first time, several members of the Vision Zero South West road safety partnership will join forces and present a united front at one of the counties biggest events. The Emergency Service Road Safety Village is a first of its kind for the partnership and will see representatives from Devon & Cornwall Police, Devon & Somerset Fire and Rescue Service, Devon Air Ambulance, South Western Ambulance Service and National Highways all take part. Occupying a large collection of area of some 250 square metres, the village will focus on various aspects of road safety by looking to engage as many people as possible with interactive, fun and memorable activities. Among the

things we have planned are VR experiences of the Devon Air Ambulance in flight, an interactive CPR demo from the ambulance service, the police's Batak reaction wall, the fire service reaction test, and beer goggles. We will also have a host of engaging vehicles on site such as the new police ATV, a Pride ambulance, mini National Highways cars and fire service vehicles. As well as this, we are particularly pleased to welcome the team from Project EDWARD who will be joining us at the show to finish off the final leg of their annual UK road trip and week of action. If you are at the show (which runs from May 18-20) please do drop by, say hello and have a go at some of our activities.