



As our first 12 months in full operation comes to an end, it's fair to say 2022/23 has been a year of firsts for Vision Zero South West. We've seen our first year of fully funded road safety initiatives delivered by partners to our six key vulnerable road user groups - pedestrians, cyclists, younger drivers, older drivers, business drivers and motorcyclists. We've become the first partnership to pioneer the use of drones for road safety, the first to create a modified police car to engage with a huge younger audience on social media, and one of the first to pilot the ground-breaking Acusensus camera tech to identify seatbelt and mobile phone offences. We hosted our first ever Road Safety Village at the Devon County Show, which was so successful we are expanding it to four major events in 2024.



Through our promotion, Op Snap has surpassed 10,000 submissions, with May 2023 seeing record numbers - the most in a single month since the scheme started. We have a record number of Community Speedwatch volunteers signed up and new groups being set up as we speak. Our road safety messaging has received more than 22 million views and, for the first time in the partnership's history, we reached over 1 million people on social media in a single month. We have launched subsidised driver and motorcyclist training courses targeted at those who need them most, and also helped fund the fantastic work of Learn2Live in the schools and colleges of Devon & Cornwall. We've supported targeted enforcement campaigns and used detailed data to help us identify high harm routes in need of intervention. We've also funded vital research into the use of tranexamic acid (TXA) at the scene of road traffic collisions, something which could save many lives in years to come. But there is so much more innovative work on the horizon. We'll be sure to highlight it in our quarterly briefings, but in the meantime make sure you follow us on social media for the latest news.

## 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. As we



recently held our AGM, we thought it would be a good opportunity to take a look back at the numerous projects, schemes and campaigns we have embarked on over the last 12 months. If you are pushed for time, you can also watch a short video recap which outlines our major activities by clicking the play button in the window below. Please help spread the word by sharing this far on social media and with anyone you think may be interested. As always, if you have any suggestions about what you would like to see in this newsletter, please do contact us: [VZSW@cornwall.gov.uk](mailto:VZSW@cornwall.gov.uk).

Natalie Warr, Vision Zero South West Partnership Manager

## Video Highlights 2023



For all the latest news, make sure you follow us on social media:





**THE  
YEAR IN  
NUMBERS**  
2022/23

**OP SNAP**



**4,868** TOTAL SUBMISSIONS  
**526** SUBMISSIONS IN MAY '23

**THE RS PROJECT  
VIDEO VIEWS**

14,300,000  
 6,768,900  
 556,000

**TOTAL**  
**21,624,900**

**COMMUNITY  
SPEEDWATCH**

**2,382** CSW sessions  
**411,331** Vehicles monitored  
**375** New volunteers  
**1,196** Total volunteers

**SOCIAL MEDIA  
REACH**

1,372,215 374,479  
 80,293 129,747

**TOTAL**  
**1,956,734**

**ACUSENSUS  
CAMERA**

**590** drivers detected not wearing seatbelts  
**45** drivers detected using mobile phones  
**162** drivers referred to training courses

Results from 15-day trial period across Devon & Cornwall