



COMMUNICATIONS & ENGAGEMENT STRATEGY



OBJECTIVES

The main objective of our communication and engagement strategy is to support the achievement of the partnership's aim:

To reduce the number of people killed and seriously injured on Devon & Cornwall's roads by 50% by 2030

Through our communications and engagement work, we will:

- Have a positive influence on the behaviour and attitudes of all road user types, with a particular focus on those who are identified as being most vulnerable
- Raise the profile of the Vision Zero South West partnership and its activities to encourage participation from communities and other stakeholders
- Be a trusted source of road safety information and protect our good reputation, as well as those of our partners
- Be transparent about the way Vision Zero South West is funded

STRATEGY

Communication and engagement are powerful tools which we will use to positively influence and change the behaviour of road users. This is an important function for the Vision Zero South West partnership and provides a golden thread running throughout our activities.

Following training from the Cabinet Office's Behaviour Change team and Road Safety GB, Vision Zero South West has committed to issuing meaningful communication and publicity campaigns which are informed by behavioural science techniques.



The subject and context of our campaign delivery will be driven by detailed data from our strategic assessment, allowing us to issue targeted messaging, based on reliable evidence.

We will also endeavour to follow the annual road safety calendar published by the National Police Chiefs' Council (NPCC). This calendar provides themed monthly activities which are followed by both the Police and Fire Service, as well as national awareness campaigns such as Project EDWARD, Brake Road Safety Week and Child Safety Week. Tying our campaigns in with these themes will allow us to take advantage of wider national publicity and resources, strengthening our message.

We will communicate across a wide, complex and interconnected range of road users, stakeholders, suppliers, special interest groups, employees and the public at large – from residents of our local communities to the most senior levels of government.

We will communicate across a wide variety of platforms – including both digital and traditional print media – to deliver specific messaging to our target audiences.





We will collaborate with trusted partners, utilising their established reputation to help us deliver greater impact, positive communication outcomes and value for money. We will also support and complement the efforts of our partners in specific road safety communication.

Combined with the work of the wider partnership, this strategy gives us the best chance to positively affect people's behaviours and habits and, ultimately, reduce collisions.

OVERVIEW

All communications will be crafted in a way that is appealing, accessible and understandable to the general public. They will also be grounded in sound behaviour change methodology and demonstrate the partnership's knowledge and expertise in this specialist field.

We will endeavour to make our communications as visual as possible, with a "video first" focus online, strong pictorial resources for traditional media and audio assets for radio stations and podcasts.

In order to reach our maximum target audience, we will issue our communications through various platforms which include, but are not limited to, the following:

Social media channels

All press releases will be published on the Vision Zero South West website and cascaded through our own social media channels (currently Facebook, Instagram, Twitter/X, Threads and YouTube). Releases will also be shared with partners to allow further dissemination among their followers.

Traditional Media

We will issue all press releases to the local, regional and national media – including radio stations - in order to gain the highest level of exposure for our work. Where appropriate, we will provide both print and digital news outlets with comprehensive media packs including pictures, video clips, audio interviews and interactive content. This will make our news an attractive proposition to media outlets, help increase positive coverage and nurture a beneficial relationship.

E-newsletters

Including, but not limited to, our quarterly Community Speedwatch newsletter and quarterly MPs E-briefing.

Vision Zero South West website

The website will not only host all our latest press releases and videos, but will also act as a hub for trusted road safety information, training opportunities, local statistics, FAQs, contact details and a "sign-up" hub for those who wish to be involved in our work. We also hope to develop a members area of the website which can become the 'go to' place for a road safety practitioners' toolkit.



ENGAGEMENT DELIVERY

The partnership is committed to supporting road safety engagement across Devon & Cornwall in the following ways:

Road safety events

Following on from the success of our inaugural Vision Zero South West Road Safety Village at the Devon County Show in June 2023, we plan to expand this offering by hosting the village at one major event in each of our electoral regions (Devon, Cornwall, Plymouth & Torbay). These events will be focused on practical, interactive activities delivered in cohesive partnership with our emergency service colleagues. They will provide useful, practical advice to all road users and offer signposting to further training and road safety initiatives.

We will also support and enable our partners to offer the very best in road safety engagement at other targeted events around the region. These events should prioritise safety messaging to benefit our six core vulnerable road user groups – pedestrians, cyclists, business drivers, younger drivers, older drivers and motorcyclists – as well as our extended themes of post-crash care and high-harm routes.

Seminars

We will support and enable the work of our partners to inform and educate the numerous volunteers who assist in the world of road safety.

Each year we will support two Community Speedwatch seminars aimed at local coordinators and volunteers. We also provide a road safety seminar for members of the Office of Police and Crime Commissioners' Councillor Advocates scheme.

In addition, we hope to establish a Road Safety Forum to engage the support and service of wider stakeholders and non-contributory members. This could include driving instructors, vehicle dealerships and other transport-related businesses.

Surveys

Each year Vision Zero South West will commission a road safety survey to gauge the opinions and experiences of a wide variety of road users across Devon & Cornwall. As well as providing a valuable insight into road user behaviour and trends, the survey will allow us to benchmark our performance and receive feedback from the public. The results from these surveys will be published and the results available on our website.

Contact

Vision Zero South West invites contact from anyone with an interest or concern about road safety. We receive regular contact from all manner of sources – both local and national – and always endeavour to provide a helpful, detailed and swift response, signposting people to the relevant authority where appropriate. Contact can easily be made through our website, social media channels or on the phone.



EVALUATION

To ensure the reach, effectiveness and understanding of our messaging, we will regularly measure and evaluate all our communication activities. Through our annual road safety survey, we will also undertake research with relevant groups to test road users' awareness of our messages and potential changes to behaviour.



COMMUNICATION CHANNELS

We have a range of communications channels to provide information to the public and stakeholders, as well as communicating through our partners. Our key communication channels are:

- Website: visionzerosouthwest.co.uk
- Facebook: facebook.com/visionzerosw
- Twitter/X: twitter.com/VisionZeroSW
- Instagram: instagram.com/visionzerosouthwest/
- Threads: threads.net/@visionzerosouthwest
- Email: VZSW@cornwall.gov.uk

Wider partner digital communication channels

- GCM YouTube: <https://www.youtube.com/@GCMYT>
- GCM Tiktok: <https://www.tiktok.com/@georgescarmedia>
- GCM Instagram: <https://www.instagram.com/georgescarmedia>
- RiderCamTV YouTube: <https://www.youtube.com/@RiderCamTV>
- Devon & Cornwall Police Road Safety website: <https://roadsafety.devon-cornwall.police.uk/>
- Devon & Somerset Fire & Rescue Service Road Safety website: <https://www.dsfire.gov.uk/safety/on-the-road/road-safety-events>
- Devon County Council Road Safety website: <https://www.devon.gov.uk/roadsandtransport/safe-travel/road-safety/>
- Cornwall Council Road Safety website: <https://www.cornwall.gov.uk/fire-and-rescue-service/keeping-safe/road-safety/>
- Torbay Council Road Safety website: <https://www.torbay.gov.uk/roads/road-safety/>
- Plymouth City Council Road Safety website: <https://www.plymouth.gov.uk/road-safety>