

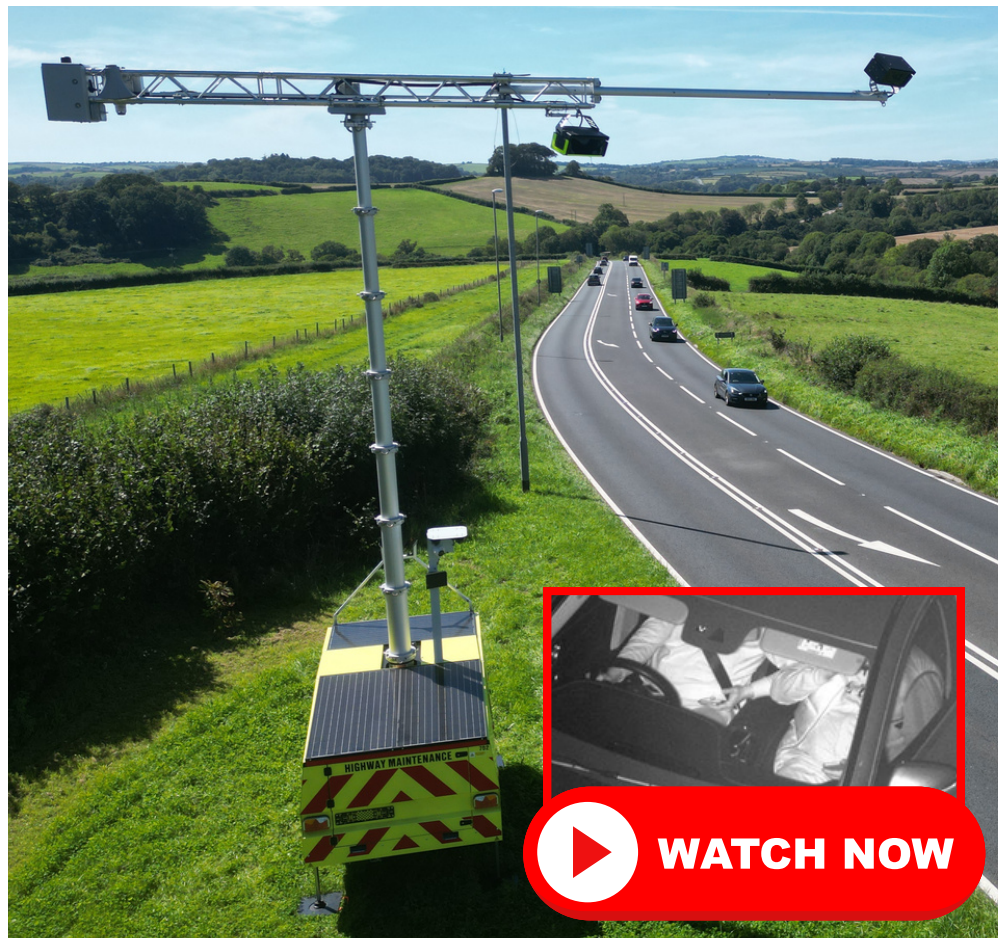
## A word from the partnership manager

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. This



month we bring you the latest news on road safety initiatives in the South West, as well as an outline of some of the fantastic projects in our new Road Safety Delivery Plan, which was approved by our board at their meeting in September. As always, if there's anything you'd like to see in this newsletter, please contact us: [VZSW@cornwall.gov.uk](mailto:VZSW@cornwall.gov.uk).

Natalie Warr, Vision Zero South West Partnership Manager



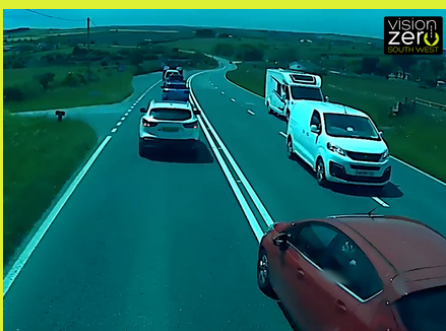
## AI CAMERA DETECTS OVER 2,300 OFFENCES IN 14 DAYS

A state-of-the-art camera system has detected more than 2,300 seatbelt and mobile phone offences during a two-week trial period. The Acusensus system uses AI to identify offences before sending an image to be verified by a human. Vision Zero South West trialled two of the standalone cameras in September, located on separate roads near the Devon and Cornwall border. During the trial period, the cameras detected

1,045 mobile phone offences and 1,329 seatbelt offences. This latest trial period comes ahead of the cameras being deployed across Devon and Cornwall throughout 2024.

Adrian Leisk, Devon & Cornwall Police's Head of Road Safety and the chair of Vision Zero South West's enforcement group, said: "Distracted driving is one of the 'Fatal Five' causes of serious collisions so we need to do whatever we can to deter this dangerous

behaviour. What has really shocked us is the amount of people who are not wearing seatbelts. You are twice as likely to be killed in a collision without a seatbelt and nationally around a third of serious and fatal collisions involved someone who wasn't wearing one. Hopefully this technology will help us get these important road safety messages through to road users in the South West, as well as further afield."



## RECORD SUMMER FOR OP SNAP SUBMISSIONS

Devon & Cornwall Police's Op Snap continues to grow exponentially with this summer seeing a record number of submissions from dashcams, helmet cameras and mobile phones. In August we received **747** new submissions, of which **418** (56%) were subject to positive action by police. This included **246** Notices of Intended Prosecution (NOIP) and **172** warnings issued to road users. A third of August's Op Snap submissions (**244**) were from cyclists, with **147** (60%) of those receiving positive action from police.



## VISION ZERO'S CRIMEWATCH TAKEOVER

Vision Zero South West featured heavily in the October 9th edition of BBC One's Crimewatch Live. The show included a feature and live appearance from Sgt Owen Messenger showcasing his work with the GCM YouTube channel and the

local car community. Also featured on the same show was Sgt Chris Linzey from Devon & Cornwall Police's Drones team who spoke about Op Cossett, our project which uses drones to identify sub-standard driving and motorbike riding from the air.

WATCH AGAIN ON



BBC  
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### NEW PLAN APPROVED BY BOARD MEMBERS

At September's board meeting, members approved the partnership's new Road Safety Delivery Plan (RSDP) for the next 12 months, including a host of innovative projects. It includes investment to bring the Acusensus AI camera technology (mentioned above) to Devon & Cornwall throughout 2024. The plan also includes a pedestrian training programme and targeted publicity campaign, provision of free cameras to local cyclists, a "Call For Ideas" community road safety grant scheme and a communications and engagement plan to support all of our activities – including the expansion of our Emergency Service Road Safety Village across the region. The plan also outlines interventions aimed at motorcyclists, including a state-of-the-art hazard perception simulator (the first of its kind in the UK) and the expansion of our behaviour change campaign fronted by Henry Cole.



### SHARING BEST PRACTICE TO ACHIEVE VISION ZERO

Vision Zero South West was recently invited to present to the East of England and East Midlands Road Safety Summit at The Epic Centre in Lincoln. Partnership Manager Natalie Warr spoke about Vision Zero's origins and how the partnership is structured, while Joel Cooper, the partnership's communications and engagement coordinator, gave an

overview of how we use behavioural science in our publicity campaigns. MPC Ian Harvey spoke about some of the innovative work we are doing with motorcyclists, including our drone project Op Cossett and our new state-of-the-art hazard perception simulator.

WATCH THE VIDEO HERE