

## VZSW ANNUAL ROAD SAFETY DELIVERY PLAN 2022/23 (extended to end Sept 2023)

ACTIVITY A		SUB-GROUP CHAIRMAN – AL, HEAD OF ROAD SAFETY, DEVON & CORNWALL POLICE				
ACTIVITY: MONITORING AND ENFORCEMENT - SPEED						
LEAD: BA, CHIEF INSPECTOR ROADS POLICING						
PRIMARY ROAD USER GROUP: ALL						
SAFE SYSTEM PILLAR: SAFE SPEEDS & SAFE ROAD USERS						
Ref No & (approval date)	Summary	Justification	Output	Measure	Projected Reach	Expenditure
VZSW A001 07.02.22	Data-led programme of monitoring and enforcement activities aimed at reducing KSI and slight injury collisions primarily aimed at speeds. Largely undertaken by existing cohort of 14 Speed Detection Officers and static and mobile camera technology.	Enforcement of safe speeds is proven to reduce the risk of collisions and generates a significant number of referrals into driver education courses minimising the risk of a future crash by changing behaviour. The visible presence of enforcement assets on the road network has a wider deterrent effect and reinforces the 'dread of detection.'	Positive interaction with a driver/rider with approx. 60% offered a NDORS driver education course or other disposal option	No's of :- <ul style="list-style-type: none"> <li>• Offences detected and type</li> <li>• NOIPS issued</li> <li>• Court prosecutions</li> <li>• Driver education course referrals</li> <li>• Driver Ed Course Completions</li> <li>• Hours of activity</li> </ul>	2022/23: <ul style="list-style-type: none"> <li>• 110,000 Notices of intended Prosecution (NOIP)</li> <li>• 60,000 National Speed awareness course (NSAC)</li> </ul> 2023/24: <ul style="list-style-type: none"> <li>• 145,000 NOIP</li> <li>• 85,000 NSAC</li> </ul>	Built into annual financial plans
VZSW A002 07.02.22	Data-led programme of monitoring and enforcement activities aimed at reducing KSI and slight injury collisions primarily aimed at high risk driving behaviour (Fatal 5) utilising dedicated Police Patrols.	High number of offences for mobile phone, seatbelts, and no insurance. Visible enforcement activity provides a wider deterrent effect to other road users. Referral into driver education courses minimises the risk of a future crash by changing behaviour.	Positive interaction with a driver/rider with approx. 60% offered a NDORS driver education course or other disposal option	No's of :- <ul style="list-style-type: none"> <li>• Offences detected and type</li> <li>• NOIPS issued</li> <li>• Warnings given</li> <li>• Court prosecutions</li> <li>• Driver education course referrals</li> <li>• Driver Ed Course Completions</li> <li>• Hours of activity</li> </ul>	Positive action could result in course referrals, reach TBC <ul style="list-style-type: none"> <li>• National Speed awareness course</li> <li>• Safe and Considerate Driving</li> <li>• What's Driving Us</li> <li>• Your Belt Your Life</li> <li>• National Rider Risk Awareness Course</li> <li>• National Motorway Awareness Course</li> </ul>	<b>TOTAL APPROVED £200,000 (annually)</b>  No Excuse Teams & operational officers supplemented by tasking budget enabling additional resources to be dedicated on overtime.
VZSW A003 07.02.22	Data-led programme of monitoring and enforcement activity on the strategic road network and other high risk routes including M5, A30, A380 and A38	High risk routes have been identified through analysis. High number of offences for mobile phone, seatbelts, and no insurance. Visible enforcement activity provides a wider deterrent effect to other road users. Referral into driver education courses minimises the risk of a future crash by changing behaviour.				
VZSW A004 07.02.22	Monitoring and enforcement activity support for campaigns including DfT/NPCC/TISPOL, EDWARD and sponsored road safety weeks- BRAKE, NPCC and THINK and UK Road Safety Week, Xmas Drink / Drug Drive	High number of offences for mobile phone, seatbelts, drink/drug drive and no insurance. The visibility of enforcement activity provides a wider deterrent effect to other road users.	Support for national campaigns. Positive interaction with a driver/rider with approx. 60% offered a NDORS driver education course or other disposal option	No's of :- <ul style="list-style-type: none"> <li>• Hours of activity</li> <li>• Offences detected and type</li> <li>• NOIPS issued</li> <li>• Warnings given</li> <li>• Court prosecutions</li> <li>• Driver education course referrals</li> <li>• Driver Ed Course Completions</li> </ul>		As above

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<b>ACTIVITY: COMMUNITY SPEED WATCH, OPSNAP AND CAMERA OPERATIONS</b> <b>LEAD: RKW ROAD SAFETY OPERATIONS MANAGER</b> <b>PRIMARY ROAD USER GROUP: ALL</b> <b>SAFE SYSTEM PILLAR: SAFE SPEEDS &amp; SAFE ROAD USERS</b>						
	Summary	Justification	Output	Measure	Projected Reach	Expenditure
<b>VZSW A005</b> <b>07.02.22</b>	Expansion of Community Speed Watch schemes across D&C.	Evidence from CSW activity reflects that the majority of people who were detected speeding lived locally. Excessive or inappropriate speed continues to feature as one of the high risk driving behaviours linked to crashes.  CSW schemes enable communities to be involved in helping to address speeding in predominantly built up areas by monitoring vehicle speed and producing warning letters for offending drivers.	Positive interaction with drivers who receive a warning letter.  Persistent offenders are then targeted by Police assets.	No' of new:- <ul style="list-style-type: none"> <li>CSW schemes</li> <li>CSW Volunteers</li> </ul>	<ul style="list-style-type: none"> <li>Average of 200 active CSW schemes across D&amp;C – with min of 4 members for each scheme.</li> </ul>	2 X CSW coordinators and Admin Support funded through existing 5 year financial plan.
<b>VZSW A006</b> <b>07.02.22</b>	Monitoring activity undertaken by CSW Speed Watch schemes primarily aimed at drivers exceeding the speed limit on roads with a 20mph and 30mph speed limit. Supported by Speed Detection Officers.	As above	Positive interaction with drivers who receive warning letter.  Persistent offenders are then targeted by Police assets.	<ul style="list-style-type: none"> <li>No's of:-</li> <li>Sessions undertaken</li> <li>Speed offences detected</li> <li>Warning letters issued</li> </ul>	Averaging per month: <ul style="list-style-type: none"> <li>150 CSW sessions</li> <li>1,200 letters issued</li> <li>35,000 vehicles monitored</li> <li>Annual CSW conference and awards sessions.</li> </ul>	As above, supported by 2 x peripatetic Speed Detection Officers funded through existing 5 years financial plan.
<b>VZSW A007</b> <b>07.02.22</b>	Purchase of 2 mobile ANPR cameras to enable data interrogation identifying vehicles travelling between points at significantly excess speeds.  <b>Activity amended February 2023</b>	Generating comprehensive data and linking intelligence of offending vehicles/drivers on High Harm routes through TTCG.  To target education and training for repeat offenders. Builds intelligence to ensure enforcement resource can be directed appropriately to areas with high speed non-compliance along routes with the greatest evidenced speed related injury problems.	Positive interaction with drivers who receive warning letter. Persistent offenders targeted by Police assets.	No's of:- <ul style="list-style-type: none"> <li>Warnings given or</li> <li>Targeted enforcement planned (links to VZSW 002)</li> </ul>	<ul style="list-style-type: none"> <li>Up to 20 trial locations (length of deployment TBC)</li> <li>When targeted enforcement in operation will lead to issue of NOIPs course diversion</li> </ul>	<b>TOTAL APPROVED £30,000</b>  Breakdown: Capital purchase and up to 20 deployment sites
<b>VZSW A008</b> <b>07.02.22</b>	Increasing awareness, take up and use of Dash Cams etc including wider road user groups such as cyclists and horse riders.	Enables members of the public to submit evidence of poor driving behaviour which supplements enforcement activity and provides a wider deterrent effect to other road users. Referral into driver education courses minimises the risk of a future crash by changing behaviour.	Positive interaction with a driver/rider with approx. 60% offered a NDORS course or other disposal option	<ul style="list-style-type: none"> <li>No of submissions</li> <li>Percentage resulting in NOIPs</li> <li>No of Warnings</li> <li>No's of referrals into driver education courses.</li> </ul>	Baseline 2022 2,200 NOIPs (approx.).  Through increased comms NOIPs could exceed 3000	See funding applications under Activity B for Cyclists and Business Drivers.

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<b>VZSW A009</b> <b>07.02.22 &amp; 28.09.22</b>	Improve resilience of staff in the back office to support the growth in OP SNAP.	OpSnap provides an opportunity for communities to get directly involved increasing the fear of detection across our network. Activity supports growth in submissions.	As above	As above	4750 submissions in 2022 (> than previous 2 years combined) – reach for 2023 >5000	Additional staff - revenue costs built into the 5 yr. FP <b>Value increased 29.09.22</b>
<b>VZSW A010</b> <b>07.02.22</b>	Acusensus Roadside AI Pilot scheme - Utilising roadside mobile artificial intelligence equipment to detect non seatbelt and mobile phone offences with detections submitted to dedicated OP SNAP team. Equipment to target specific geographic locations on high risk routes and other locations to detect high risk offending behaviour and take subsequent action..  <b>Activity amended May 2023</b>	Data provided nationally by DfT (2021) indicates that over the last 5 years, 24% of car occupant fatalities were not wearing a seatbelt, a simple change in behaviour could potentially save more lives.  Further detail indicates 28% of male fatalities were not wearing a seatbelt, (16% females). 32% of those aged 17 to 29 were unrestrained, compared to 30% aged 30 to 59 and 11% of those 60 and over (and 17% aged 0 to 16. Those killed between 8pm and 6am were much more likely to be not wearing a seatbelt than those killed between 6am and 8pm (39% compared to 17%).	Numbers of people detected not wearing a seatbelt  Drivers detected using a mobile phone	No's of :- <ul style="list-style-type: none"> <li>• Offences detected and type</li> <li>• NOIPS issued</li> <li>• Court prosecutions</li> <li>• Driver education course referrals</li> <li>• Driver Ed Course Completions</li> <li>• Hours of activity</li> </ul>	Reach TBC after two month trial – positive action and course referral includes: <ul style="list-style-type: none"> <li>• What's driving you</li> <li>• Your belt your life</li> </ul>	<b>TOTAL APPROVED £30,000</b>  AI service provision (2 month pilot, costs TBC)
<b>VZSW A011</b> <b>07.02.22</b>	Review of existing static camera fleet to ensure we maximise operational effectiveness and efficiency, including a review of contractual arrangement for ongoing repairs, maintenance, and calibration.	The effectiveness and efficiency of the existing static camera fleet is an essential component of our enforcement capability.  Enforcement of safe speeds is proven to reduce the risk of collisions and generates a significant number of referrals into driver education courses minimising the risk of a future crash by changing behaviour.	Approximately between 20-30% of speeding offences are detected through static cameras.  Positive interaction with a driver/rider with approx. 60% offered a NDORS course or other disposal option	<ul style="list-style-type: none"> <li>• Completed review of all cameras to establish evidence of continued need and future operational capability in light of changes to the market.</li> <li>• Immediate upgrade of sites requiring urgent remedial attention to be undertaken.</li> <li>• Report on options for procurement of existing contracts.</li> </ul>	Driving increase in reported activity VZSW A001 – detections will be identifiable at each camera	<ul style="list-style-type: none"> <li>• Currently £1.5m has been ringfenced from existing reserves to cover the costs associated with any upgrades required as a result of the review.</li> <li>• £240k set aside for ongoing maintenance contracts for static spot speed and average speed cameras.</li> </ul>
<b>VZSW A056</b> <b>14.03.2023</b>	Purchase of 5 TruCam 2 laser devices	Inappropriate speed is a key concern for many communities, this activity will expand speed detection and support communities providing cohesion and enhanced speed enforcement capability by collaboration with Citizens in Policing (Special Constables) and Neighbourhood Policing Teams.  Activity will increase fear of detection and as a consequence lead to sustained behaviour change.	Positive interaction with a driver/rider with approx. 60% offered a NDORS course or other disposal option	No's of :- <ul style="list-style-type: none"> <li>• Speeding offences detected</li> <li>• NOIPS issued</li> <li>• Court prosecutions</li> <li>• Driver education course referrals</li> <li>• Driver Ed Course Completions</li> <li>• Hours of activity</li> </ul>	Sites with significant non-compliance could reach 100 speed offences (NOIPS) per hour resulting in 60 NSAC completions. Where speeding is not prevalent, presence and fear of detection aims to change driver behaviour.	<b>TOTAL APPROVED £48,500</b>
<b>ACTIVITY A TOTAL FUNDING</b>						<b>£308,500</b>

## VZSW ANNUAL ROAD SAFETY DELIVERY PLAN 2022/23 (extended to end Sept 2023)

ACTIVITY B		SUB-GROUP CHAIRMAN – MJ PLYMOUTH CITY COUNCIL				
MOTORCYCLES						
LEAD : IF CORNWALL COUNCIL						
PRIMARY SAFE SYSTEM PILLAR: SAFE ROAD USERS						
Ref No	Summary	Justification	Output	Measure	Projected Reach	Expenditure
VZSW B012 07.02.22	<b>Biker Down: Evaluation</b> Carry out local evaluation for the delivery of Biker Down across the VZSW Partnership area.	Currently we are not aware that any robust national or local evaluation of Biker Down exists.	Obtaining full robust local evaluation for delivery of Biker Down to inform future delivery. Potential to be adopted at a national level.	Final evaluation report and improved future delivery model.	Projected reach is two-fold. Firstly, with the training providers (e.g., Fire & Rescue Services) and also the riders (potentially between 200-400 riders annually between Partner areas).	<b>TOTAL APPROVED £30,000</b>
VZSW B013 07.02.22	<b>Biker Down: Delivery</b> To maintain the delivery of Biker Down courses across Cornwall in the short-term.	As resource issues have significantly impacted the delivery of Biker Down across Cornwall in recent years, this funding would allow delivery to continue whilst the above evaluation is undertaken and completed; and would also allow time for Cornwall to agree the most appropriate delivery mechanism moving forward so that Biker Down becomes a 'business and usual' initiative.	Deliver up to 12 courses (dependent on costs).	Before and after evaluation questionnaires with all attendees to measure any increase in awareness and subsequent positive behaviour intention after attendance at the Biker Down course. Possibility of three month follow up subject to consent.	Aim to allocate 20 places per course – so reach overall is up to 240	<b>TOTAL APPROVED £9,000*</b>
VZSW B014 07.02.22	<b>RideFree: Marketing &amp; publicity campaign</b> to signpost/support to RideFree, with the aim to help prepare riders for their practical CBT training/test and for riding on the roads.	Devon & Cornwall's (D&C) resident young motorcycle rider involvement rate of 124.8 per 100,000 population is 30% higher than the GB rate of 96.2, and 20% higher than the SW region rate of 104.0. Exeter has the lowest rate (55.7), compared to Western Cornwall with the highest rate of 158.2.  In 2016 there were 246 young motorcycle riders from D&C involved in an injury collision (2 fatal, 57 serious and 187 slight), an increase overall of 14% from 2008. Between 2012 and 2016, 24% of D&C's resident young motorcycle riders were involved in a collision resulting in a killed or seriously injured casualty. This is consistent with the national rate which is 25%.  99% of young motorcycle riders involved in collision across D&C were residents of D&C, with very few injured being from outside of the Peninsula area.	8-month campaign via Facebook, Instagram, TikTok, Google & YouTube as well as print production to work with CBT test centres.	Provide a 'checkbox' via the DVSA's online registration page, so when people are asked 'how did you find out about Ridefree?', they can select VZSW publicity campaign.  Reviewing fully managed integrated digital and publicity campaign quarterly to closely monitor our reach.	Unknown but based on early numbers 500 per annum.	<b>TOTAL APPROVED £21,500*</b>

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		Furthermore, between October 2016 and September 2019, there were 160 collisions involving motorcyclists aged between 16 & 24 (4 fatal, 45 serious and 111 slight).				
<b>VZSW B015 07.02.22</b>	<b>IAM RoadSmart Advanced Rider Course:</b> To provide match funding to enable IAM affiliated Advanced Motorcyclist Groups across Devon & Cornwall to offer their IAM RoadSmart Advanced Rider Courses for a reduced fee.	D&C's resident motorcycle rider involvement rate of 31.3 per 100,000 population is very similar to the GB rate of 32.1, and 11% higher than the SW region rate of 28.2. Eastern Devon has the lowest rate (22.9), compared to Plymouth with the highest rate of 46.5.  In 2016 there were 572 motorcycle riders from D&C involved in an injury collision (7 fatal, 190 serious and 375 slight), an increase overall of 26% from 2008. Between 2012 and 2016, 43% of D&C's resident motorcycle riders were involved in a collision resulting in a killed or seriously injured casualty. This is higher than the national rate which is 28%. 96% of D&C's resident young motorcycle riders were involved in collisions in D&C, with very few injured outside of the Peninsula area.	The aim of this initiative is to increase the baseline of less than 1% of riders holding an advanced certificate, with this funding likely to reach approximately 200 riders.	The intention would be to liaise with the Advanced Motorcyclist Groups to agree and arrange pre & post evaluation questionnaires so that we can measure each rider prior to their course and also the impact of the course, perhaps 6 to 12 months post completion.	Subsidy scheme to reach approximately 200 riders across Devon & Cornwall.	<b>TOTAL APPROVED £10,000</b>  (£2,000 additional match funding from CC)
<b>VZSW B057 14.03.2023</b>	<b>Doc Bike Sign Pilot</b>	Pilot signs used in Dorset.  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 junctions - will be using intelligence to identify previous collision sites.	96 signs in total (80 large 16 small). Adopting signs at high risk junctions would bring uniformity across SW for residents and visitors	Collisions and KSIs measured pre-post sign adoption	Trialling at 6 sites initially – popular routes with motorcyclists  Use social media around initiative to widen reach	<b>TOTAL APPROVED £5,000</b>
<b>VZSW B058 14.03.2023</b>	<b>Motorcycle Call for Ideas</b>	Creation of a dedicated funding programme to advance post-test training and/or wider motorcycle initiatives that would reach our target audiences. Between 2019 - 2021 across D&C 33 motorcyclists were fatally injured (23.5% of all fatalities) and 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. Applicants will need to set out how their initiative would improve safety and target KSI reduction in areas of concern (ages 16-24 and 25-59).	To improve rider skills and increase safety – outputs to be confirmed post bidding stage	Monitor trend of M/C KSIs and collisions  Other measures to be confirmed post bidding stage.	To be confirmed post bidding stage	<b>TOTAL APPROVED £50,000</b>
<b>VZSW B059 14.03.2023</b>	<b>NYRF Membership</b>	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.	Membership secured for 12 months	Quarterly meetings attended  Materials/resources/ best practice shared/learned	N/A this is linked to sharing of best practice and materials potentially used at events and or available at dealerships	<b>TOTAL APPROVED £2,000</b>

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<b>MOTORCYCLES</b> <b>LEAD: IH ROAD CASUALTY REDUCTION OFFICER</b> <b>PRIMARY SAFE SYSTEM PILLAR: SAFE ROAD USERS</b>						
<b>VZSW B060</b> <b>14.03.2023</b>	<b>Simulator Pilot (with DfT match funding – behaviour change programme)</b>	<p>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.</p> <p>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).</p> <p>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.</p>	<p>18 month pilot for educational delivery and evaluation. Best practice learning to be shared with other forces</p>	<p>TBC once course and evaluation technology framework developed</p>	<p>TBC but simulator will be used at events, colleges, dealerships and as a training tool.</p>	<p><b>TOTAL APPROVED £100,000</b></p> <p><b>NB: DfT contributing £210,000</b></p>
<b>VZSW B061</b> <b>14.03.2023</b>	<b>Bike Safe Expansion</b>  Looking to also compliment with course to run skills check and to link in with dealerships and other activities namely VZSW B058 & B060	<p>Bikesafe is a subsidised national police led motorcycle initiative 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</p> <p>Funding allows expansion of scheme to go beyond the existing commitment to run 12 sessions (max 10 riders per session).</p>	<p>Retention of up to 6 retired Police motorcyclists to run events and sessions (untapped resource with wealth of skills).</p>	<p>Number of Bikesafe or Skills Check events</p> <p>Number of riders per event</p>	<p>Aim to double existing commitment of 12 Bikesafes/skills check events during 2023/</p> <p>Achieving this would see up to 120 additional riders trained</p>	<p><b>TOTAL APPROVED £30,000</b></p>
<b>TOTAL FUNDING APPROVED</b>						<b>£257,500</b>
<b>YOUNG DRIVERS</b> <b>THEME LEADS: TF CFRS AND AP DSFRS</b> <b>SAFE SYSTEM PILLAR: SAFE ROAD USERS</b>						
Ref No	Summary of Activity	Justification for Activity	Output	Measure	Projected Reach	Expenditure
<b>VZSW B016</b> <b>07.02.22</b>	<b>Learn2Live (L2L)</b> Participation in Pre Driver Theatre and Workshop Education Research project (RAC Foundation, Elizabeth Box and Cranfield University)  Creation of similar film to PdTWER film for year 13s going forward from 2022  Training of staff to be qualified to facilitate PdTWER workshops following viewing of the film	<p>Young Drivers aged between 16 and 24 are one of the highest risk road user groups for casualties due to RTCs. Education to mitigate the risks of inexperience, impulsive actions, and peer pressure is considered as a primary intervention for this age group. The PdTWER research will form the template of national approaches to effective young driver education.</p>	<p>32 KS5 schools and colleges students signed up to partake. All students in KS5 in D&amp;C will be able to watch the film component of the PdTWER research in the Spring term.</p> <p>Autumn 2022 all D&amp;C KS5</p>	<p>32 schools and colleges signed up to PdTWER. 90 students from each of those 32 taking part actively in the surveys and interventions offered by PdTWER.</p> <p>All schools and colleges in D&amp;C to show the film to all KS5 students in the spring term</p>	<p>10,000 Devon and 4,000 Cornwall KS5 students</p>	<p><b>TOTAL APPROVED £106,300*</b></p> <p><u>To cover:</u>            Design, filming and editing of year 13 Drive Fit (PdTWER), My Red Thumb, Three ways to save a life films on speed, phones, seatbelts, fatigue, drink/drugs, distraction and peer pressure &amp; redesign of L2L website.</p>

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			schools/colleges to receive L2L interventions			Accreditation via ICA UK for x3 DSFRS staff. Hire of venues, Road User Support Service – Counselling provision for speakers  wristbands for students, parents event & marketing materials.
<b>VZSW B017</b> <b>07.02.22</b>	<b>Post Test Driver Training</b> - Pilot scheme to encourage newly qualified drivers to undertake post-test driver training shortly after gaining full driving licence.	Young Drivers aged between 17 and 24 are one of the highest risk road user groups for casualties due to RTCs. Education and route based knowledge to mitigate the risks of inexperience, impulsive actions, and peer pressure would be beneficial in reducing these risks	17-24 year old new drivers receiving personalised additional driver training courses aimed at addressing route based risks that are specific to the individual driver.	Number of driver training sessions delivered. Number of participants.	20 x newly qualified drivers aged 17-24 years old.	<b>TOTAL APPROVED £5,000</b> <b>Duplicate activity removed 28.09.22</b>
<b>VZSW B018</b> <b>07.02.22</b>	<b>Cornwall Advanced Drivers (IAM Cornwall Group) Pilot scheme.</b> Free IAM Advanced Driver Course to 20 young drivers at £175.00 each, refunded in full if they pass their test within 12 months.	Reduce risk of harm to under 25sThe under 25s are the most vulnerable group of drivers and our project is to target 20 such drivers via Facebook, through the University/ Colleges and offer them advanced driver training to include the driving test.	Reduce risk of harm to young drivers by offering free advanced driving courses.	Number of driver training sessions delivered. Number of participants.	20 Drivers	<b>TOTAL APPROVED £3,500</b> <b>Value amended 28.09.22</b>
<b>VZSW B019</b> <b>07.02.22</b>	<b>Survive the Drive</b> Delivery of StD to predominantly young driver military audiences across D&C.	We know that Young Drivers aged between 16 and 24 are one of the highest risk road user groups for casualties due to RTCs. Education to mitigate the risks of inexperience, impulsive actions, and peer pressure is considered as a primary intervention for this age group. Survive the Drive is the national military road safety intervention delivered to all 3 military services. StD was developed in collaboration with DSFRS DWFRS and MOD and has received a number of prestigious awards.	Survive the Drive is delivered across D&C military bases on a targeted basis.	Number of: • StD sessions delivered • Bases attended • Audience members.	8 x bases Devon 3 x bases Cornwall Up to 3000 attendees	<b>TOTAL APPROVED £4,800</b> <b>From 24/25 build into 5 year business plan</b>
<b>VZSW B020</b> <b>07.02.22</b>	<b>Young Drivers Engagement Events</b> Partnership Community events which target young drivers, promoting inclusivity and positivity raising awareness of how driving behaviours and vehicle defects impact on the risk of being involved in a collision.	Reduced risk of harm to young drivers. Young drivers will be made aware of the importance of safer driving behaviour and safer vehicles to reduce their risk of being involved in a collision. Young drivers will be made aware of how vehicle defects and vehicle modifications can affect safety and performance of a vehicle. Young drivers will be made aware of how inappropriate speed can affect safety and performance of a vehicle. Drivers adopt safer driving behaviours and make a positive change. Encourage safer behaviour through raising awareness and increasing knowledge.	Awareness of the importance safe driving practices and safe vehicles e.g., speed, vehicle/tyre checks, adoption of vehicle checks to include tyre checks.  Reducing the risk of being involved in a collision through promoting safe driving practices and	Funds up to 8 No's attending and engaging	Potential reach overall of approx. 1,000 people	<b>TOTAL APPROVED £8,000*</b>  Event expenditure - varies based on scale to cover: Staff engagement storyboard production, educational promotional items, support counsellor, photographer, use of 2 RTC Cars & refreshments.

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			safe behaviour and encouraging passengers to plan exit strategies in unsafe driving situations.			
<b>VZSW B054</b> <b>07.02.22</b>	<b>Extend placement of Instagram Drug Drive and Speed films</b>	Taking Cornish films and extending reach across Devon & Cornwall	Raising awareness	Two Instagram films	Wide reach across social media	<b>TOTAL APPROVED £3,500*</b> <b>Activity removed from plan 12.12.22 – value retained as RSDP contingency</b>
<b>VZSW B062</b> <b>14.03.23</b>	<b>Learn to Live 2023/34</b>	Education delivered to 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. Those aged 16 to 24 are more strongly over-represented as casualties compared to population than is the case across Britain as a whole. The crash involvement rate is 4% higher than GB and 7% higher than SW.	Positive interaction with KS5 students delivering vital road safety messages – not only about YD but other road users as well (e.g., motorcyclists, pedal cyclists).	Number of: <ul style="list-style-type: none"> <li>L2L main theatre sessions delivered</li> <li>L2L delivered at schools/colleges</li> <li>Schools opting for online resources</li> <li>Parents L2L events run</li> </ul>	Delivery to 12,000+ Key Stage 5 school/college pupils across Devon & Cornwall  10 schools opting for virtual delivery	<b>TOTAL APPROVED £69,100</b>  <b>L2L Main delivery £59,100</b> <b>Filming £6,000</b> <b>L2L parent event £2,000</b> <b>L2L Evaluation £2,000</b>  <b>2024/25 onwards build into 5 year business plan</b>
<b>VZSW B063</b> <b>14.03.23</b>	<b>CPD/Event attendance</b>	Attendance to key road safety events regionally and nationally to maintain and importantly enhance knowledge in this field.	Best practice shared and/or knowledge enhanced	Training acquired and/or younger driver events attended	Not applicable – but knowledge will inform future activities	<b>TOTAL APPROVED £4,000</b>
<b>TOTAL FUNDING APPROVED</b>						<b>£204,200</b>

### PEDESTRIANS

#### THEME LEADS: MJ AND SK PLYMOUTH CITY COUNCIL

#### PRIMARY SAFE SYSTEM PILLAR - SAFE ROAD USERS

Ref no	Summary of Activity	Justification for Activity	Output	Productivity Measure	Projected Reach	Expenditure
<b>VZSW B021</b> <b>07.02.22</b>	4 freestanding outdoor digital advertising screens for road safety campaign + launch event	<p>Traditionally campaigns are often expensive and rely on hiring advertising spots for a limited amount of time.</p> <p>Through the purchase of advertising screens, we have a way of permanently sharing key RS messages to the public all year long and at a variety of locations supporting ongoing campaigns.</p> <p>Although social media is proved to be a good platform for publicity, it requires people actively choosing to follow road safety social media accounts in order to see the RS messages. By having screens in town, we are ensuring that a large amount of the population will be exposed to the RS messages.</p>	<p>Screens to be installed in high footfall areas in Plymouth, Devon, Cornwall, and Torbay.</p> <p>Still images or videos sharing key road safety messages all year long.</p>	<p>Engagement at screen launch event</p> <p>Sample survey of those observed reading material</p>	<p>Anticipated reach for Plymouth pilot <u>120,000</u> people per annum</p> <p>(takes into account repeat visitors – data to be collected as part of pilot)</p>	<p><b>TOTAL APPROVED £60,000</b></p> <p>Estimate to cover:</p> <ul style="list-style-type: none"> <li>4 screens for 4 sites</li> <li>License for software + remote connection (duration tbc)</li> <li>Advert designs, Staff time power connections*</li> <li>Launch event &amp; evaluation</li> </ul> <p><b>Alternative proposal for Plymouth only approx. £15k</b></p> <p>*annual electricity LA funded</p>

## VZSW ANNUAL ROAD SAFETY DELIVERY PLAN 2022/23 (extended to end Sept 2023)

<b>VZSW B022</b> 07.02.22	A 3 year Child Pedestrian Training Pilot for Primary Schools	<p>Not happening at all in Plymouth primary schools at the moment. When delivered, evidence show effectiveness of the programme.</p> <p>Existing programmes evaluation are accessible. Finding and training the trainers seem to be a barrier to running the scheme.</p> <p>Children access cycling training but no walking training yet all children are pedestrians.</p>	Child Pedestrian Training (based on existing ones such as Kerbcraft and Walkwise) piloted with selected Plymouth schools (most deprived areas)	<p>A decrease in child pedestrian casualties.</p> <p>Parents are more inclined to let their children walk to school (when ready to do so), which is good for children's mental and physical health and reduces the number of car journeys to and from school.</p>	Estimated reach of 1,800 children over 3 years (based on Plymouth pilot)	<p><b>TOTAL APPROVED £195,000 over 3 years<sup>1</sup></b></p> <p>3 year P/T contract for a co-ordinator &amp; 2 instructors based on 20 hour working weeks.</p> <p>Publicity, monitoring &amp; evaluation over 3 years</p>
<b>VZSW B023</b> 07.02.22	The production of a 360 degree video using ICE Hub productions and aimed at KS3 students.	There is a gap in road safety interventions aimed at teens aged 11-13 yet we know that this age group has a higher risk to be involved in a road collision than younger children. At that age, teenagers have already established habits (good or bad), and their attitudes, beliefs and behaviours are affected by various things such as social norms, peer pressure, personality, mood... This film will be based on the idea that road users might be less likely to be involved in a road collision if they are able to see the road from the perspective of other road users when interacting with them.	A 5-6 min 360 degree film	<p>Heightened awareness of other road users when interacting with them especially as a pedestrian.</p> <p>Greater understanding of things they can do to give time to other road users to see them and avoid them.</p> <p>Break the pre-conception that other road users will always see them and do the right things. Other road users make errors too.</p> <p>Knowledge and skills transferable no matter their travel mode.</p>	Projected reach of 8,500 students aged 11-13	<p><b>TOTAL APPROVED £30,000</b></p> <p>PCC has already purchased ICE Hub membership @ £2,500 life membership and has access to a wide range of Road safety Film Resources being developed and funded across the UK by LA's and Fire and Rescue Authority's. There is potential for VZ Authorities to join as well and participate in Joint funding of future initiatives.</p> <p><b>Removed 28.09.22 to fund VZSW B022 shortfall</b></p>
<b>TOTAL FUNDING APPROVED</b>						<b>£255,000</b>
<b>CYCLISTS</b>						
<b>THEME LEADS : CS DEVON COUNTY COUNCIL AND MJ PLYMOUTH CITY COUNCIL</b>						
<b>PRIMARY SAFE SYSTEM PILLAR: SAFE ROAD USERS</b>						
Ref no	Summary of Activity	Justification for Activity	Output	Productivity Measure	Projected Reach	Expenditure
<b>VZSW B024</b> 07.02.22	<b>Provision of Free Bike Cameras</b> Free loan of bicycle cameras for regular and commuting cyclists and the use of footage to enable enforcement of poor driving through Operation Snap	Existing contributions to Op Snap by cyclists, and the experience of Op Close Pass, suggests poor and high-risk behaviours amongst motorists in the vicinity of cyclists	Positive enforcement action resulting in improved driver behaviour towards cyclists.	Motorists' perceptions of enforcement levels and likely prosecutions are low, leading to poor driving behaviour including when they	Up to 200 extra cameras on the roads  Piloted amongst Exeter/Plymouth cycling groups and businesses	<p><b>TOTAL APPROVED £45,000*</b></p> <p><b>£15,000 Devon*</b></p> <p><b>£10,000 Cornwall</b></p> <p><b>£10,000 Torbay</b></p> <p><b>£10,000 Plymouth</b></p>

<sup>1</sup> Value amended 28.09.22

## VZSW ANNUAL ROAD SAFETY DELIVERY PLAN 2022/23 (extended to end Sept 2023)

			Cameras and memory cards.  Evaluation of usage.	interact with cyclists. This intervention and its link with Op Snap will increase perceptions of enforcement levels and risk of prosecution.	such as NHS, Met Office, and University from Spring 2021	
<b>VZSW B025</b> <b>07.02.22</b>	<b>Targeted signing</b> of high risk cycle cluster sites	Certain junction types and route layouts can be challenging both for cyclists and for drivers unaware that cyclists are at risk – leading to pockets of abnormally high cyclist injury collisions	Traditional 'collision cluster' site treatment but using non-standard methods. Early evidence from innovations in Dorset suggest high returns on investment for this technique	Heightened awareness amongst motorists and cyclists at key locations leading to fewer collisions involving 'looked but didn't see' type incidents	Traffic count to be monitored at key sites as part of evaluation  Pilot locations are in Exeter (3) Newton Abbot (1) and Barnstaple (1)	<b>TOTAL APPROVED £40,000*</b>
<b>VZSW B026</b> <b>07.02.22</b>	<b>Bikeability</b> – building capacity and resilience	Increase numbers of trained, accredited Bikeability instructors; improve instructor retention and enable instructors availability in areas of unmet demand	New people trained as instructors.	Increased retention levels; improved opportunities for accessing government grants; higher numbers of cyclists trained.	Up to 55 instructors across Devon and could be utilised potentially by neighbouring authorities	<b>TOTAL APPROVED £6,500*</b>  £2000 contribution from DCC.
<b>VZSW B027</b> <b>07.02.22</b>	<b>Cycle Safety Events</b> A series of cycle safety events engaging with cyclists and drivers to raise the profile of cyclists and cycle safety, raising drivers awareness of the need to look out for cyclists on the road and give them plenty of space at least 1.5m when overtaking and increasing cyclists' awareness of the risks posed to cyclists from their own and other's actions, providing advice and guidance on staying safe, being more visible and alert on the road. We will proactively target cyclists and drivers to encourage safer riding and driving practices.	Cyclists are at increased risk of harm due to poor driving behaviour in particular close pass and have been identified as a high risk road user group in the Area Profile.  The aim is to raise awareness of the close path cycle safety initiative	Increase drivers awareness to look out for cyclists and give them plenty of space at least 1.5m when overtaking.  Increase cyclists' awareness of the risks posed to cyclists from their own and other actions, providing guidance on staying safe, being more visible and alert on the road.	No's of events No' attending and engaging	Projected reach of 200+ people  Community engagement events to be delivered from the start of the cycling season April through to September 2022.	<b>TOTAL APPROVED £3,100</b>  NB - This will be provided as part of the allocation for each theme within the Comms plan  <b>Breakdown of Expenditure</b> £800 Hi-Viz Cyclist backpack covers £600 Wing Mirror Stickers £900 Vehicle bumper stickers for HGV's £600 Vehicle air fresheners £200 Cycle safety literature production/print
<b>VZSW B028</b> <b>07.02.22</b>	<b>Cyclists Space Car Stickers</b> Provision of Cyclists Space rear window car stickers (linked to above theme but not just for Cycle Events.	Cyclists are at increased risk of harm due to poor driving behaviour in particular close pass and have been identified as a high risk road user group in the Area Profile	Reminds drivers of their responsibilities. Displaying the sticker is an indication the driver is 'cycle aware/friendly	Number given out / displayed Press coverage	50,000 drivers across the VZSW area	<b>TOTAL APPROVED £6,000</b>  This will provide 50,000 stickers
<b>TOTAL FUNDING APPROVED</b>						<b>£97,500</b>

## VZSW ANNUAL ROAD SAFETY DELIVERY PLAN 2022/23 (extended to end Sept 2023)

<b>OLDER DRIVERS</b> <b>THEME LEADS: DL ROAD CASUALTY REDUCTION OFFICER D&amp;C POLICE</b> <b>PRIMARY SAFE SYSTEM PILLAR: SAFE ROAD USERS</b>						
Ref No	Summary of Activity	Justification for Activity	Output	Productivity Measure	Projected Reach	Expenditure
VZSW B029 07.02.22	<b>Annual Older Driver Forum Event</b> Face to face advice, giving important information to mature drivers about planning their ongoing driver behaviours. Engaging with older drivers face to face, Cornwall Mobility and Stroke to have a stand. Test reactions and blood pressure and run small presentations. <a href="https://www.olderdrivers.org.uk/road-safety-practitioners/">https://www.olderdrivers.org.uk/road-safety-practitioners/</a>	Older drivers have been identified as a high risk road user group through the Area Profile. The aim is to provide professional up to date information to the mature driver with a view to driving safer for longer.	<ul style="list-style-type: none"> <li>• Positive interaction with road users</li> <li>• Distribution of free, useful road safety packs targeted to the older driver.</li> <li>• Advice about what is available to drive safer for longer</li> <li>• Blood pressure &amp; reaction testing</li> <li>• Eye tests</li> </ul>	Amount of face to face meetings delivered and amount of information packs given out. Feedback from participants Free draw for garden centre tokens Referrals to CM	Estimated reach 1,000 people per year (200 per event)  D&C wide at large garden centres or other suitable locations	<b>TOTAL APPROVED £4,500</b> NB: This will be provided from the allocation for each theme within the Comms plan.  <u>Breakdown of expenditure</u> Flyers, event hire (refreshments), & promotional merchandise
VZSW B030 07.02.22	<b>Provision of refreshed Older Driver Booklet and Flyer</b> Produce flyer with QR code linking to website page where relevant information on events and further signposting is held. Directly links into VZSW B029  Activity amended March 2023	See above	Quick reference guide to the older driver containing hints for driving safer for longer and looking at retirement from driving.	See above	See above	See above
VZSW B031 07.02.22	<b>Free Driver Assessments – Pilot scheme - Cornwall Mobility</b>	Some drivers fall outside the scope for a diversion for prosecution to CM because the incident does not meet the threshold for an offence. These drivers come to the attention of the police because of the manner of driving. This intervention allows the officer, with the permission of the driver, to pass their details to CM who will run through their older driver assessments.	Positive interaction with older drivers and referrals by the Police and other partners.	No of referrals No's of assessments Feedback from those assessed	Reach to be determined as part of project evaluation	<b>TOTAL APPROVED £5,000</b> <b>(On hold pending review meeting)</b>
VZSW B032 07.02.22	<b>Increased Older Driver Signposting</b> To positively engage with older drivers in situ whilst they are on the network; activity is around building and retaining confidence.  Activity amended March 2023	The Area Profile has identified Older Drivers as a high risk road user group.	Positive face to face engagement by police at the point of use. Directly guiding and assisting older drivers where a need has been identified	No of drivers engaged No of referrals for assessment	Reach to be determined as part of project evaluation	Included as part of the Activity A tasking and coordination arrangement funded through the tasking budget.

## VZSW ANNUAL ROAD SAFETY DELIVERY PLAN 2022/23 (extended to end Sept 2023)

<b>VZSW B033</b> 07.02.22	<b>Driving Safer for Longer</b> Provision of ongoing workshops at both physical locations and online aimed at helping older drivers to remain safe.	We have an ageing population and many driver continue to drive into their 80's and 90's which requires regular review and adjustments to driving techniques to reduce risk of harm.	Positive face to face and online engagement to provide vital information and training to older drivers.	No of workshops held No's of assessments booked Feedback from those assessed	Up to 24 workshops - expect to see varying numbers attend workshops, held locally in areas audience is comfortable in attending Potentially circa 600 assessments completed	<b>TOTAL APPROVED £30,000</b>  Funding will cover: <ul style="list-style-type: none"> <li>Transition to new provider</li> <li>Workshops across D&amp;C</li> <li>0.2 temporary FTE to provide administration</li> <li>Subsidised assessments (TBC)</li> </ul>
<b>TOTAL FUNDING APPROVED</b>					<b>£35,000</b>	
<b>BUSINESS DRIVERS</b>						
<b>THEME LEAD: MT DRIVING FOR BETTER BUSINESS</b>						
<b>PRIMARY SAFE SYSTEM PILLAR: SAFE ROAD USERS</b>						
<b>Ref No</b>	<b>Summary of Activity</b>	<b>Justification for Activity</b>	<b>Output</b>	<b>Productivity Measure</b>	<b>Projected Reach</b>	<b>Expenditure</b>
<b>VZSW B034</b>	<b>Provision of Dash Cams for Businesses</b>  Increase the take up of dash cams by businesses by offering free cameras, particularly targeting businesses using high risk routes or where repeat offending is identified.  This is a continuation of the DashCam Project Launched 13/09/2021 alongside Project Edward.	Business drivers are regular users of the road network and potentially witness driving offences or other poor driving behaviour.  Dash cam footage submitted by participating businesses results in potential prosecutions including diversion into driver education courses which minimises the risk of a future crash by changing behaviour.  Also provides an opportunity to promote both DfBB and RfBB with those organisations participating or targeted as a result of repeat offences.	Increased use of dash cams enables business drivers to submit evidence of poor driving behaviour which supplements enforcement activity and provides a wider deterrent effect to other road users.	<ul style="list-style-type: none"> <li>No's of business agreeing to participate</li> <li>No's of dash cams supplied</li> <li>No's of submissions made by participating businesses</li> </ul>	Reach – 100 users	<b>TOTAL APPROVED <del>£23,000*</del></b>  <b>Breakdown of costs</b> Purchase of 100 Dash Cameras and Associated memory cards. Cameras £170 per unit Memory Cards £60 each  <b>VZSW funding not required</b>
<b>VZSW B035</b> 07.02.22	<b>Business Drivers Comms and Marketing</b> Develop a VZSW comms and marketing plan aimed at encouraging participation in the Driving for Better Business (DfBB) and Ride for Better Business (RfBB) Programmes.	Area profile identified business drivers as a high risk road user group.  Encourages businesses to participate in Driving for Better Business and in doing so improve the standard.  Also supports use of dash cams.	Minimum of 8 engagement events to be delivered during the financial year.	<ul style="list-style-type: none"> <li>No of events</li> <li>No of attendees at</li> <li>No of business signing up to DfBB</li> </ul>	Projected reach of 240 people (based on 8 events with 30 people at each)  Ambition to engage and promote DfBB and RfBB with all Chambers of Commerce across D&C and other established forums, particularly for HHR	*To be provided from the allocation for each theme within the Comms plan.
<b>VZSW B036</b> 07.02.22	Ensure all <b>VZSW Partners</b> have signed up to DfBB	<ul style="list-style-type: none"> <li>VZSW needs to show system leadership for this initiative and ensure that all members have signed up to the scheme.</li> </ul>	VZSW Board to formally agree to adopt DfBB as a requirement of membership of the partnership.	<ul style="list-style-type: none"> <li>No of VZSW partners signed up to DfBB</li> </ul>	Full membership of VZSW signed up and participating in this scheme.	N/A

## VZSW ANNUAL ROAD SAFETY DELIVERY PLAN 2022/23 (extended to end Sept 2023)

VZSW B037 07.02.22	<b>DVSA -Standards for Commercial Vehicles</b> VZSW to work with DVSA in support of targeted enforcement activity in relation to vehicle standards, in particular commercial vehicles.	DVSA identifies vehicles that have defects and offences such as mechanical, construction and use, driver's hours and overweight vehicles.  DVSA ensure issues are rectified and present no future road safety risk to the wider public.	This will compliment Activity A subgroup and tactical tasking arrangements.	See Activity A	Reach to be determined as part of project evaluation.	N/A
<b>TOTAL FUNDING APPROVED</b>						<b>£23,000</b>
<b>HIGH RISK ROUTES</b>						
<b>THEME LEADS: BA CHIEF INSPECTOR ROADS POLICING</b>						
<b>PRIMARY SAFE SYSTEM PILLAR: SAFE ROADS</b>						
Ref No	Summary of Activity	Justification for Activity	Output	Productivity Measure	Projected Reach	Expenditure
VZSW B038 07.02.22	<b>High Risk Route Analysis</b> Undertake an analysis to identify and prioritise high risk routes followed by a multi-agency problem solving approach to design a treatment plan for each route.	Area Profile and local analysis has identified a number of routes in D&C with a disproportionate level of incidents including death and serious injury.	Analytical review of routes and then a multi-agency problem solving response to devise an appropriate treatment plan based on the safe system approach.	No of routes identified No of treatment plans devised	See Activity A plan	None
VZSW B039 07.02.22	<b>Monitoring and Enforcement on High Risk Routes</b> Following the analysis and as part of the treatment plan each route will receive additional enforcement activity through the tasking and coordination process.	As above aimed at addressing high risk offending behaviour.	See Activity A plan	See Activity A plan	See Activity A plan	Funded through VZSW A002
<b>POST CRASH RESPONSE AND CARE</b>						
<b>THEME LEADS: Dr TN DAAT</b>						
<b>PRIMARY SAFE SYSTEM PILLAR: POST CRASH</b>						
Ref No	Summary of Activity	Justification for Activity	Output	Productivity Measure	Projected Reach	Expenditure
VZSW B040 07.02.22 & 28.09.22	<b>FIRST RESPONSE – ADDITIONAL FIRST AID TXA (tranexamic acid)</b>  Development of a pilot project for the intramuscular administration of TXA by first responders such as the Police and Fire and Rescue services. This project will focus on the barriers and enablers to allow early ubiquitous access to TXA for eligible injured patients following a collision. This will require a change in legislation and support from central Government, in particular the Dept for Health and Social Care.	TXA saves lives through reducing bleeding - the earlier it is administered the more effective it is, and the more lives will be saved. New research has shown that TXA can be just as effective when administered into a muscle by injection (like an "EpiPen" is administered for those having a severe allergic reaction) – this route of administration makes it suitable for administration by non-health care professionals who are often at the scene of a collision before the arrival of a trained paramedic. Importantly - there is significant saving beyond lives - in terms of return to work, hospital stay, functional outcomes and need for blood product transfusion.	Development of the TXA pilot, findings detailed in a report with presentation of findings to VZSW Board.	Derivation of a bystander triage tool  Identification of barriers and enablers to the administration of immediate care by professional bystanders	There is a huge opportunity to improve outcomes of injured patients by enabling the administration of TXA early and equitably following an incident.	<b>TOTAL APPROVED £100,000 (total over 3 years)</b> This will fund the dedicated clinical time required for this pilot to be developed.  <b>Value increased 28.09.22</b>

## VZSW ANNUAL ROAD SAFETY DELIVERY PLAN 2022/23 (extended to end Sept 2023)

<b>VZSW B041</b> 07.02.22 & 28.09.22	<b>POST CRASH SUPPORT</b> Increase emotional and psychological support to survivors and others.	Road crashes are violent, sudden, and often end and devastate lives far too prematurely. Road crash victims are often young, devastating parents and siblings. Road crash victims are also parents, leaving children without carers. The traumatic grief suffered by people bereaved by road crashes can be overwhelming and, in some instances, lead to long-term, negative outcomes, for example conditions such as serious depression and post-traumatic stress disorder (PTSD). As well as traumatic grief, a death on the road can cause serious financial hardship because someone who earns money for the family has died. The death can irrevocably alter a family's future in many ways.	The provision of bespoke road victim support commissioned by the OPCC as lead partner for victim care services.	Number of people support through an advocate support worker, and additional specialist support as on a case by case basis.	Case worker 100-150 per year Triage co-ordinator up to 50 per year	<b>TOTAL APPROVED £300,000</b> <b>Contract awarded April 2023</b>
<b>VZSW B042</b> 07.02.22	<b>ROAD INJURY PREVENTION PANEL</b> RIPP is a concept where a panel of partner organisations conducts a deep dive into the overall intelligence and data to develop new interventions. This will include a deep dive into all available data and information in relation to specific crashes when required.	To make roads safer for all users, by utilising data, learning, and experience to inform, innovate and initiate subsequent relevant interventions.	Development of terms of reference for RIPP in D&C based on the learning from other areas, in particular Dorset.	Terms of reference agreed by partners. RIPP panel in place.	N/A	N/A
<b>VZSW B043</b> 07.02.22 & 28.09.22	<b>ROAD DEATH COLD CASE REVIEW PROJECT</b> To undertake a detailed review of coronial records held by coroners for all fatalities in D&C looking at cause of death and the clinical intervention.	Understanding injuries and the interaction between injuries and clinical response is important. The overall objective of this review would be to identify improvements in clinical practice and approach to treatment. This will be achieved by reviewing: <ul style="list-style-type: none"> <li>• Cause of death of those injured in MVC</li> <li>• Trends and areas for system focus / change</li> <li>• Comparison to other available data</li> </ul>	A written report contextualising motor vehicle collision related deaths in the Peninsula and offering guidance on interpretation and action plan.	Data sharing agreement developed and agreed (Coroners and Hospital)  Review undertaken.  Report published and findings reported to VZSW Board	TBC as pilot advances	<b>See VZSW B040 – combined contract</b>
<b>TOTAL FUNDING APPROVED</b>						<b>£400,000</b>
<b>CALL FOR IDEAS – COMMUNITY GRANT FUNDED PROGRAMME</b>						
<b>SAFE SYSTEM PILLARS (SAFE SPEEDS, SAFE ROAD USERS)</b>						
<b>VZSW B044</b> 07.02.22	<b>Call for Ideas</b>	In November 2021 the VZSW Board approved a range of initiatives put forward to the Call for Ideas which have been included within the RSDP for 2022/23 for completeness.				<b>TOTAL APPROVED £153,000*</b>
<b>ACTIVITY B TOTAL FUNDING</b>						<b>£1,451,700</b>

## VZSW ANNUAL ROAD SAFETY DELIVERY PLAN 2022/23 (extended to end Sept 2023)

COMMUNICATIONS AND ENGAGEMENT						
LEAD: JC VZSW COMMS AND ENGAGEMENT LEAD						
PRIMARY ROAD USER GROUP: ALL/MOTORCYCLISTS						
PRIMARY SAFE SYSTEM PILLAR: SAFE ROAD USERS						
Ref No	Summary of Activity	Justification for Activity	Output	Productivity Measure	Projected Reach	Expenditure
<b>COM 045</b> <b>07.02.22</b>	Public engagement at multiple events across D&C including general events (County Shows etc), specific events (Tour of Britain, Bideford Bike Show, BHP, etc) and monthly NPCC Thematic events (list attached)	Providing Vision Zero outreach to targeted vulnerable road user groups to engage a human face to Vision Zero and starting conversations about road safety	Positive interaction with road users  Distribution of free, useful promotional road safety items.  Targeted partner engagement	Number of people we engage with and the number of free useful promotional items we distribute.	During the 4 events I've attended during 2021 we have engaged with approx. 2,000-3,000 people. Based on this, we can expect to reach upwards of <b>8,000</b> road users	<b>TOTAL APPROVED £75,350<sup>2</sup></b>  <b>To include:</b> <ul style="list-style-type: none"> <li>Road safety merchandise</li> <li>Public display pop-up banners</li> <li><b>6 x £10,000</b> to allow each theme lead to attend targeted events and provide comms</li> </ul>
<b>COM 046</b> <b>07.02.22</b>	Production of regular, high quality social media road safety videos highlighting enforcement efforts and telling the stories of people with lived experience of road collisions	Our previous social media videos have been extremely well received and help share our message, humanise the tragedy of road collisions, strengthen our enforcement efforts and make people think about their own driving habits.	Short videos on Facebook, Twitter, YouTube that target our vulnerable user groups, publicise VZSW and drive road safety discussion.	No. of people reached on various social media sites	Similar VZ videos have attracted upwards of 40,000 views. Based on 20 videos a year we should reach around <b>800,000</b> people.	<b>TOTAL APPROVED £8,000</b>  <b>To include:</b> Videography equipment Social media advertising budget to promote videos to our core vulnerable road user group
<b>COM 047</b> <b>07.02.22</b>	Monthly Op Snap video, infographic and press release	Again, building on the success of previous videos, these demonstrate poor driving on local roads and enforcement taken against those drivers. It also informs and empowers people to report bad driving while also making poor driving socially unacceptable	Compilation videos of successfully prosecuted/enforced submissions to Op Snap	No. of people reached on various social media sites  Number of submissions to Op Snap	VZ Op Snap videos reach roughly 40,000 people per month – so one per month would reach <b>480,000</b>	As above
<b>COM 048</b> <b>07.02.22</b>	Updating and promotion of the Vision Zero website  To cover annual hosting, maintenance, GDPR compliance	Promote the Vision Zero brand, host news stories, act as a single point of contact and a base for items previously hosted on the PRSP website (speed camera location map, calibration certificates, RTOs	Public visibility and reassurance  Access to information	Number of website unique visitors	Potential for wide reach and will be subject of regular comms updates to the Board. Aim for <b>1,200 users</b> in first year	<b>TOTAL APPROVED £2,000</b>
<b>COM 049</b> <b>07.02.22</b>	Series of targeted physical advertisements	To reach targeted vulnerable road users in prime locations and promote the Vision Zero brand and message	Adverts that encourage behaviour change at targeted locations – to	Analytics from advertising host	Potential for wide reach and will be subject of regular comms updates to the Board. Aim for	<b>TOTAL APPROVED £50,000</b>

<sup>2</sup> VZSW will support a range of campaigns, events and diarised awareness days to allow us as a Partnership to target our key audiences. This will include NPCC monthly thematic events, regional/national and global days such as Global Safety Week, Project Edward, Brake Road Safety Week, World Day of Remembrance for Road Traffic Victims and campaigns to support Fatal Five such as Drink Drive campaign

## VZSW ANNUAL ROAD SAFETY DELIVERY PLAN 2022/23 (extended to end Sept 2023)

			include billboards, buses, service station toilets, etc		<b>100,000 people</b> reached in first year	
<b>COM 050</b> <b>07.02.22</b>	Vehicle Wrap	Following the huge success of D&C Police's Lotus and DSFRS engagement vehicles, I propose we obtain the loan of an eye-catching vehicle which can then be wrapped in Vision Zero branding to engage the public at our numerous events. This can also be fitted with a dashcam to feed into Op Snap.	A vehicular presence at all Vision Zero events to encourage engagement and promote the VZ brand	Number of people engaged via the vehicle.	Based on our event approximations, upwards of <b>8,000 road users</b> – as well as those who see it on the road	<b>TOTAL APPROVED £5,000</b> For the cost of vehicle wrapping.
<b>COM 051</b> <b>07.02.22</b>	Promotion via OPCC Councillor Advocates Scheme	To promote all our activities via the 350+ Councillor Advocates in Devon & Cornwall  To engage Councillor Advocates in our enforcement activities for full transparency and to promote our work	Quarterly newsletter covering activities, engagement, enforcement, promotions, Op Snap figures, CSW stats, etc  Cllr Advocates can also be used to share and spread messages and VZSW campaigns to communities.	Website hits and social media engagement  Newsletter figures  No. of Cllr Advocates engaged	The scheme has 360 members altogether, each with a council of around 10 members minimum – so a <b>reach of 3,600+</b> .	N/A
<b>COM 064</b> <b>14.03.23</b>	Promotion of Behaviour Change-focused road safety schemes and campaigns aimed specifically at motorcyclists in Devon & Cornwall.	In 2022, 16 bikers were killed and 187 were seriously injured on Devon & Cornwall's roads. In response to this, Cornwall Council, in its role as motorcycle theme lead, has worked collaboratively to produce a series of projects and interventions with behaviour change at their heart. It is hoped the promotion of these projects will help increase rider skill levels and make bikers consider their choices while riding.	Targeted promotion of rider safety schemes inc - Raise Your Ride, BikeSafe & Biker Down  Series of videos in collaboration with RiderCamTV promoting biker safety and launch the Police's BMW 1000-RR engagement bike.  Targeted social media advertising and physical advertising of our behaviour change	The number of motorcyclists engaged with and number of signups for Raise Your Ride/BikeSafe/Biker Down.  A downward trajectory in the number of motorcycle KSIs on our roads and towards our ultimate ambition of Zero.	Anticipate media reach upwards of 100,000 people. In addition we will monitor physical engagement and course sign-ups.	<b>TOTAL APPROVED £30,000</b>

## VZSW ANNUAL ROAD SAFETY DELIVERY PLAN 2022/23 (extended to end Sept 2023)

			<p>campaign developed with Cabinet Office and Idenna, as well as the RiderCamTV videos</p> <p>Press releases issued to accompany all campaigns and safety schemes.</p> <p>Providing basic motorcycle skills day with RiderCamTV</p> <p>Wider messaging to other road users of safety issues such as junction collisions caused by those cutting across the path of/pulling out on bikers.</p>			
<p><b>COMMUNICATIONS AND ENGAGEMENT</b>  <b>LEAD: OM ROAD CASUALTY REDUCTION OFFICER</b>  <b>PRIMARY ROAD USER GROUP: YOUNGER DRIVER</b>  <b>PRIMARY SAFE SYSTEM PILLAR: SAFE ROAD USERS</b></p>						
<p><b>COM 052</b> <b>19.05.22</b></p>	<p>Purchase of Focus RS engagement vehicle</p>	<p>Series of Road Safety Videos targeting young drivers and modified car community as well as face to face engagement events force and nationwide promoting VZSW.</p> <p>The GCM video project now has 500k followers on TikTok and 40k followers on both YouTube and Instagram. TikTok has had around 250 million views in the last year from a very targeted audience of young drivers who are a vulnerable road user group. It is the most successful police social media project. Many cars are modified poorly with dangerous modifications by amateurs and the idea behind the Focus RS is to film a series of videos to</p>	<p>Huge social media presence with a very hard to reach and vulnerable road user group.</p> <p>Police engagement with communities demonstrated by young drivers coming to events.</p> <p>Promotion of VZSW through</p>	<p>Number of social media views</p> <p>Number of contacts at engagement events</p> <p>Reduction of negative engagements with road users for dangerously modified vehicles</p> <p>Reduction in prosecutions for driving offences in target age group</p>	<p>Current viewing figures on TikTok are around 250 million views in 12 months. The last set of videos were viewed at 2000 views every 40 seconds.</p> <p>500k followers and growing at around 1000 per day on release of new videos.</p>	<p><b>TOTAL APPROVED £45,000</b></p> <p>Purchase of Focus RS £30,000</p> <p>Vehicle wrap – £5000</p> <p>Modifications - £10000</p>

## VZSW ANNUAL ROAD SAFETY DELIVERY PLAN 2022/23 (extended to end Sept 2023)

		<p>show how to modify a car safely and legally. The car would then be used to promote the GCM video series as well as at shows, events and promotion of VZSW. The car draws in people of all ages who would not normally talk to Police, as demonstrated by the Lotus. The project fits with the Agilysis report which highlights 16-24yr olds are overrepresented as casualties. It also fits with current behavioural change techniques.</p> <p>At the end of the project the vehicle can be sold with funds returned and/or reinvested.</p>	<p>social media and face to face events.</p> <p>Interaction with local and national businesses supporting the project</p> <p>Reduction of casualties in target age group and TORs and other enforcement options for dangerously modified vehicles</p>	<p>Improved road safety awareness and positive behavioural change in target audience</p>	<p>D&amp;C Police FB has had over 6 million views on the YouTube videos already released.</p> <p>This is the only project of its kind in Policing.</p>	
<p><b>COM 053</b> <b>19.05.22</b></p>	<p>Funding for a Batak reaction testing equipment - Engagement and assessment tool</p>	<p>In 2021 we held a Road Safety event at Dolphin Centre in Poole and hired a Batak machine which was incredibly popular.</p> <p>The BATAK Lite machine tests Reaction, Hand-Eye Co-ordination. It uses Eight 'visually bright' LED numbered targets which are put under the control of a dedicated microcomputer. Depending on the selected program the targets may be lit up in random or repetitive ways. Hits and misses are timed and resulted on two centrally located LED displays. The equipment is mobile and does not require a power outlet as it can be used with a battery making it usable in outdoor and indoor settings. They are also used by the ministry of defence for reaction testing and to improve reaction and coordination skills.</p>	<p>Engaging younger drivers to test reactions whilst unimpaired and also whilst artificially impaired to compare. Followed by face-to-face education around drink and drug driving and other factors that affect your driving reactions such as mobile phone usage.</p> <p>Any driver of any age can be tested both standing or seated. With Older Drivers we know reaction times reduce over time. We can limit the risk through feedback, advice and referrals to other agencies or support groups.</p>	<p>The equipment would be held by the Road Casualty reduction team but would be readily available as an engagement tool across the force area to be used for engagement by NPT's /Safer Schools etc. Since the road safety day, we have received enquiries from other departments to use the equipment. The road safety department would also use this in schools, colleges and the university to assist in our message of staying safe on our roads.</p>	<p>Improved communication at face to face engagement events therefore improving road safety and promoting VZ.</p>	<p><b>TOTAL APPROVED £4,750</b> To hire the Batak equipment for one event is £370.00. Value requested is to own outright (covers fee within 12 events)</p>

## VZSW ANNUAL ROAD SAFETY DELIVERY PLAN 2022/23 (extended to end Sept 2023)

COMMUNICATIONS AND ENGAGEMENT						
LEAD: IH ROAD CASUALTY REDUCTION OFFICER						
PRIMARY ROAD USER GROUP: MOTORCYCLISTS						
PRIMARY SAFE SYSTEM PILLAR: SAFE ROAD USERS						
<b>VZSW COM 055</b> <b>10.02.23</b>	BMW M1000RR Engagement Bike	In 2022, fatalities accounted for more than 25% of all deaths on our roads and is a significant cause for concern. Motorcycles over 500cc are over-represented in road traffic collisions	Purchase of two engagement bikes and trailer for transportation, if required	Creation of media videos and campaigns to highlight rider safety	Reach for BMW – to include all diarised bike events Torbay air Show, Bideford, Megaride, Bikes in the Park, Adventure Bike Show, Devon County Show and RCS and key bike nights. This will provide engagement opportunities for hundreds of bikers.	<b>TOTAL APPROVED £25,000</b>
<b>VZSW COM 065</b> <b>14.03.22</b>	Entry Level Engagement Bike	Use proven educational approaches such as Biker Down and Doc Bike to influence a wide cohort of riders and potential riders. At events and 'Bike Nights' the machine would act as a conversation starter, and link to wider behavioral change work		Attendance at events, colleges and 'Bike Meets' to encourage behavioural change	Reach for entry level bike – to be taken to colleges as part of KS5 Street Wise – lifeskills for the road. Numbers varies but up to 30 students per event.  Social media – up to 40k per (based on other VZ videos)	<b>TOTAL APPROVED £10,000 (to include trailer if required)</b>
<b>COMMS &amp; ENGAGEMENT TOTAL ACTIVITY £255,100</b>						
<b>ROAD SAFETY DELIVERY PLAN 2022/23 (extended to end Sept 2023)</b>						
<b>ACTIVITY A (updated after 14.03.23 VZSW Board Meeting)</b>						<b>£308,500</b>
<b>ACTIVITY B (updated after 14.03.23 VZSW Board Meeting)</b>						<b>£1,425,200</b>
<b>COMMUNICATIONS AND ENGAGEMENT (updated after 14.03.23 VZSW Board Meeting)</b>						<b>£255,100</b>
<b>Activity removed (Sept 22)</b>						<b>-£28,000</b>
<b>TOTAL FUNDING APPROVED</b>						<b>£1,960,800</b>
<small>*includes activity with part/all funding approved from initial £250,000 allocated in 2020</small>						