

## Road Safety Delivery Plan September 2023 – August 2024

ACTIVITY A		SUB-GROUP CHAIRMAN – AL, HEAD OF ROAD SAFETY, DEVON & CORNWALL POLICE				
<b>ACTIVITY: MONITORING AND ENFORCEMENT - SPEED</b> <b>LEAD: BA, CHIEF INSPECTOR ROADS POLICING</b> <b>PRIMARY ROAD USER GROUP: ALL</b> <b>SAFE SYSTEM PILLAR: SAFE SPEEDS &amp; SAFE ROAD USERS</b>						
Ref No & (approval date)	Summary	Justification	Output	Measure	Projected Reach	Expenditure
VZSW A066	Roadside AI Trailer 2024 deployment	<p>The leading causes of serious injury and death on UK roads are speeding, drink and drug driving, not wearing a seat belt and using a mobile phone while driving. National data from 2021 show that approx. 1 in 3 fatalities on UK roads were not wearing a seatbelt. There is substantial research on the dangers of using a phone whilst driving with it suggesting you are 4 times more likely to crash when using a phone injuring yourself or others.</p> <p>Using AI roadside technology, provides a simple way to target dangerous behaviour and a sense we can be anywhere, anytime through a range of ways.</p>	<p>To change driver behaviour and reduce incidences of mobile phone used or seatbelts not worn</p> <p>Comms campaigns will highlight activity and importance</p>	<p>Up to 15 locations where technology will be deployed leading to:</p> <ul style="list-style-type: none"> <li>• Number of warnings</li> <li>• Number of Your Belt Your Life course completions</li> <li>• Number of Whats Driving Us course completions</li> <li>• Number of prosecutions with points and fine</li> </ul>	<p>Will vary depending on site and location</p> <p>Based on pilot expect to see 1000 prosecutable offences per deployment</p> <p>In 2024 could see circa 5000 mobile &amp; 8000 seatbelt offences detected and processed</p>	<p>£175,793 - £203,052 (dependent on e number of offence images reviewed and processed)</p>
<b>ACTIVITY A TOTAL FUNDING</b>						<b>Up to £203,052</b>

ACTIVITY B		SUB-GROUP CHAIRMAN – MJ PLYMOUTH CITY COUNCIL				
<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
VZSW B067	<p>New Young Driver engagement vehicle (electric) for DSFRS Road Safety Team to continue its engaging target audience at key road safety events throughout Devon, Cornwall, and Somerset.</p> <p>To be branded with DSFRS and Vision Zero South West.</p>	<p>Vehicle is used to deliver potentially life-saving education to this hard-to-reach age group. This road safety intervention has been designed to fill target audience knowledge deficits and deliver intention/behaviour change directly related to the Safe System pillars of Safe Road use, Safe Vehicles, and Safe Speeds. As a result of improved risk reduction knowledge and the adoption of more positive on road behaviours, by the target audience who receive these interventions, this will contribute to an overall reduction in those killed or seriously injured (KSIs) through road traffic collisions for young drivers, their passengers and other road users.</p> <p>It also provides an alternative vehicle for attendance at motorcycle events (motorcyclists are another high-risk road user group that DSFRS target as part of our commitment to VZSW) when the weather is unfavourable (use of our Fire Bikes are weather dependent); thus ensuring we maintain a presence.</p>	<p>Number of engagement events vehicle attends to fill knowledge deficit and reduce road risk .</p> <p>Number of young people receiving targeting intervention (e.g. Reaction Timer, VR goggles). in the vehicle with the aim of increasing awareness of how to mitigate on road risk</p>	<p>Count of number of community engagement interventions vehicle attends.</p> <p>Questionnaire used to capture impact of intervention on target audience (Changes in knowledge, attitude and intended behaviour).</p>	<p>50 x engagement events per annum.</p> <p>500 young people to have interactive element per annum (e.g. Reaction timer, VR goggles) - 2,500 over the 5 yr. period).</p> <p>3,000 + to engage with vehicle per annum (15,000 over the 5 yr. period).</p>	<p><b>50% lease contribution – due to wider geographical use</b></p> <p>£30,000 ((£6K per annum for 5 year business plan)</p>
<b>Younger Driver Funding Request</b>						<b>£30,000</b>
<b>PEDESTRIANS</b> <b>THEME LEADS: MJ AND SK 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
VZSW B068	Provision of Pedestrian Training targeting school children	<p>A generation ago, 70% of children walked to school – now it's less than half. Child Pedestrian Training (CPT) can help to reverse this decline. It will make them feel to be energised and empowered, and to make walking to school their natural choice. Central government do not funding for CPT.</p> <p>A CPT training programme piloted to key locations in Devon.</p>	School children trained and educated	<p>More children walking to school &amp; reduced congestion at school gates</p> <p>A decrease in child pedestrian casualties and over an extended period of time decrease in all pedestrian casualties</p>	Schools across Exeter and close surrounding areas (TBC once delivery model agreed)	<p><b>£100,000</b> (£50,000 per annum for two years)</p>
<b>Pedestrian Funding Request</b>						<b>£100,000</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 B069</b>	Provision of Free Bike Cameras and associated equipment (Op Snap)	Volume and nature of submissions to Op Snap by cyclists demonstrate often poor and high-risk motorist behaviours. Growing waiting list of cyclists wanting to borrow cameras.	<p>Higher levels of enforcement.</p> <p>Improved behaviours from motorists towards cyclists.</p> <p>The 'fear' of drivers being unable to determine where cameras are should lead to increased compliance, considerate driving around people cycling.</p> <p>These factors will go towards increased cycling levels, lower driver speeds benefit air quality and noise pollution</p>	This scheme and its link with Op Snap will increase perceptions of enforcement levels and risk of prosecution.	Piloted initially amongst organisations and businesses such as NHS, Met Office, University and Exeter College. Wider scope of scheme, now to a larger geographic area.	£25,000
<b>VZSW B070</b>	Targeted cluster sites experimental cycle signage	Certain junctions and route layouts suffer abnormally high cyclist injury collisions, especially the 'looked but didn't see' type incidents.	Early evidence from experimental signage scheme in Dorset suggests fewer collisions.	Heightened awareness amongst motorists at key locations leading to fewer collisions for both people cycling and drivers.	Locations with most collisions to be targeted in the VZSW area.	£30,000
<b>VZSW B071</b>	Road Safety resources for schools	Inappropriate parking, congestion and engine idling are issues at most schools and are frequently raised with road safety teams.	VZSW branded informational banners and PPE support for road interventions	Raised awareness amongst parents of pupils and drivers of the issues and reduction in reports and concerns from schools.	Schools in VZSW suffering from inconsiderate parent parking and behaviour.	£10,000
<b>VZSW B072</b>	Bikeability Instructor resilience and safety enhancements.	Boosting resilience and retention of the instructor team in Devon to ensure cycle training is delivered to the demand required. The Government's Bikeability for All pledge is likely to result in demands for more training.	<p>Annual Bikeability instructor event with training, support and information.</p> <p>Cycle Helmets and other safety equipment secured</p>	Instructor levels and training numbers maintained or increased as appropriate.	Demand from primary and secondary schools met. All 400+ Devon schools	£6,500 (£2,000 of which is VZSW branded hi-viz tabards & cycle helmets)
<b>VZSW B073</b>	Behaviour change messaging and evaluation	Ensure best behaviour change / road safety messages and measures are delivered to	Use of social media campaigns or VMS	Number of individual visits or views, either digital	Potential for VZSW area wide.	£20,000

		influence those most likely to cause harm to people walking and cycling  Currently there are limited opportunities to engage motorists around the safety of cyclists and to debunk myths and preconceptions.	messaging. Expert guidance as to the most effective wording and methods needed to engage motorists.	analytics or vehicle counts on routes with VMS messaging.		
<b>VZSW B074</b>	VZSW branded electric bicycle for public engagement	A visual tool to engage with members of the public as part of the VZSW Road Safety Village or other similar events. Electric bike sales are increasing and this opportunity to encourage more people to be aware of the opportunities an electric bicycle can provide whilst cross referring to adult cycle training programmes to ensure more people are cycling, more safely more often.  Opportunities to engage audience on safety and legality of scooters will be covered.	Number of events around the VZSW area Devon County Show for example.	Number of conversations around cycling safety and cycling myths debunked.	For use by all VZSW partners at events and public engagement.	£12,000
					<b>Cyclists Funding Request</b>	<b>£103,500</b>
<b>CALL FOR IDEAS – COMMUNITY GRANT FUNDED PROGRAMME SAFE SYSTEM PILLARS (SAFE SPEEDS, SAFE ROAD USERS)</b>						
<b>VZSW B075</b>	Phase 2 of grant funding to cover:  Community – continuation of grant funding to empower communities to deliver local road safety projects  Pedestrian – a call to business, industry experts to work with VZSW targeting road safety interventions towards pedestrians.  Community Mobile VAS – to enable partners through established channels such as Community SpeedWatch (CSW) or Speed Compliance Action Review Forum (SCARF) to access assistance where devices are required,	<b>Community Element</b> - To continue working with and empower communities to make a difference with local areas delivery small but meaningful projects enhancing safety  <b>Pedestrian</b> - Over the 5 years 2018-2022 in D&C, pedestrians represented 21% of our fatalities and 11% of serious injury. For all collision severities, 72% of pedestrians were within 9 miles of their home address.  <b>Community Mobile VAS</b> – where need is highlighted through CSW, funding assistance will be available to address local speed concern sites	Communities feel empowered and engaged  Pedestrian interventions proposed through applications  Community Mobile speed signs delivered	Up to 25 community projects, dependent on grant value awarded to each  1-3 pedestrian interventions depend on applications made  5 - 10 speed signs – will depend on contribution required	25 communities  Pedestrian tbc once application process complete  5-10 communities through sign deployment	<b>£150,000 overall</b>  <ul style="list-style-type: none"> <li>£25,000 – community projects</li> <li>£100,000 – Pedestrian Focused</li> <li>£25,000 – Community mobile VAS</li> </ul>
					<b>Call for Ideas Funding Request</b>	<b>£150,000</b>
					<b>ACTIVITY B TOTAL FUNDING REQUEST</b>	<b>£383,500</b>

<b>COMMUNICATIONS AND ENGAGEMENT</b>						
<b>LEAD: JC VZSW COMMS AND ENGAGEMENT LEAD</b>						
<b>PRIMARY ROAD USER GROUP: ALL/MOTORCYCLISTS</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>COM-076</b>	Co-Pilot membership	This national road safety initiative provides well-researched, effective content created by behaviour change experts across a number of targeted themes. Content will be across numerous platforms including print and digital, public facing and B2B. As early adopters, we have the opportunity to shape this content and have been advising the national Co-Pilot team on what content would be helpful.	A high number of well-produced, VZ-branded assets for use on social media, online, print and physical advertising.	Number of people reached and engaged Money and time saved by outsourcing content creation	1 million people reach	£30,000
<b>COM-077</b>	Pedestrian-themed publicity campaign	Our strategic assessment 22/23 has identified an increase in KSI collisions involving pedestrians. Our analyst is working on a problem profile for this road user group to find out more about the causes and issues – after which, we will aim to create a targeted, behaviour change campaign to help overcome some of the barriers which may be putting them at risk.	TBC based on problem profile outcomes	Number of target audience members reached and influenced	TBC based on problem profile outcomes	£20,000
<b>COM-078</b>	Advertising	Paid digital and physical promotion of targeted road safety messaging across various formats, with a focus on targeted social media advertising. We are hoping to utilise the Mosaic platform, as well as our own strategic assessment data, to identify the most effective ways to reach specific audiences. This budget would also include contingency for a memorial video commemorating those who have lost their lives on our roads.	Targeted messaging to specific audiences Increase in brand awareness	Messaging reach Quality of audience	2 million (rough estimate based on social media advertising cost/reach ratio – though for us it's more important to engage a targeted audience than a large one)	£40,000
<b>COM-079</b>	Funding for specialist video, graphics, event or engagement equipment	Occasionally we require specialist equipment for specific projects – whether it's videography equipment, computer programmes or projection equipment for events. This contingency funding will allow us to purchase these items as required.	Equipment will assist with high-quality, effective communication and engagement messaging	Quality of messaging Number of people influenced by messaging	N/A	£15,000 (inc 5,000 plan contingency)
<b>ENG-001</b>	Road Safety Village events in Devon, Cornwall, Torbay and Plymouth	By expanding our popular Road Safety Village to major events across the region, we hope to take targeted safety messages to a wide audience, while also raising the profile of the partnership. The funding (which is a top-end estimate) will be used to pay to attend these	Presence at four major events, likely to be Devon County Show, Royal Cornwall Show, Torbay Air Show and	Number of people engaged with Number of sign-ups to VZ road safety pledge Number of training opportunities signposted	44,000 people (based on 10% of overall attendance in 2023)	£40,000

		events.	Plymouth Armed Forces Day			
<b>ENG-002</b>	Engagement equipment	Equipment required to provide high-quality engagement and messaging at the events mentioned above – as well as other events attended by the wider partnership. This is to include modern, inflatable engagement marquees, banners, flags and other branded assets. In the long term this will save the partnership money as we currently have to pay a premium to hire these assets from event organisers.	High-quality, branded engagement assets seen by tens of thousands of people	As above	As above	£22,012
<b>ENG-003</b>	Vision Zero merchandise	High-quality, useful, branded road safety items to help engage members of the public. Items have been selected after detailed discussion with partners across all our theme lead areas and emergency services.	2000 of the following items: - Reflective snap bands - Snoods - Visor cleaning kits - Stickers - Fold-up brochures - Lanyards - Carabiner lights - Staff clothing	Number of items given out	14,000 people (based on number of items ordered)	£20,000
<b>COMMS &amp; ENGAGEMENT TOTAL ACTIVITY £187,012 (includes a £5k contingency on the above)</b>						
<b>ROAD SAFETY DELIVERY PLAN Sept 2023 – Aug 2024</b>						
					<b>ACTIVITY A</b>	<b>Up to £203,052</b>
					<b>ACTIVITY B</b>	<b>£383,500</b>
					<b>COMMUNICATIONS AND ENGAGEMENT</b>	<b>£187,012</b>
					<b>RSDP TOTAL ACTIVITY £773,564</b>	