



‘Our shared vision is for the road network of Devon, Cornwall and the Isles of Scilly to be free from death and serious injury.’

VZSW BOARD MEETING

Tuesday 12th March 2024
1000hrs to 1300hrs

Teams Meeting

[Click here to join the meeting](#)

VZSW BOARD AGENDA

Meeting objectives:-

- Pay respects to those who have lost their lives in order to encourage change to prevent further deaths on our roads
- Provide assurance regarding our financial position
- Provide assurance of progress towards Partnership activities and RSDP, Performance and comms and engagement activity

1.	Welcome, apologies & introductions	Chairman	Verbal	1000 (5 mins)
2.	Declarations of Interest	All	Verbal	
3.	Roll Call of Fatalities (Standing item) <i>Roll call of all those who have died since our last meeting.</i>	Chairman	Verbal	1005 (5 mins)
4.	Minute’s Silence to reflect on those who have died and their loved ones			
5.	Minutes of Previous Meeting (14th December 2023) <i>Standing Item for Approval</i>	Chairman	Paper	1010 (5 mins)
5a.	Action Log Update <i>Progress Assurance</i>	NW	Verbal	1015 (5 mins)
6.	Finance Update	SB	PPT	1020 (10 mins)
7.	Heavitree & Whipton	Jamie Hulland/AL	Verbal	1030 (45 mins)
8.	VZSW Performance <i>Standing Item - Progress Assurance</i>	CG	PPT	1115 (40 mins)
9.	Comms and Engagement <i>Standing Item - Progress Assurance</i>	JC	Verbal/Comms Update	1155 (10) mins)
10.	VZSW Partnership Report <i>Standing Item - Progress Assurance</i>	AL&NW	PPT & Tracker	1205 (15 Mins)
11.	Younger Driver Parent Portal	AP	Paper	1220 (5 mins)
12.	RCRO Engagement Van	AL	Paper	1225 (5 mins)
13.	AOB VZSW Chairman Arrangements (Process) Plan for Drivers – Proposed Letter to Rt Hon Mark Harper MP	All	Verbal	1230 (10 mins)
	Time and Date of future meetings:-			
	<ul style="list-style-type: none"> • 19th June 1000-1430 China Fleet Club, Saltash PL12 6LJ • 10th September 1000-1430 Strawberry Fields, Lifton PL16 ODH • 17th December 1000-1300 TEAMS 			



Item 6

Vision Zero South West

January 2024 Financial Update

12th March 2024

Author Name:	SB Head of Business Accountancy, Devon & Cornwall Police
Sponsor Name:	Nicola Allen
Sponsor Role:	VZSW Treasurer - Office of the Police and Crime Commissioner for Devon, Cornwall, and the Isles of Scilly

<u>Reports may be submitted for one or more of the following purposes:</u>	<i>Tick which apply:</i>
<i>For decision:</i>	
<i>To provide assurance regarding progress, process and/or performance:</i>	x
<i>To seek direction/guidance from regarding a course of action or arising issue:</i>	
<i>To advise in order to inform wider strategic decision making:</i>	
<i>To seek approval for a particular course of action or change of direction:</i>	

1. Purpose of the report/Strategic issue for consideration

- 1.1 Present the Vision Zero South West (VZSW) financial position as at 31st January 2024.

2. Recommendation

- 2.1 The Board be made aware of the financial position as at 31st January 2024.

3. Salient Points

- 3.1 The Office of Police & Crime Commissioner (OPCC) is the lead financial party for the Vision Zero South West collaboration. A balance of £5.24m was held in a ringfenced reserve at the start of the financial year.



Vision Zero South West Forecast – Running Costs

- 3.2 The Partnerships planned net expenditure, before any capital spending, was originally predicted in the 5-year plan to be a surplus of £813,667. The table below summarises the forecast income and expenditure and shows a forecast surplus position of £478,684. Since the last forecast presented to the board on 14th December 2023 this is a decrease of £148,306. The main driver being a reduction in expected income of £176,506 from Speed Awareness Courses due to the vandalised cameras needing to be replaced.
- 3.3 A full detailed breakdown of this can be found in Appendix A.

	Revised Budget VZSW 2023/24 £	Actual at 31/01/2024 2023/24 £	Forecast 2023/24 £	(Under)/ Overspend 2023/24 £
Income	(5,252,666)	(4,312,954)	(5,084,618)	168,048
Expenditure:-				
Staffing	2,970,881	2,662,793	3,042,447	71,566
Running Costs	868,047	745,225	871,525	3,478
VZSW Core Costs	600,071	510,754	691,962	91,891
Net (Surplus)/Deficit	(813,667)	(394,182)	(478,684)	334,983

- 3.4 During the first ten months of the financial year, income generated from Speed Awareness Courses of £3,816,909 is higher than budget expectations by £131,615, and currently exceeds last year's income at this point by £395,878.
- 3.5 The graph in Appendix B displays income levels by month and splits out the additional £10 of income the Partnership receives from training provider TTC for the increased course fees, along with the additional income from Operation Snap activities.
- 3.6 Court costs recovered are expected to end the financial year slightly lower than budget at £439,217, so far £349,302 has been received.
- 3.7 Staffing expenditure is forecast to increase by £71,566, mainly caused by a higher increase in pay rises than originally budgeted. This has been offset by vacancies due to recruitment delays and staff turnover.



- 3.8 Running costs are expected to end the financial year in line with the budget, postage costs are lower than originally expected, although offset by additional equipment reported in the last forecast.
- 3.9 VZSW core costs are expected to increase by £91,891 compared to budget, this is £24,405 lower than the previous forecast due to the Multi-Media Communications Officer not being recruited yet.

Vision Zero South West Forecast – Pooled Fund

- 3.10 At the start of the financial year the opening balance of the reserve was £5,242,200. The Partnership is expecting to invest a spend of £2,049,919 during the year; including the transfer of surplus this will result in an expected closing balance at 31st March 2024 of £3,728,835.

	£
Opening Balance 2023/24	(5,242,200)
Monitoring, Enforcement and Driver Education (Activity A):	
Vehicle Investment	599,084
Camera Equipment	51,353
Tasking Budget	200,000
Themes, Education and Training (Activity B)	590,182
Comms & Engagement & Other	146,631
Mobile Speed Camera Upgrade / New Cameras	462,669
Forecast Surplus for FY 23/24	(478,684)
Closing balance 2023/24	(3,670,985)
Remainder of Amount Ringfenced for Camera Stock	892,713
<u>Previously Approved Expenditure (rolled forward)</u>	
Roadside AI Trailer	203,052
Activity B (other areas)	163,100
Activity B - Pedestrians (over 3 years)	286,000
Activity B – Post Crash Care Proposals (over 3 years)	257,325
Call for Ideas Phase 2	150,000
Comms & Engagement	214,691
Estimated available Pooled Fund	(1,504,104)

- 3.11 The remaining previously approved expenditure will fall into future years. The available balance after the approved and ringfenced amounts is £1,504,104. This is a reduction of £178,306 since the last finance update due to the movement in the in-year surplus of £148,306 and £30,000 of vehicle budget being brought forward from future years.



- 3.12 Investment in vehicles of £599,084 is expected to be made during the year. This includes the purchase and fitting out of the delayed seven speed detection vans and two motorcycle replacements. £30,000 of vehicle budget has been forecast to be brought forward from future years to purchase a 4WD Volvo V60 due to vehicle availability and the need to replace a 14-year-old Ford Transit van in North Devon.
- 3.13 £134,199 of the Tasking budget has been spent so far, this financial year on overtime (officers on tactical tasking activities), drug wipes, the lift legend campaign and high harm routes trailer.
- 3.14 Activity B spend of £590,182 is expected this financial year. This includes the following as detailed in the Road Safety Delivery Plan.
- £196,991 on Motorcyclists
 - £130,000 on Post Crash Response and Care
 - £119,262 on Younger Drivers
 - £69,000 on Pedestrians
 - £44,161 on Cyclists
 - £29,495 on Older Drivers
 - £1,273 remaining of the Call for Ideas budget.
- 3.15 £74,102 of the Comms and Engagement budget has been spent, along with £7,702 on the Ford Focus RS engagement car and low powered engagement motorcycle.
- 3.16 The Board agreed to hold £1,500,000 to fund the upgrading of camera stock. £104,652 of this was spent during financial year 22/23 with £1,395,348 remaining. £462,669 of this is expected to be spent during this financial year.

4. Conclusion

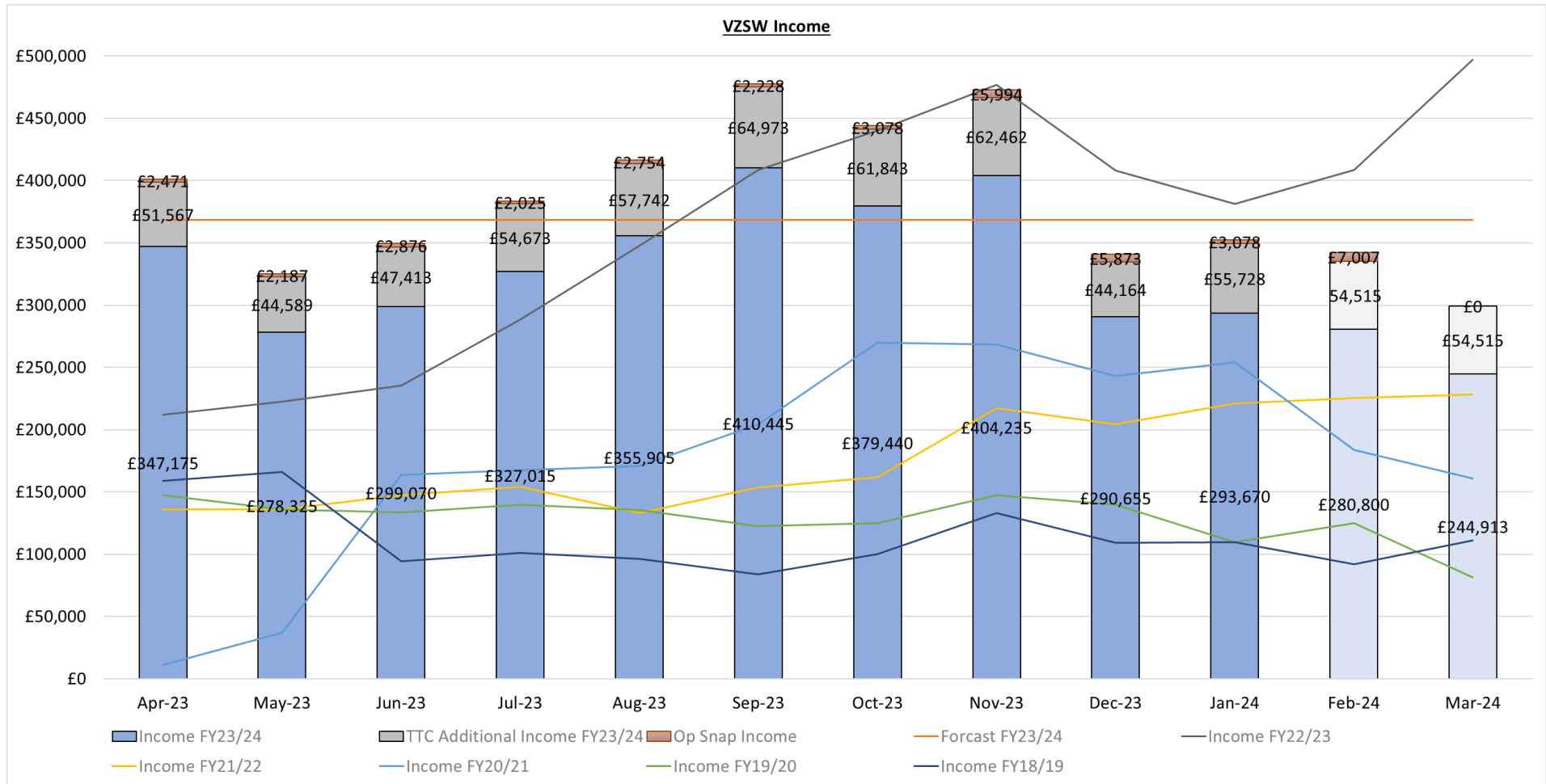
- 4.1 Income for the first ten months of the financial year is lower than budget expectations; and whilst expenditure is slightly higher than anticipated a surplus of £478,684 is still expected.
- 4.2 After accounting for expenditure already approved the available balance on the Pooled fund is £1,504,104. This will allow for continued investment in projects and initiatives to improve safety on the roads.

Appendix A

	Revised Budget VZSW £	Forecast £	Actual to date £	(Under)/ Overspend to Budget £
Income				
Speed Awareness Courses	(4,437,353)	(4,438,648)	(3,816,909)	(1,295)
Court Costs	(507,603)	(439,217)	(349,302)	68,386
Operation Snap	(48,000)	(39,569)	(32,562)	8,432
Other driver education course income	(259,710)	(167,185)	(114,180)	92,525
Total Income	(5,252,666)	(5,084,618)	(4,312,954)	168,048
Expenditure				
Staffing				
Police Officers & Operations Team	2,458,039	2,605,011	2,392,553	146,972
Community Speed Watch	119,018	101,164	55,033	(17,854)
CATS Team overheads for other courses	88,670	78,862	50,679	(9,808)
Operation Snap	196,800	180,241	111,740	(16,559)
Data & Analysis Hub	108,354	77,170	52,788	(31,184)
	2,970,881	3,042,447	2,662,793	71,566
Running Costs -				
Photocopy Rental	44,000	24,750	17,760	(19,250)
Vehicle Expenditure	45,646	33,368	22,919	(12,278)
Insurance/Tax	11,398	7,728	5,152	(3,670)
Accommodation Charge	82,000	91,828	62,325	9,828
Telephones/Mobiles	3,570	1,200	800	(2,370)
Equipment Purchase, Repairs & Calibration	82,000	120,000	118,587	38,000
Other Equipment & Furniture	1,020	5,350	5,348	4,330
Postages	416,819	375,000	325,945	(41,819)
Stationery	21,560	21,560	14,335	0
Existing Software Licences	98,821	135,278	134,264	36,457
Miscellaneous	15,750	10,000	3,023	(5,750)
Uniforms	28,693	28,693	20,219	0
Conferences	9,210	9,210	8,078	0
Training	7,560	7,560	6,470	0
Sub Total Running Costs	868,047	871,525	745,225	3,478

	Revised Budget VZSW £	Forecast £	Actual to date £	(Under)/ Overspend to Budget £
<u>Vision Zero Core Costs</u>				
Core Team	213,241	251,084	140,634	37,843
Core Team Training	5,040	5,040	1,576	0
Core Team Travel	9,350	9,350	4,156	0
Speed Maintenance Contract	270,000	325,000	319,584	55,000
Data/IT Consultancy	38,000	38,000	0	0
RSS Support	24,440	24,400	24,400	(40)
Road User Survey	40,000	39,088	20,404	(912)
Sub Total Vision Zero Core Costs	600,071	691,962	510,754	91,891
Total Expenditure	4,438,999	4,605,934	3,918,772	166,935
Net Expenditure before transfers to reserves	(813,667)	(478,684)	(394,182)	334,983

Appendix B



PERFORMANCE (DATA)

PROGRESS ASSURANCE UPDATE



The road safety partnership working hard to drive down death and serious injury.

GENERAL DATA UPDATE



- **Road User Survey** is now complete and published on VZSW website
- **Strategic Assessment:**
 - to be updated soon with the SPI graphics
 - National data comparison (2019) not available until Sept 2024
 - Strategic Assessment 2024 draft September, December signoff
- **Research & Evaluator** role recruited, going through vetting/onboarding
- **Camera Dashboard** – agreement to move data and create dashboards
- **Older Driver Problem Profile** – underway, capturing medical episodes, public health engaged in process

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STATS 19 DATABASE



- Current Contract Expires 31st October 2024 – built into 5 year business plan of VZSW
- Reviewing options for Government Cloud Procurement Framework to obtain 12-month contract with existing supplier
- Reasons for extension – provides stability whilst we transition from contributory factors to road safety factors (changes by DfT) and also sufficient lead time for full procurement
- New commissioner officer (once in post) can work up tender specifications for 5 year + through OPCC/D&C Police (anticipate £150-175k)
- New tender may include both Stats 19 and central repository for TROs as a central repository (latter will come at additional expense, unknown)

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VZSW COMPARATOR PERFORMANCE



- Devon and Cornwall Police – Norfolk and Suffolk Police forces
- Plymouth/Torbay/Exeter – Southampton
- Devon (minus Exeter) – Pembrokeshire
- Cornwall - Somerset

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RURAL COMPARATOR PERFORMANCE



	Devon and Cornwall rate	
	2019	2022
Total Collisions Fatal	2.7	2.4
Total Collisions Serious	39.0	37.1
Total Collisions Slight	151.3	115.1

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RURAL COMPARATOR PERFORMANCE



	Devon and Cornwall rate	
	2019	2022
Total Casualties Fatal	2.8	2.6
Total Casualties Serious	43.6	41.6
Total Casualties Slight	219.6	169.2
Total pedal cycle casualties	18.8	13.4
Total pedestrian casualties	29.1	22.7
Total motorcycle casualties	29.9	26.4

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URBAN COMPARATOR PERFORMANCE



	Devon and Cornwall rate								
	2019	2022							
Total Collisions Fatal	2.7	2.4							
Total Collisions Serious	39.0	37.1							
Total Collisions Slight	151.3	115.1							

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URBAN COMPARATOR PERFORMANCE



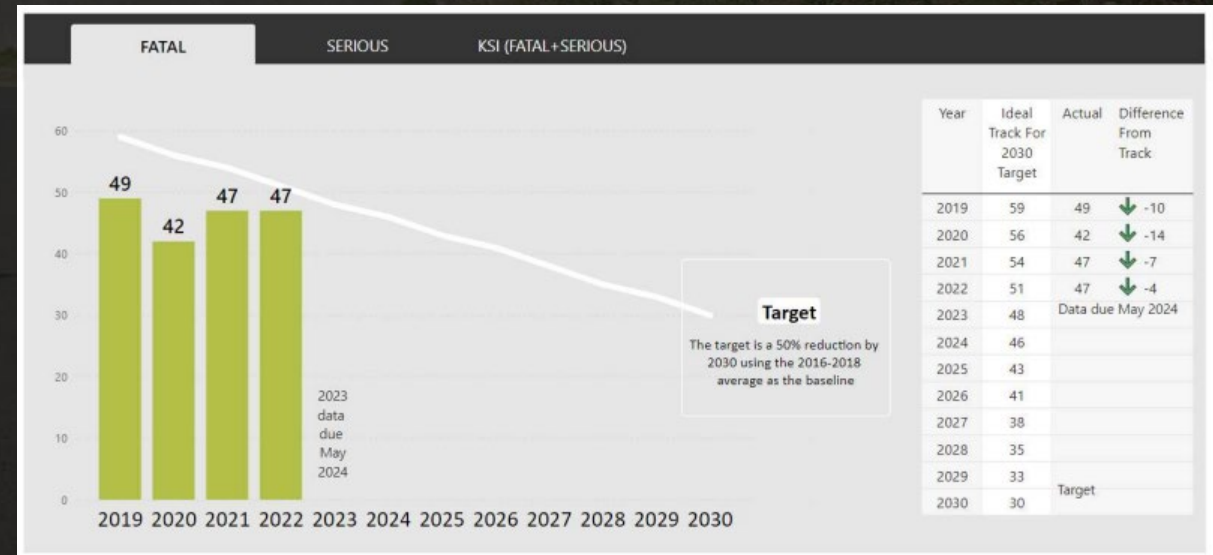
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FATALS



- Unvalidated 2023 data
- 52 fatalities; including 8 potential non-stats 19 fatal collisions

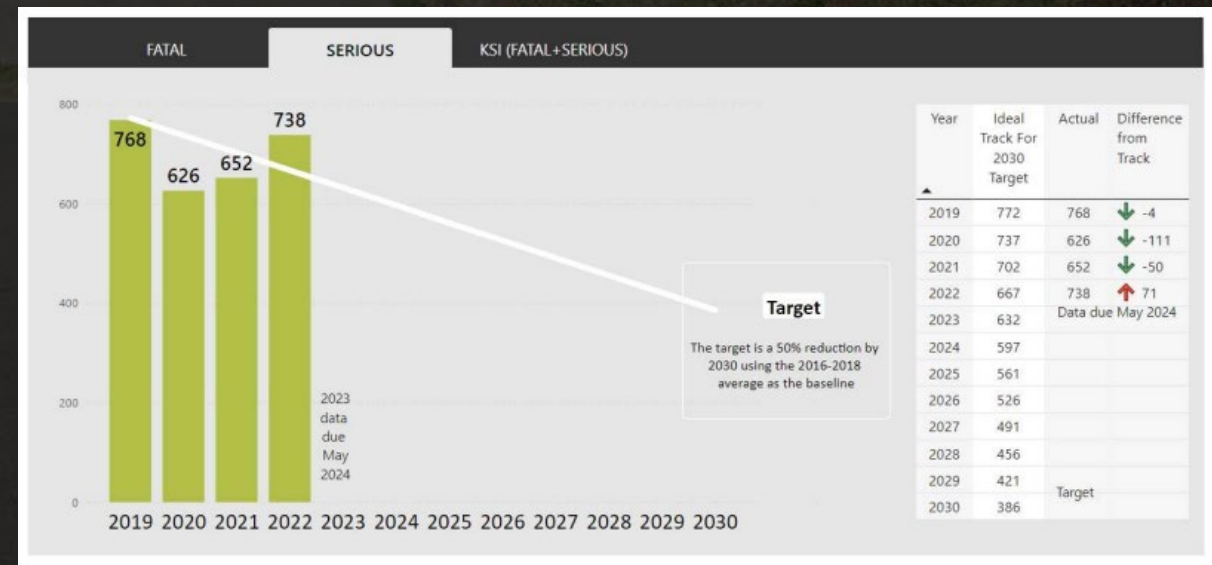


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SERIOUS INJURY



- Unvalidated 2023 data
- 714 serious casualties



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QUESTIONS



That Board members acknowledge the progress made thus far and provide advice and guidance on any areas for which they are not assured

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Social Media Reach

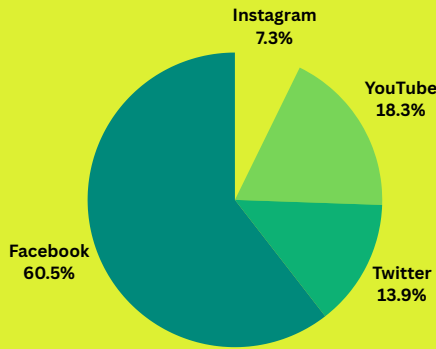
 239,046

 28,648

 55,100

 72,300

 371 New Pledge
Subscribers



**TOTAL
REACH
395,094**

**NEW
FOLLOWERS
+645**

Top Social Posts



Lift Legend/Op Limit promotion



Torbay schools programme



Community Road Safety Grants



Comms Officer job advert



CSW Annual Statistics

News Highlights



Record year for Op Snap as video submissions to police exceed 6,000



Police Op Limit sees more than 140 arrested for drink/drug driving



Free soft drinks offered to Lift Legends in festive drink driving campaign



Road safety takes centre stage for Torbay school children

News Outlets



VZSW Board – Assurance Report

Partnership Manager & Head of Road Safety



Purpose

To provide assurance regarding performance and progress of VZSW activities:

- Activity A
- Activity B/RSDP Tracker
- MoU Update



Activity A – Camera Update

- New Jenoptik Vector SR cameras have been installed on the A30 at Fingle Glen, A379 Babbacombe Road in Torquay and the A379 Dartmouth Road in Paignton
- 8 further systems progressing - relevant Highway Authority liaising on installation/road space bookings
- Works underway to replace speed cameras vandalised - Tregolls Road camera has been reinstated and works are ongoing to bring the Longdowns, Perranarworthal and Trewannack cameras online
- Jenoptik will present at June VZSW Board to provide an overview of their footprint across Devon & Cornwall and showcase new and emerging technologies



Activity A – Camera Update

- 3 individuals arrested in relation to West Cornwall series of Criminal Damage to the camera systems.
- A suspect has been identified in relation to the attack on the speed camera at Drakewalls near Gunnislake
- Waiting for confirmation of installation dates from National Highways in relation to the A38 Saltash Tunnel and from Devon County Council in relation to the A361 North Aller to Landkey Average Speed Enforcement Schemes



Activity A – AI Trailer

- To support NPCC mobile phones thematic, AI roadside trailer deployed on A30, near to Lifton for two weeks
- Gateway document securing approval to progress 12-month deployment is advancing.
- 12 month deployment expected to start from April 2024 through to March 2025.



Activity A – General Updates

Road Safety Team Restructure Update

- Navigated staff consultation stage and on track to go live from 2nd April 2024. HR colleagues supporting managers to ensure all staff moves comply with Force Management of Change guidance

Operation Cossett – drone deployment

- Launching Easter Weekend to highlight our enforcement posture around motorcycling. Will concentrate on routes used by recreational riders where compliance with speed limits/conditions is evidenced to be poorest.

NDORS Contract

- The current Driver Offender Retraining Scheme (DORS) contract expires in July 2024. Award to follow standstill and required responses to unsuccessful tenders

Tasking Budget Changes

- From April, propose to retain £50k for tasking overtime with £150k per annum to support LAs with new fixed camera sites on high harm routes (approx £40k per site).



RSDP Tracker

Full tracker included within Board Pack setting out key highlights on all activity:

- Activity reported in Dec as complete now removed
- Residual budget left over from completed activities to be returned to pooled reserves
- Some activity will be removed from future trackers as they are provided in wider updates
- All activity progressing within approved funds - utilising some of the RSDP plan contingency to fund child car seat training



Activity B – Post Crash Care

- **New tool for triage by bystanders:** Derivation and validation of the Simplified Bleeding Assessment and Triage Tool (sBATT): a simplified triage score for major trauma patients injured in Motor Vehicle Collisions. Analysis completed - formal write up in process. Can look to expand this project to user feedback/utilisation locally.
- **TXA Pilot** - held up due to access to Ethics review. Positive meeting with University of Plymouth: this will be resolved mid 2024.
- **Cold Case Review:** Positive meeting with Coroners officer who will seek permission from new South-Devon coroner (Plymouth coroner left) for this workstream to continue. Prospective approach being worked up as an alternative/additional route forwards.
- **Secure Datâ Environment (SDE) (also known as Trusted Research Environments (TREs))** - coming to the Southwest - initial positive meetings about hosting/holding and linking our various data assets.



Activity B – Call for Ideas

Launched 19th February within 48 hours over 250 applications received, for share of £50,000 of safety resources

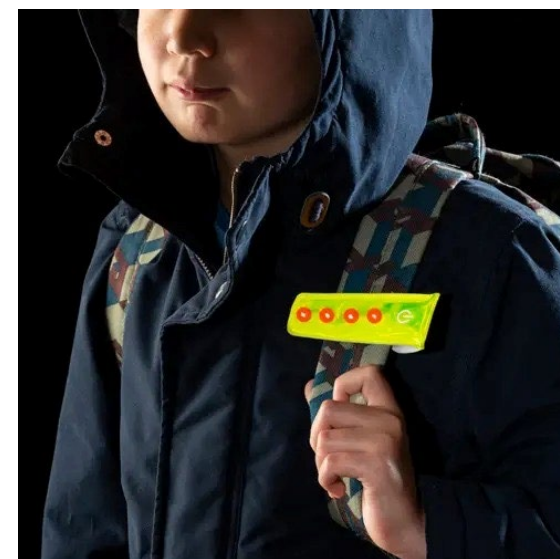
- **Horseriders** – could apply for cameras, shoulder straps and/or a visiwhip flag (shown to right)
- **ADIs** – could apply for a front/rear dashcam and up to 25 funded places with The Honest truth
- **Cyclists** - could apply for a camera (helmet or bike mounted) and passwise stickers
- **Motorcyclists**- could apply for a camera (helmet or bike mounted)
- **Schools** – could apply for road safety banners, reflective tabards or hi-vis flashing clips

Full update on numbers supported to be provided in June



Activity B – Pedestrian

- **Hi Vis Flashing Velcro Clips** – stock sent to a range of local police stations for pedestrians to collect (shown to right)
- **Pedestrian Media campaign** – meeting held on 28th Feb to scope initial thoughts and create T&F Group moving forward
- **Devon County Council** – child pedestrian programme targeted to schools underway
- **Plymouth Pedestrian Programme** – continues, 553 children accessed CPT training in 8 months, 5 more schools signing up
- **Pedestrian Call for Ideas** – now that we have a ped profile, need to scope discussions on the £100k approved by the Board activity could include:
 - Potential to support Torbay to extend reach their programme and Cornwall to develop a programme
 - Engaging external support to target key issue/s



Activity B – Motorcycle

- **Motorcycle EOI** – applicants underway with approved training activity and claims starting to be received
- Underspend on M/C EOI going to support more Crashcards, Medical kits for biker down, cameras to link to OpSnap, NYRF membership and gloves to support Streetwise programmes
- **Docuseries** – individual identified to assist, and meetings planned to talk through video proposals
- **M/C Co-Ordinator** – advert for role is now live
- **Biker Down** - Long term plan being developed for September presentation. Biker Down evaluation is progressing well
- **Simulator** – Arriving in March ready for the season ahead
- **M/C Videos** – next 4/5 videos nearing completion
- **Additional marked motorcycles x2** – following email approval, these have been ordered



Activity B – Older/Younger/ Business Drivers

- **YD engagement vehicles** – should arrive end of Feb/early March ready for wrap.
- Both L2L and StD education programmes running well
- **Older Driver** – Two groups received Safer Driving for Longer. Cornwall Mobility now have support 1 day a week to engage more groups.
- Cornwall Event planned Spring onwards (warmer weather) focused on engaging Older Drivers
- **Business Driver** – T&F group established first meeting held
- First agreed activity is to review all partner driver policies to consider recommendations
- Met with CORSERV (CC arms length company) to discuss business driver safety potentially linking into road safety day - including use of National Highways Wheelright technology to review tyre pressure/depth/load



Activity B – Cyclist

- **Cameras** – £25k approved funding to extend camera reach brought into online community grant applications
- Funding to be split between cyclist, motorcyclist and horseriders – very popular.
- **Cluster Site Signage** – small number of locations agreed to be advanced, LAs to deliver and reclaim costs
- **Electric Bike & Behaviour Change** – number of issues regarding storage/transport/usage of electric bikes so activity paused.
- Behaviour change requires increased funding to enable a more robust and detailed evaluation. Proposal is to utilise Electric Bike funding to top up if, unless objections/concerns raised?



MoU Changes

- Updated MOU circulated to Contributory Partners, one final approval required
- Once received, tracked version will go to non-contributory partners for review and comment
- Once all partners are content, a fresh copy will be sent for signature and will be stored with CC Legal
- MOU stated a midway review was necessary in 2025 but suggest this is now not required, given recent refresh



Are Board Members assured regarding progress and are there any questions?

THANK YOU



The road safety partnership working hard to drive down death and serious injury.

ITEM 11 VZSW GOVERNANCE BOARD – 12th March 2024

Author Name:	AP
Author Role:	VZSW Young Driver Thematic Group
Development Group Date	1 st February 2024

VISION ZERO SOUTH WEST – PROPOSAL FOR YOUNG DRIVER PARENT CAMPAIGN

<u>Reports may be submitted for one or more of the following purposes:</u>	<i>Tick all which apply:</i>
<i>For decision:</i>	
<i>To provide assurance regarding progress, process and/or performance:</i>	
<i>To seek direction/guidance from regarding a course of action or arising issue:</i>	
<i>To advise in order to inform wider strategic decision making:</i>	
<i>To seek approval for a particular course of action or change of direction:</i>	X

1.0 PURPOSE

1.1 To seek Board approval to engage a marketing company to undertake an initial investigation and analysis of how to best keep young people safer on our roads through the method of motivating parents and primary care givers to help support their young adults to make safe choices as both drivers and passengers. While young driver education is high on the VZSW agenda, there are few evidence based interventions aimed at parents of young drivers and young road users. This project forms stage 1 of a 2 stage project.

2.0 RECOMMENDATIONS

2.1 That Partners approve £20,000 funding to engage a marketing company to undertake an initial investigation and analysis.

3.0 DEVELOPMENT GROUP ASSURANCE & STRATEGIC FIT

- 3.1 The overarching strategic aim of VZSW is to work together to drive changes that will prevent death and serious injury from occurring on the roads of Devon and Cornwall.
- 3.2 This project would be developed with the Safe System pillars underpinning its design. Safer road users, potentially safe vehicles, safe speeds and post crash care would be covered. The research would ultimately inform us as to which Safe System pillars would be most effective to target. Targeting parents and care givers of our young adults is currently an untapped resource and considered important in helping to address the safety risks this vulnerable road user group face.
- 3.3 Young people between 17 and 24 are a high risk age category on national and regional roads. Due to the rural nature of Devon and Cornwall young people are more inclined to learn to drive as soon as they are able and therefore at a young age and with little on road experience.
- 3.4 Detailed discussions of this proposal took place on 1st February 2024 and the Development Group in consultation with the Chair was satisfied it should be presented to VZSW Governance Board for approval.

4.0 EXECUTIVE SUMMARY OF PROPOSAL

- 4.1 Reaching parents to support young people in their driving education or road safety behaviours is less commonly attempted than interventions targeted directly at young drivers and passengers. Some organisations are attempting parent interventions such as First Car Home - FirstCar which is National and generically targeted. We are looking at developing a localised and targeted parent intervention.
- 4.2 Part of the research this piece of work will cover is the breadth and availability of existing interventions to avoid duplication and to ensure sensible use of resources. However, the targeted localised nature of the ultimate intervention that we are looking to run will mean there is unlikely to be an exact match existing intervention that we could use.
- 4.3 While there is plenty of evidence to justify targeting young people to improve their behaviour in relation to road safety, it is a notoriously challenging arena to scientifically evaluate the effectiveness of targeted campaigns so the commission would determine a suitable evaluation approach. Evaluation is likely to involve demonstrating through the use of surveys, the change in attitude and intention of our target audience to perform the desired behaviours. For example, a pre intervention survey of target audience about their attitudes and intentions to influence their young adult children's road safety followed by a post intervention survey to determine if this has changed favourably.
- 4.4 At the heart of the piece of work will be concentration on Behaviour Change Techniques (BCT) that will

ITEM 7 VZSW GOVERNANCE BOARD – 12th March 2024

most successfully motivate parents to action the desired behaviour in respect of their young adults. Once we know who, what, why and when we act, we can understand the best form of 'how' we can take. There is a taxonomy of BCTs which will be used to inform our approaches. [The behavior change technique taxonomy \(v1\) of 93 hierarchically clustered techniques: building an international consensus for the reporting of behavior change interventions - PubMed \(nih.gov\)](#). See also <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4483193/pdf/nihms657365.pdf>

- 4.5 **Short-Term Goal (current focus)** - the immediate objective is to determine which risky behaviours parents and primary care givers can most effectively influence. Following on from this, will be to determine what can motivate parents to play a more active role in young driver safety and these motivations will be matched with effective BCT. These behaviours, the motivating factors and the BCTs attached to them will form a picture of the best campaign method applicable to this demographic. EG a social media campaign on Facebook aimed at women in their 40s in Devon's largest cities would be the most effective method to achieve our objectives.
- 4.6 **Mid-Term Goal (future focus)** - this would involve testing and verifying which of these strategies and levers have the greatest effect on parental behaviour. By empirically testing these levers for efficacy, using scientific method, we will be able to ensure that the proposed interventions are not only theoretically sound but also practically effective.
- 4.7 **Long-Term Goal** – the overarching aim is to reduce fatalities and serious injuries among young drivers and their passengers. By educating parents about their crucial role in the safety of their young adult, motivating them to take action, and encouraging them to act on their protective instincts, we will greatly enhance road safety for all.
- 4.8 Once we have verified our approach, we will look to move into a delivery phase of the project, which would be the campaign. This is outside of the scope of this funding bid and the intention is to potentially source funding through an external body such as Road Safety Trust. In the event we were not successful, it would form part of a future Road Safety Plan bid to the VZSW Governance Board.
- 4.9 The outcomes of the eventual piece of work following this initial investigation work are detailed in Table 1 shown in Annex 1.

5.0 **FINANCIAL REQUEST**

- 5.1 £20,000 is requested to engage a marketing company to undertake an initial investigation and analysis of how to best keep young people safer on our roads through the method of motivating parents and primary care givers to help support their young adults to make safe choices as both drivers and passengers. While young driver education is high on the VZSW agenda, there are few evidence based interventions aimed at parents of young drivers and young road users.
- 5.2 The Board can be assured that the procuring partner will undertake procurement process in line with their organisational procurement rules and thresholds in alignment with the MoU commitment.

6.0 **IMPLEMENTATION TIMESCALE & NEXT STEPS**

- 6.1 Subject to final approval from VZSW Governance Board this would be a two-part project between March 2024 and July 2024. Stage 1 will be using VZSW funding proposed here for research and evaluation of what is needed. Stage 2 will be the delivery phase of a parent campaign funding for which will be sought from outside funders such as Road Safety Trust.

ANNEX – 1

<p>Short-term Outcomes- (what are the changes that are expected directly from the activity?)</p> <p><i>What are the first changes that occur for parents of young adults? e.g., changes in knowledge, awareness etc.</i></p>	<p>Medium-term Outcomes– what are the subsequent benefits for target audience during or after delivery?</p> <p><i>What are the changes that are expected directly from the activity for parents of young adults? e.g., changes in attitude, perceived self-efficacy etc.</i></p>	<p>Long-term Outcomes – (what are the eventual impact on target audience e.g., behavioural action)</p> <p><i>What are the ultimate desired results the intervention is trying to achieve? What are the overall changes we want to make in the population or system level?</i></p>
<p>That knowledge increases about the risks facing young people as drivers and passengers.</p> <p>That knowledge increases of how to help young adults manage the risks of being a young driver or passenger</p>	<p>That confidence increases of recognising the risks facing young drivers and their passengers.</p> <p>That confidence increases to apply the knowledge of how to help young adults manage the risk of being a young driver or passenger</p>	<p>That intention increases to support young people to take action to reduce the risks they face as young drivers and passengers.</p> <p>That intention increases of applying the knowledge of how to help their young adults manage the risk of being a young driver or passenger.</p> <p>Ultimate outcome that young people are involved in fewer serious and fatal RTC's.</p>

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Author Name:	AL
Author Role:	Head of Road Safety, Devon & Cornwall Police
Development Group Date	1 st February 2024

VISION ZERO SOUTH WEST – PROPOSAL FOR RCRO ENAGAGEMENT VAN

<u>Reports may be submitted for one or more of the following purposes:</u>	<i>Tick all which apply:</i>
<i>For decision:</i>	
<i>To provide assurance regarding progress, process and/or performance:</i>	
<i>To seek direction/guidance from regarding a course of action or arising issue:</i>	
<i>To advise in order to inform wider strategic decision making:</i>	
<i>To seek approval for a particular course of action or change of direction:</i>	X

1.0 PURPOSE

1.1 To seek Board approval to purchase a new van primarily for the Road Casualty Reduction Officer (RCRO) team to transport heavy or bulky assets, tow trailers and A-frames engagement events. It is also intended to form the basis new GCM video series on van conversion/modification, seeking to engage and educate a new audience from a variety of demographics. Option 2.1 a) and b) can be approved independently.

2.0 RECOMMENDATIONS

2.1 That Partners approve:

- a) £41,000 to fund purchase of a Ford Transit Custom Sport¹ (appendix 1) includes budget to wrap vehicle.
- b) £15,000 as a reserve for potential modification/conversion costs and development of GCM video series.

3.0 DEVELOPMENT GROUP ASSURANCE & STRATEGIC FIT

- 3.1 The overarching strategic aim of VZSW is to work together to drive changes that will prevent death and serious injury from occurring on the roads of Devon and Cornwall. In supporting the proposal set out in this report it links into the safe system pillar of safer road user.
- 3.2 Until the summer of 2023, the RCRO team used a former armed response BMW X5 to transport engagement assets, tow trailers and A-frames to engagement events. This vehicle had the N57 engine and was decommissioned in the autumn leaving the RCRO team without a suitable vehicle. This has provided many operational difficulties, meaning some assets have not been taken to events. The Volvo V60s are unable to perform this role due to the ETM kit carried and weight restrictions, prohibiting tow bars due to insufficient load capacity.
- 3.3 A discussion around alternative vans took place regarding the VW Transporter and Vauxhall Vivaro both of which, had been discounted. The VW Transporter would be more expensive, difficult to source and have longer lead times; the Vauxhall Vivaro whilst cheaper at approximately £21,000 would not be as desirable as the Ford Transit Custom Sport (intended to be linked to a video series) and it has a 7 month lead time. Combining a business essential need (ie transportation) with engaging a wider cohort of road users raising safety awareness and conversion legal compliance is considered to bring additional benefit.
- 3.4 Detailed discussions of this proposal took place on 01 February 2024 and the Development Group in consultation with the Chair was satisfied it should be presented to VZSW Governance Board for approval.

4.0 EXECUTIVE SUMMARY OF PROPOSAL

- 4.1 The RCRO team attend events nearly every weekend from late March until October and have no suitable vehicle to support this activity. The proposal is to purchase a van which will be used for moving large loads such as the Batak Reaction Board (used to test reaction with and without impairment goggles), towing assets such as the M1000RR/Honda 500 engagement bikes and transport other assets purchased by VZSW. This will not be an operational van.
- 4.2 In addition to the event usage, the vehicle provides an opportunity to engage with the ever-growing number of people who modify and build vans for recreational purposes. Discussions with the Performance Automobile Aftermarket Association (PAAA) have revealed that aftermarket parts for vans outsell those for cars by 2 to 1, or more in some cases and the market is growing annually with van manufacturers pushing the leisure utility vehicle market. Van manufacturers are fully aware of the aftermarket and will

¹ Includes a 21% police discount

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make/design vans knowing that they will be subject to aftermarket modification. Costs outlined in 2.1 (b) are an estimate, where possible we would look to secure resource or support and seek to secure external funding where possible, any unspent funds could be returned to VZSW after 3 years.

- 4.3 As with car modifications, some are done illegally and/or dangerously, and the van will offer the opportunity to demonstrate the regulations around modifications and how the law works with regards to vans/goods vehicles and their conversions. This can be done on the GCM social media channel as with the Ford RS and also at various events. Whilst social media is worldwide and our audience is UK wide, our region attracts millions of visitors every year, many in vans, to our beaches and holiday resorts. Engaging with this audience before they reach our borders will encourage safer vehicles and positive behaviours therefore reducing road related incidents, particularly in the summer months when our roads are at their busiest.
- 4.4 The PAAA represent the big aftermarket companies and are more than happy to support the modification process on the RCRO van potentially by supplying parts and support, as they did with the Focus RS. One of the companies in the PAAA offers type approved modular systems for vans on aeroplane style runners meaning we can change the interior of the van to suit particular events. We could therefore offer public engagement activities inside the van, or just space for officers and staff to shelter.
- 4.5 As well as the above, the vehicle will be used for support/welfare at NPCC thematic enforcement operations run by the RCRO team. This could include the provision of an auxiliary battery to run a fridge and potentially an owning offering protection outside. Wider VZSW staff (D&C Police or OPCC) would be able to drive the vehicle as it only requires a car license. Insurance to enable wider non police personnel can be reviewed if required at a future point in time.
- 4.6 After the 2024 engagement season, the team will review how much longer we retain the Ford RS as an engagement asset for the Younger Driver Thematic. It wasn't intended to be a permanent asset and after this season will have completed its anticipated 3 year term. Whether the Partnership sells this in 2024 or beyond we are confident of securing a good resale value which would be returned to the pooled road safety fund.

5.0 FINANCIAL REQUEST

- 5.1 £41,000 is sought to purchase a Ford Transit Custom Sport and will include the vehicle wrap to brand as a Partnership asset. It is anticipated to keep the van for its full lifespan based on mileage or approximately 10 years. This van will be procured through an existing Police commercial framework.
- 5.2 The PAAA are happy to support some of the work on conversion and modification of the vehicle however a small budget may be required. The cost of modification/conversion for video purposes is unknown at this time but we suggest an initial reserve funding allocation of £15,000 to support this.

6.0 IMPLEMENTATION TIMESCALE & NEXT STEPS

- 6.1 Subject to Board approval, the next steps will include order placement for the Ford Transit Custom Sport. The Road Safety Delivery Plan and Financial plan will be amended to reflect the decision.
- 6.2 The van is required as soon as possible; the current lead time from Ford is 12-16 weeks from order placement. Whilst we wait to take receipt of the van, the RCRO team will use a former speed detection van which is 12 years old and awaiting replacement/decommissioning so securing the long-term solution is business essential. This van will have a towbar fitted to fulfil short term requirements.

Appendix 1

