

Road Safety Delivery Plan September 2023 – August 2024 (extended to March 2025)

ACTIVITY A	SUB-GROUP CHAIRMAN – AL, HEAD OF ROAD SAFETY, DEVON & CORNWALL POLICE					
ACTIVITY: MONITORING AND ENFORCEMENT – Fatal Five						
LEAD: SJ, CHIEF INSPECTOR ROADS POLICING						
SAFE SYSTEM PILLAR: SAFE ROAD USERS						
Ref No & (approval date)	Summary	Justification	Output	Measure	Projected Reach	Expenditure
VZSW A066 05.09.23	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.</p> <p>Substantial research highlights dangers of using a phone whilst driving with it suggesting you are 4 times more likely to crash injuring yourself or others. 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"> • Number of warnings • Number of Your Belt Your Life course completions • Number of Whats Driving Us course completions • Number of prosecutions with points and fine 	<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 & 8000 seatbelt offences detected and processed</p>	Total Approved £203,052
ACTIVITY A TOTAL COMMITTED FUNDING						£203,052

ACTIVITY B		SUB-GROUP CHAIRMAN – MJ PLYMOUTH CITY COUNCIL				
YOUNG DRIVERS THEME LEADS: TF CFRS AND AP DSFRS SAFE SYSTEM PILLAR: SAFE ROAD USERS						
Ref No & Approval Date/s	Summary of Activity	Justification for Activity	Output	Measure	Projected Reach	Expenditure
VZSW B019 14.03.24 &10.09.24	Survive the Drive Delivery of StD to predominantly young driver military audiences across D&C.	Young Drivers aged between 16 & 24 are one of the highest risk road user groups for casualties due to RTCs. Education to mitigate risks of inexperience, impulsive actions, and peer pressure is considered as a primary intervention. Survive the Drive is the national military road safety intervention delivered to all 3 military services; 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	Provisional approval to build into 5 year plan from 24/25 Linked to Board Item 8 10.09.2024
VZSW B062/B063 14.03.23 &10.09.24	Learn to Live Delivery & CPD Events	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: • L2L main theatre sessions delivered • L2L delivered at schools/colleges • Schools opting for online resources Parents L2L events run	Delivery to 12,000+ Key Stage 5 school/college pupils across Devon & Cornwall 10 schools opting for virtual delivery	Provisional approval to build into 5 year plan from 24/25 Linked to Board Item 8 10.09.2024 Approved Uplift of £20,000 (covers B019/62/63)
VZSW B067 05.09.23	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. To be branded with DSFRS and Vision Zero South West.	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 in those killed or seriously injured (KSIs) through road traffic collisions for young drivers, their passengers and other road users. 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.	Number of engagement events vehicle attends to fill knowledge deficit and reduce road risk . 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	Count of number of community engagement interventions vehicle attends. Questionnaire used to capture impact of intervention on target audience (Changes in knowledge, attitude and intended behaviour).	50 x engagement events per annum. 500 young people to have interactive element per annum (e.g. Reaction timer, VR goggles) - 2,500 over the 5 yr. period). 3,000 + to engage with vehicle per annum (15,000 over the 5 yr. period).	Total Match Funding Approved £30,000 (£6K per annum for 5 year business plan)
VZSW B080	Parent Intervention	Young people between 17 and 24 are a high risk	To engage a	To determine which risky	Parents of Young	Total Approved £20,000

12.03.2024		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. 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.	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.	behaviours parents and primary care givers can most effectively influence.	Drivers	
						Younger Driver Committed Funding
						£50,000

PEDESTRIANS
THEME LEADS: MJ AND SK PLYMOUTH CITY COUNCIL
PRIMARY SAFE SYSTEM PILLAR - SAFE ROAD USERS

Ref no & Approval Date/s	Summary of Activity	Justification for Activity	Output	Productivity Measure	Projected Reach	Expenditure
VZSW B068 05.09.23	Provision of Pedestrian Training targeting school children	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 fund for CPT. A CPT training programme piloted to key locations in Devon.	School children trained and educated	More children walking to school & reduced congestion at school gates A decrease in child pedestrian casualties and over an extended period of time decrease in all pedestrian casualties	Schools across Exeter and close surrounding areas (TBC once delivery model agreed)	£100,000 (£50,000 per annum for two years)
						Pedestrian Committed Funding
						£100,000

CYCLISTS
THEME LEADS : CS DEVON COUNTY COUNCIL AND MJ PLYMOUTH CITY COUNCIL
PRIMARY SAFE SYSTEM PILLAR: SAFE ROAD USERS

Ref no & Approval Date/s	Summary of Activity	Justification for Activity	Output	Productivity Measure	Projected Reach	Expenditure
VZSW B069 05.09.23	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.	Higher levels of enforcement. Improved behaviours from motorists towards cyclists.	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	Total Approved £25,000

			<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>		geographic area.	
VZSW B070 05.09.23	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.	Total Approved £30,000
VZSW B071 05.09.23	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.	Total Approved £10,000
VZSW B072 05.09.23	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.	Annual Bikeability instructor event with training, support and information. Cycle Helmets and other safety equipment secured	Instructor levels and training numbers maintained or increased as appropriate.	Demand from primary and secondary schools met. All 400+ Devon schools	Total Approved £6,500 (£2,000 of which is VZSW branded hi-viz tabards & cycle helmets)
VZSW B073 14.12.23 budget deficit reported	Behaviour change messaging and evaluation	<p>Ensure best behaviour change / road safety messages and measures are delivered to influence those most likely to cause harm to people walking and cycling</p> <p>Currently there are limited opportunities to engage motorists around the safety of cyclists and to debunk myths and preconceptions.</p>	Use of social media campaigns or VMS messaging. Expert guidance as to the most effective wording and methods needed to engage motorists.	Number of individual visits or views, either digital analytics or vehicle counts on routes with VMS messaging.	Potential for VZSW area wide.	Total Approved £32,000
VZSW B074 05.09.23	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	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-Funding reallocated to B073

		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.				
Cyclists Committed Funding						£103,500
CALL FOR IDEAS – COMMUNITY GRANT FUNDED PROGRAMME SAFE SYSTEM PILLARS (SAFE SPEEDS, SAFE ROAD USERS)						
Ref no & Approval Date/s	Summary of Activity	Justification for Activity	Output	Productivity Measure	Projected Reach	Expenditure
VZSW B075 05.09.23	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,	Community Element - To continue working with and empower communities to make a difference with local areas delivery small but meaningful projects enhancing safety Pedestrian - 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. Community Mobile VAS – 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	Total Approved £150,000 • £25,000 – community projects • £100,000 – Pedestrian Focused • £25,000 – Community mobile VAS
Call for Ideas Committed Funding						£150,000
ACTIVITY B TOTAL COMMITTED FUNDING						£626,552

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 & Approval Date	Summary of Activity	Justification for Activity	Output	Productivity Measure	Projected Reach	Expenditure
COM-076 05.09.2023	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	Total Approved £30,000
COM-077 05.09.2023	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	Total Approved £20,000
COM-078 05.09.2023	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)	Total Approved £40,000
COM-079 05.09.2023	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	Total Approved £15,000 (inc 5,000 plan contingency)
COM-082 10.09.24	Lift Legend	Christmas 2024 promotional campaign to work with pubs & breweries to promote lift legend – includes provision of promotional materials.	Pubs promoting free drink to nominated driver	Pubs engaged and provided promotion materials	80+ pubs engaged	Total Approved £10,000
ENG-001 05.09.2023	Road Safety Village events in Devon, Cornwall, Torbay and	By expanding our popular Road Safety Village	Presence at four major events,	Number of people engaged with	44,000 people (based on 10% of overall	Total Approved £40,000

	Plymouth	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 events.	likely to be Devon County Show, Royal Cornwall Show, Torbay Air Show and Plymouth Armed Forces Day	Number of sign-ups to VZ road safety pledge Number of training opportunities signposted	attendance in 2023)	
ENG-002 05.09.2023	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	Total Approved £22,012
ENG-003 05.09.2023	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)	Total Approved £20,000
VZSW B081 12.03.2024	Engagement Van	Primarily for the Road Casualty Reduction Officer team to transport heavy or bulky assets, tow trailers and A-frames engagement events	Covers an operational need but wider opportunity to add value by creating new video series on legal van conversion/modification.	Videos created seeking to engage and educate a new audience from a variety of demographics.	TBC	Total Approved £56,000 (purchase and comms)
COMMS TOTAL COMMITTED FUNDING						£263,012
RSDP TOTAL ACTIVITY						£1,092,616