

ROAD  
TO  
ZERO



### SAFE ROADS

Roads free of potholes  
and increased investment  
to deliver safer roads  
infrastructure

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### POST CRASH CARE

Establish  
an independent Road  
Safety Investigation  
Branch



**A national Road  
Safety Strategy  
with casualty  
reduction targets**

### SAFE SPEEDS

Mandatory black  
box insurance  
for all new  
drivers

A 38



An  
instant  
roadside  
disqualification  
for impaired  
driving offences  
**SAFE ROAD USERS**



**SAFE VEHICLES**  
Clear legislation  
for E-Scooter  
& E-Bike use

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# THE ROAD TO ZERO

Vision Zero South West (VZSW) wants to work proactively with our new Government to save lives and avoid unnecessary tragedy.

Our Partners have committed to eliminating death and serious injuries from Devon & Cornwall's roads.

Our Partnership is founded upon strong working relationships and an openness to pilot new ideas to drive positive change. But there is a limit to what our Partnership can achieve locally.

This document sets out the road safety initiatives already being delivered within Devon & Cornwall by VZSW – but also highlights **What We Need** from Government to make a step-change in the delivery of our ambitious but vital target of cutting road deaths to zero.

All our requests and suggestions have been framed as part of the Safe System – a world renowned road safety framework which acknowledges that humans make mistakes and aims to mitigate for this accordingly.

## STRATEGIC

### What we are doing

- Committing to the ambitious target of eliminating KSIs by 2040 (interim target 50% by 2030)

- Published our Road Safety Strategy to 2030, with commitment to review and refresh again by 2030 (sooner if required).
- Investing annually to deliver road safety programmes
- A willingness to trial innovation to aid our strategic ambitions

### What we need

- National casualty reduction targets and safety performance indicators published, to support your Road Safety Strategy

- Revenue collected from road traffic offence fines to be ring-fenced for road safety delivery within Police force geographic areas
- A centralised data hub covering health, Government, vehicle and insurance industries

## POST CRASH CARE

### What we are doing

- Match funding the UK's first Centre for Post-Collision Research, Innovation & Translation (IMPACT)

- Funding a three-year post-crash support programme delivered by Brake
- Researching the application of Tranexamic Acid (TXA) by bystanders preventing significant haemorrhage following major trauma
- Reviewing data to support preventative measures

### What we need

- Establish an Independent Road Safety Branch, to analyse road incidents, provide actionable insights to prevent future tragedies

- Enhance funding opportunities for post-collision research
- A national standard of support for victims and families following road traffic collisions
- Make Tranexamic Acid (TXA) a Schedule 19 drug, meaning it can be administered by a member of public in an emergency



# SAFE ROADS

## What we are doing

- First Partnership to deploy roadside distracted driving trailer equipped with AI to detect mobile phone and seatbelt offences

- Developed a Partnership approach to deliver safety camera packages on high-harm routes
- Deployed covert teams to detect high-risk offenders
- VZSW would like to be a rural road safety lead working with Government to pilot schemes
- We aim to trial the application of PRIME (Perceptual Rider Information for Maximising Expertise and Enjoyment) to improve motorcycle safety (requires Government engagement)

## What we need

- Prioritise investment in safer roads infrastructure and integrated settlements for highways and drainage and enhanced maintenance standards including potholes
- Increased funding opportunities to deliver large-scale safety engineering schemes
- Maintain cycling and walking Investment Strategy 2 level of funding commitment to support the delivery of safe infrastructure (inc. better signage with routes avoiding A roads)
- Provide local authorities with powers to introduce a ban on pavement parking (enforced by local Councils)
- Regulation of the 'gig economy' to enhance safety for riders and drivers

# SAFE ROAD USERS

## What we are doing

- Delivering education programmes for drivers (younger/older and business), motorcyclists, pedestrians and cyclists

- Grant funding programmes to provide road safety resources
- Using communication campaigns with a specific focus on behaviour change
- Piloting and monitoring use of new technologies
- Promoting our VZSW Road Safety Pledge
- Delivering a week of targeted activity during national road safety week (17-23 November 2024)
- Provided funding support to circa 60 Approved Driving Instructors to join The Honest Truth; an app based road safety resource

## What we need

- Introduction of instant roadside disqualifications for impaired drivers
- A lower prescribed limit for driving offences involving alcohol & illegal drugs
- Make seatbelt offences endorsable
- Introduce Graduated Driver Licences for new drivers
- Embed road safety into key stages of the school curriculum
- Review the prosecution threshold to increase the opportunity to educate motorists, rather than simply handing out fines and penalty points
- Re-establish road safety grants for education, training & behaviour change schemes
- A review of the legislation regarding 'active use' of a mobile phone whilst driving
- Include a health declaration as a requirement of insurance to ensure conditions are notified to DVLA
- Increase mandatory PPE requirements and cut VAT for protective clothing for motorcyclists & cyclists
- Regulate gig economy/deliveries by removing ability to ride on L plates
- Introduce a mandatory 10-year online theory renewal



# SAFE VEHICLES

## What we are doing

- Supporting Approved Driving Instructors with funded dashcams to promote offence submissions to OpSnap

- Carry out a range of targeted operations, including Tyresafe checks and work in collaboration with agencies such as DVSA

## What we need

- Clear legislation for the use of E-Scooters & E-Bikes
- Adopt the EU General Safety Regulation and mandate faster implementation in the UK by vehicle manufacturers

# SAFE SPEEDS

## What we are doing

- Investing significant funding to upgrade obsolete and outdated fixed camera enforcement

- Strengthening ability to enforce anywhere at any time approach, made possible by increasing speed detection officers from six to fourteen

- Supporting the Community Speedwatch scheme

- Investing heavily in countywide or route specific 20mph programme through our local authorities (backed by evaluation)

## What we need

- Mandatory black box insurance for all new drivers (1 year minimum term)
- Introduce mandatory Intelligent Speed Assistance technology and maximum speed limits for all new UK vehicles
- Update DfT Circular 01/2007 regarding cameras
- Update local speed setting policies, backing the introduction of 20mph limits
- Reform the Home Office Type Approval (HOTA) process to unlock and accelerate the use of new and improved technology for enforcement and other road safety purposes



The road safety partnership driving down death and serious injury from Devon and Cornwall's roads

