



<b>MEETING:</b> VZSW Board Meeting	<b>LOCATION:</b>	Teams
<b>TIME:</b> 1000hrs – 1200hrs	<b>DATE:</b>	17 <sup>th</sup> December 2024
<b>In Attendance:</b>		
Cllr Stuart Hughes	Cabinet Member for Highway Management, Devon County Council (Vice Chair)	
Nicola Allen	Treasurer, OPCC (Item 1 to part of 7)	
T/Supt Simon Jenkinson	Alliance Operations, Devon and Cornwall Police	
Jamie Hulland	Deputy Director – Planning, Climate Change, Environment and Transport Directorate, Devon County Council	
Cllr Martyn Alvey	Portfolio Holder for Environment and Climate Change, Cornwall Council	
Cllr Adam Billings	Cabinet Member for Price in Place and Parking, Torbay Council	
Victoria Fraser	Service Director, Connectivity & Environment, Cornwall Council	
Rebecca Lyle	Transport Strategy Policy & Road Safety Lead	
Ian Thompson	Programme Development and Stakeholder Relations Manager National Highways South West	
Louise Raymond	Head of Marketing and Communications, Devon Air Ambulance	
David Marsh	CEO, TTC Group	
Cllr Mark Coker	Cabinet Member for Strategic Planning & Transport, Plymouth City Council	
Philip Robinson	Service Director for Street Services, Plymouth City Council	
Cllr David Thomas	Leader of the Council, Torbay Council (Item 1 to part of 7)	
VH	Head of Emergency Preparedness, Resilience and Response, SWASFT	
Dr Tim Nutbeam	(Item 6b to 11) Consultant in Emergency Medicine, Devon Air Ambulance Trust, University Hospitals Plymouth and Plymouth Trauma Network	
<b>Substitutes</b>	Group Manager Protection, Policy & Enforcement (CFRS) (for Antony Bartlett)	
DO		
<b>Non-Board members &amp; Presenters:</b>		
NW	VZSW Partnership Manager	
EC	VZSW Management Accountant, Devon and Cornwall Police	
JC	VZSW Comms and Engagement Coordinator	
DN	VZSW Multimedia Communications Officer	
PP	VZSW Administration Assistant	
HG (minutes)	VZSW Project Support	
DH	VZSW Performance and Planning Manager	
Cllr David Norman	Chair of the Gloucestershire Road Safety Partnership & Cabinet Member for Fire, Community Safety and Libraries, Gloucestershire County Council	
SB	Senior Democratic Services Advisor, Gloucestershire County Council	
Cllr John Stephens	Chair of Scrutiny Management Board and Vice-Chair of Licensing Committee, Plymouth City Council	
ED	Emergency, Preparedness, Resilience and Response Manager, SWASFT	
CS	Intelligence Analyst, Devon and Cornwall Police. (Item 10 only)	
MJ	Senior Engineer, Plymouth City Council and Chair of Activity B	
<b>Apologies:</b>		
Alison Hernandez (OPCC), Frances Hughes (OPCC), Antony Bartlett (CFRS), Mike Porter (DSFRS), AL (DCP), IV (VZSW) Lisa Tuck (TC), Tim Bunting (CAAT), SB (DCP), T/ACC Matthew Longman (DCP), Cllr Roger Croad (DCC), Cllr Connor Donnithorne (CC), EF (DAAT)		

ITEM	DETAILS
1	<p><b><u>Welcome and introductions.</u></b> The Vice Chairman welcomed everyone to the meeting. There was acknowledgement of members who had sent apologies, together with those who were acting as substitutes.</p>
2	<p><b><u>Declarations of interest</u></b> No one declared an interest.</p>
3	<p><b><u>Roll Call of Fatalities</u></b> The Chairman read out a roll call of 17 individuals who had lost their lives on Devon and Cornwall's (D&amp;C) road network between 9<sup>th</sup> September 2024 and 16<sup>th</sup> December 2024 to focus the minds of Board members as to the purpose of the VZSW partnership.</p>
4	<p><b><u>Minute's silence to reflect on those who have died and their loved ones.</u></b> A minute's silence was held to reflect on those who had died on the roads of D&amp;C since the last Board meeting.</p>
5	<p><b><u>Minutes of previous meeting</u></b> The draft minutes from the Board meeting held on 10<sup>th</sup> September 2024 were agreed as accurate and true.</p>
5a	<p><b><u>Matters Arising – Actions Update</u></b> Board members were assured of the updates provided; no further clarification was required. 7 actions complete and to be formally closed.</p> <p>NW advised the Board that a meeting will take place in January 2025 with DfT to discuss a trial of PRIME road markings that have been used in Scotland.</p> <p>NW advised that as a result of submitting 'The Road to Zero' plan to Government within in Road Safety week, that Lilian Greenwood MP (Minister for the Future of Roads, DfT) has contacted Vision Zero South West to arrange a meeting to discuss the plan further.</p>
6a	<p><b><u>Finance Report</u></b> EC summarised the financial position as of 31<sup>st</sup> October 2024 as detailed within the report circulated. Income for the first seven months of the financial year has exceeded budget expectations, in addition to staffing costs being lower than anticipated, resulting in an expected surplus of £283.733. After account for expenditure already approved the available balance on the Pooled fund available for road safety delivery is £947,135.</p> <p>David Marsh questioned whether changes to the NDORS fee after March 2025 had been included. EC advised that this has been planned into the figures.</p> <p><b>Recommendation:</b> The Board be made aware of the financial position as at 31<sup>st</sup> October 2024.</p> <p><b>Outcome:</b> The Board were assured of the recommendation as presented and laid out.</p>
6b	<p><b><u>Updated 5-year Business Plan</u></b> EC summarised the paper circulated which showed the 5-year running costs plan taking into account the restructure of the Road Safety Team. The annual surplus is expected to be achieved in each financial year to be reinvested into road safety initiatives by the partnership. An overview of the 5-year plan for the Pooled fund, taking into account the £1m Road Safety Delivery Plan and also the £1m Risk Register contingency was presented.</p> <p>Jamie Hulland questioned whether £1m contingency was sufficient. NW stated that following a review in 2023 the contingency was reduced from £1.5m to £1m. It is recognised that this sum should be reviewed at least annually with any recommendation for change brought to the Board for approval.</p> <p><b>Recommendation:</b> The Board consider and approve the VZSW five-year financial plan</p> <p><b>Decision:</b> The Board approved the recommendation as laid out.</p>

<p>7</p>	<p>VH joined the meeting.</p> <p><b><u>Road Injury Proposal</u></b>  Dr Tim Nutbeam provided an overview of an initiative to create a comprehensive data registry for road traffic collisions to enable a greater understanding of road injuries.</p> <p>Dr Nutbeam emphasised that all data is incredibly valuable. The use of a 'data lake' would allow structured and unstructured data to be used to allow targeted interventions, equity in care and to provide a research platform. AI technology would allow hidden patterns to be uncovered, to predict outcomes, optimise emergency responses and design interventions. The hope is that VZSW partners would be able to make data available subject to necessary data sharing agreements.</p> <p>VH to discuss the use of data with Dr SB (SWASFT) and Dr Nutbeam offline.</p> <p><b>Action:</b> VH to discuss the use of data with Dr SB (SWASFT) and Dr Nutbeam offline.</p> <p>Nicola Allen left the meeting.</p> <p>Victoria Fraser questioned why there was an inequality of post-crash care. Dr Tim Nutbeam stated that historically data collection and education has been based on male norms (i.e. examples of entrapment); spectrum bias.</p> <p>NW advised that a meeting with CFRS and DFRS has been set up on 8<sup>th</sup> January to discuss post-crash care and meetings with other partners can be made.</p> <p>Jamie Hlland to speak to DCC collision investigation team regarding the sharing of data. JH questioned the timescales involved. Dr Nutbeam advised that once Health Research Authority permission is granted, a pilot could start very soon. Dr Tim Nutbeam expressed a need for a co-ordinator role to support IMPACT and will meet offline with NW to discuss the proposal advancement.</p> <p><b>Action:</b> Jamie Hlland to speak to DCC collision investigation team regarding the sharing of data.</p> <p><b>Action:</b> NW to discuss with Dr Nutbeam the proposal for a short-term Road Injury Co-ordinator</p> <p>Supt Simon Jenkinson advised that in principle Devon and Cornwall Police would be in agreement with sharing data and was happy to be part of discussion in the New Year.</p> <p><b>Recommendation:</b> Board members are provided the opportunity to feedback and provide any ideas in relation to structure, approach, costings and next steps.</p> <p><b>Outcome:</b> Board members were provided with an introduction and opportunity to feedback.</p> <p>8. <b><u>Intel &amp; Op Dragoon</u></b>  CS provided an overview of Operation Dragoon and the work that has been undertaken. The Operation is on based identifying road users who pose a risk to themselves or others by their use of vehicles on the highway network. Intelligence is graded and measures are then put in place to reduce harm on the road. Crimestoppers intelligence has been noted in case studies as showing positive outcomes.</p> <p>9. <b><u>Comms and Engagement</u></b>  JC provided a comms and engagement update covering top social posts, social media reach and prominent news coverage. The largest collaborative initiative was for Road Safety Week and JC provided a visual round-up of the highlights and results from the week.</p> <p>Jamie Hlland was delighted to see the use of innovative technology and emphasised the importance of keeping in contact with local authorities.</p> <p><b>Recommendation:</b> That Board members acknowledge the progress made thus far.</p> <p><b>Outcome:</b> The Board were assured on progress.</p> <p>JC provided an overview of Co-Pilot which offers a number of resources that are developed in line with Safe System principles. VZSW have historically used the portal to aid campaigns using content for social media, premade campaign/toolkits and use of research to shape communications. This has</p>
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resulted in reduced time required to create new. JC has arranged a Co-Pilot training session for partners in January. Funding request would be for the calendar year 2025 but in March, proposal to include this as an ongoing comms and engagement asset to be sought, if this ceases to provide benefit in future subscription would then cease and be removed from plan.

**Recommendation:** The Board approve £20,000 from the pooled budget to fund 12 months of Co-Pilot

**Decision:** The Board approved £20,000 from the pooled budget to fund 12 months of Co-Pilot.

10. **VZSW Partnership Report**

NW gave a presentation to provide assurance regarding performance and progress of VZSW activities. All remaining roles within the partnership have been filled. An update regarding the Distracted Driver Trailer and technology update was provided.

Jamie Hulland questioned the use of the noise camera in Devon in terms of road casualty reduction outcomes. NW explained that the technology identified drivers with noisy exhausts linked with associated anti-social behaviour and possibly those at higher risk of a road collision. The free trial is being used to establish what data it provides, the opportunities for interaction with linked to antisocial and potentially undesirable driver behaviours on the highway network.

Cllr Adam Billings advised that there was an issue with antisocial driving within Torbay and he would be keen to use the technology if available. NW to liaise with AL to consider where it can be used post trial.

**Action:** NW to liaise with AL regarding the potential use of the noise camera at other sites post trial.

Cllr Billings asked how existing GATSO infrastructure can be updated to extend camera life whilst awaiting new Jenoptik cameras. NW said that there is an opportunity now to renovate camera sites and partners are currently reviewing sites to determine outcome renovate, upgrade or remove where appropriate.

Cllr Billings advised that Torbay run a Safer Travel initiative that works in collaboration with Torquay Football United. Cllr Billings considered that the use of football clubs to relay messages was useful and possibly messaging for the use of D clips, to secure motorcycle helmets, may be possibility via this means. NW to speak to the Motorcycle Activity Engagement Coordinator within Devon and Cornwall Police to look into this possibility.

**Action:** NW to speak to the Motorcycle Activity Engagement Coordinator within Devon and Cornwall Police to look into the possibility of using local football clubs to disseminate motorcycle related road casualty reduction messages

Cllr Billings requested assurance that using WheelRight technology was evidence led. NW advised that the WheelRight kit provides an educational opportunity to flag potentially unknown safety issues with tyres/loads. Use of this kit would be carefully planned in terms of how and who we target as a prevention activity not enforcement.

11. **AOB**

David Marsh sadly informed those who were unaware of the passing of SH, who had been an active Board Member. Her contribution towards road safety and hard work was acknowledged by the Board.

Cllr Martyn Alvey highlighted a possible scam involving people receiving letters purportedly from the police. Supt Si Jenkinson asked for any information to be sent to him. NW to also make contact with the individual involved as they are part of a local Community Speedwatch group.

**Action:** NW to follow up with CSW member to ascertain any further detail regarding possible letter scam.

The Vice Chairman thanked everyone for attending and the meeting concluded at 1200hrs.

**Next meeting:** 11<sup>th</sup> March 2024, 10am -1pm on Teams