



‘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

11th March 2025

1000hrs to 1300rs

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VZSW BOARD AGENDA

Meeting objectives:-

- Pay respects to those who have lost their lives in order to encourage change to try and prevent further deaths on our roads
- Provide expected year end financial position
- Present funding proposals for a Project Manager to support Road Injury project (Post Crash), new RSDP activity for 2025/26 and continuity for Comms & Engagement
- Provide an assurance update on performance and risk
- Provide assurance overview on motorcycle activities linked to dedicated role

1.	Welcome, apologies & introductions See attached attendance list	Chairman	Verbal	1000 (5 mins)
2.	Declarations of Interest	All	Verbal	
3.	Roll Call of Fatalities <i>(Standing item)</i> <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 <i>(10 Sept 2024)</i> <i>Standing Item for Approval</i>	Chairman	Paper	1010 (5 mins)
5a.	Action Log Update - Standing Item - Progress Assurance	Chairman	Verbal	1015 (5 mins)
6.	Finance Report - Standing Item - Progress Assurance	EC	Paper	1020 (20 mins)
7.	Road Injury Proposal – For Approval	Dr Tim Nutbeam	Paper	1040 (10 mins)
8.	RSDP 2025/26 - For Approval	NW/ SK	Paper/PPT	1050 (30 mins)
Optional Break 10 mins				
9.	Comms & Engagement – Standing Item for progress assurance and approval	NW/JC	Paper	1130 (15 mins)
10.	Partnership Risk & Performance – Standing Item for progress assurance and approval	DH	PPT	1145 (30 mins)
11.	Motorcycle Activities – Progress Assurance	DB	PPT	1215 (30 mins)
12.	AOB Intel Team & Meeting Review	All		
	Time and Date of future meetings:- <ul style="list-style-type: none">• 10th June 2025 (China Fleet Country Club, Saltash)• 9th September (Roadford Lake, Broadwoodwidger)			

Item 6

Vision Zero South West

January 2025 Financial Update

11th March 2025

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 2025.

2. Recommendation

- 2.1 To inform the board of the financial position as at 31st January 2025.

3. Salient Points

- 3.1 The Office of Police & Crime Commissioner (OPCC) serves as the lead financial entity for the Vision Zero South West collaboration. A balance of £4.38m 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 initially projected in the 5-year plan to result in a surplus of £103,441. The table below summarises the most recent forecast of income and expenditure and now predicts a surplus position of £151,847, an increase of £48,406 against the original plan and a movement of £131,886 since the last report. The main drivers being an increase in accident report income due to a reduction in backlogs, increased other courses due to the AI cameras and recruitment timelines causing reduced staffing costs.

3.3 A full detailed breakdown of this can be found in Appendix A.

	Budget VZSW 2024/25 £	Forecast 2024/25 £	Actual at 31/01/2025 2024/25 £	(Under)/ Overspend 2024/25 £
Income	(7,029,236)	(7,108,447)	(5,845,069)	(79,211)
Expenditure:-				
Staffing	4,949,744	4,697,808	3,870,898	(251,936)
Running Costs	1,143,751	1,320,665	1,077,796	176,914
VZSW Core Costs	832,300	938,127	809,992	105,827
Net (Surplus)/Deficit	(103,441)	(151,847)	(86,383)	(48,406)

3.4 During the first ten months of the financial year, income generated from Speed Awareness Courses of £4,595,556 is higher than year to date budget expectations by £169,853, and currently exceeds last year's income at this point by £664,647. The full year forecast for Speed Awareness Courses is £65,667 lower than the budget as the movement in threshold had to be postponed from September 2024 due to recruitment timelines, causing the number of speed awareness courses to be lower than budget in the later months of the financial year.

3.5 The adjustment in enforcement threshold was implemented in phases. The average speed cameras were adjusted on December 4th, the spot speed cameras adjusted on January 2nd, and the mobile enforcement adjusted on January 9th.

3.6 All Speed Awareness course providers are required to pay the NDORS Police Force Cost Recovery Fee which is subsequently returned to the partnership. This fee is increasing from £45 to £50 from 1st February 2025. We have assumed this will generate additional income in 25% of Speed Awareness courses, with the rest being through the contracted provider TTC who the partnership already receives additional cost recovery from.

3.7 Appendix B presents a graph illustrating monthly income levels, including a breakdown of the additional income received by the partnership from the training provider TTC due to increased course fees. Forecast income for the remaining two months is based on current levels of referrals.

- 3.8 Court costs recovered are expected to end the financial year slightly lower than the budget at £943,592, so far £825,643 has been received.
- 3.9 Income generated from Accident Reports is currently exceeding initial projections, with a forecast of £265,201 and £221,001 being received so far. This is driven by reductions in backlogs and more efficiencies within the team.
- 3.10 The Roadside AI Trailers (artificial intelligence cameras) have been deployed over the past few months, resulting in an increase in seatbelt and mobile phone offences, with other driver education course income forecast of £223,156 and £202,869 being received so far.
- 3.11 Staffing expenditure is forecast to underspend by £251,936, mainly caused by vacancies due to recruitment delays within the offence processing team.
- 3.12 Running costs are projected to be £176,914 higher than the budget, mainly due to an increase in postage costs, which are driven by the number of referrals, additional reminder letters for courts and prices rising by 6% compared to last year.
- 3.13 VZSW core costs are expected to be £105,827 higher than budgeted. The Speed Maintenance Contract forecast has increased by £106,195, primarily driven by the addition of new cameras and increased ERCU support costs to enhance data security.

Vision Zero South West Forecast – Pooled Fund

- 3.14 At the start of the financial year the opening balance of the reserve was £4,378,136. The Partnership is expecting to invest a spend of £3,272,417 during the year; including the transfer of surplus of £151,847 this will result in an expected closing balance on 31st March 2025 of £1,257,566.

	£
Opening Balance 2024/25	(4,378,136)
Monitoring, Enforcement and Driver Education (Activity A):	
Vehicle Investment	407,939
Camera Equipment	414,703
Tasking Budget	50,000
Themes, Education and Training (Activity B)	995,168
Comms & Engagement & Other	236,109
Mobile Speed Camera Upgrade / New Cameras	1,168,498
Forecast Surplus for FY 24/25	(151,847)
Closing balance 2024/25	(1,257,566)
Previously Approved Expenditure (in future years)	
Themes, Education and Training (Activity B)	418,020
Comms & Engagement & Other	44,297
Estimated available Pooled Fund	(795,249)

- 3.15 The remaining previously approved expenditure will fall into future years. The available balance after the approved and ringfenced amounts is £795,249.
- 3.16 Investment in vehicles of £407,939 is forecast for the financial year, with spend to date of £325,252. This includes the purchase and fitting out of the remaining delayed speed detection vans and the RCRO Engagement Van. Within the 5-year plan, next financial year has vehicle investment of £80,000 for two vehicle replacements that are expected to be received in April.
- 3.17 £414,703 investment in camera equipment is planned to be made this year. This includes the Carkeel to Trerulefoot spot speed system and the Roadside AI Trailer which has been deployed over the last couple of months and has actual spend of £95,963.
- 3.18 Activity B spend of £995,168 is expected this financial year, with spend to date of £634,789. This includes the following as detailed in the Road Safety Delivery Plan.
- £380,000 on Post Crash Response and Care
 - £156,339 on Call for Ideas Phase 2
 - £129,434 on Motorcyclists
 - £116,886 on Pedestrians
 - £99,932 on Younger Drivers
 - £65,000 on Cyclists
 - £29,917 on Older Drivers
 - £17,660 Contingency Fund
- 3.19 £236,109 of the Comms and Engagement budget is expected to be spent this financial year, an increase since the last board of £20,000 to include 12 months of Co Pilot which was approved at the December board. So far £99,377 has been spent from the Comms and Engagement budget.
- 3.20 Whilst all the above investments have been agreed it is possible some costs may slip into financial year 2025/26, therefore the balance at the end of the financial year is likely to be higher than £1,257,566.
- 3.21 The Board agreed to hold £1,500,000 to fund the upgrading of camera stock, with £1,168,498 remaining this financial year, of which £380,682 remains to be spent. Several new camera systems are now installed with further systems expected in the next couple of months.

4. Conclusion

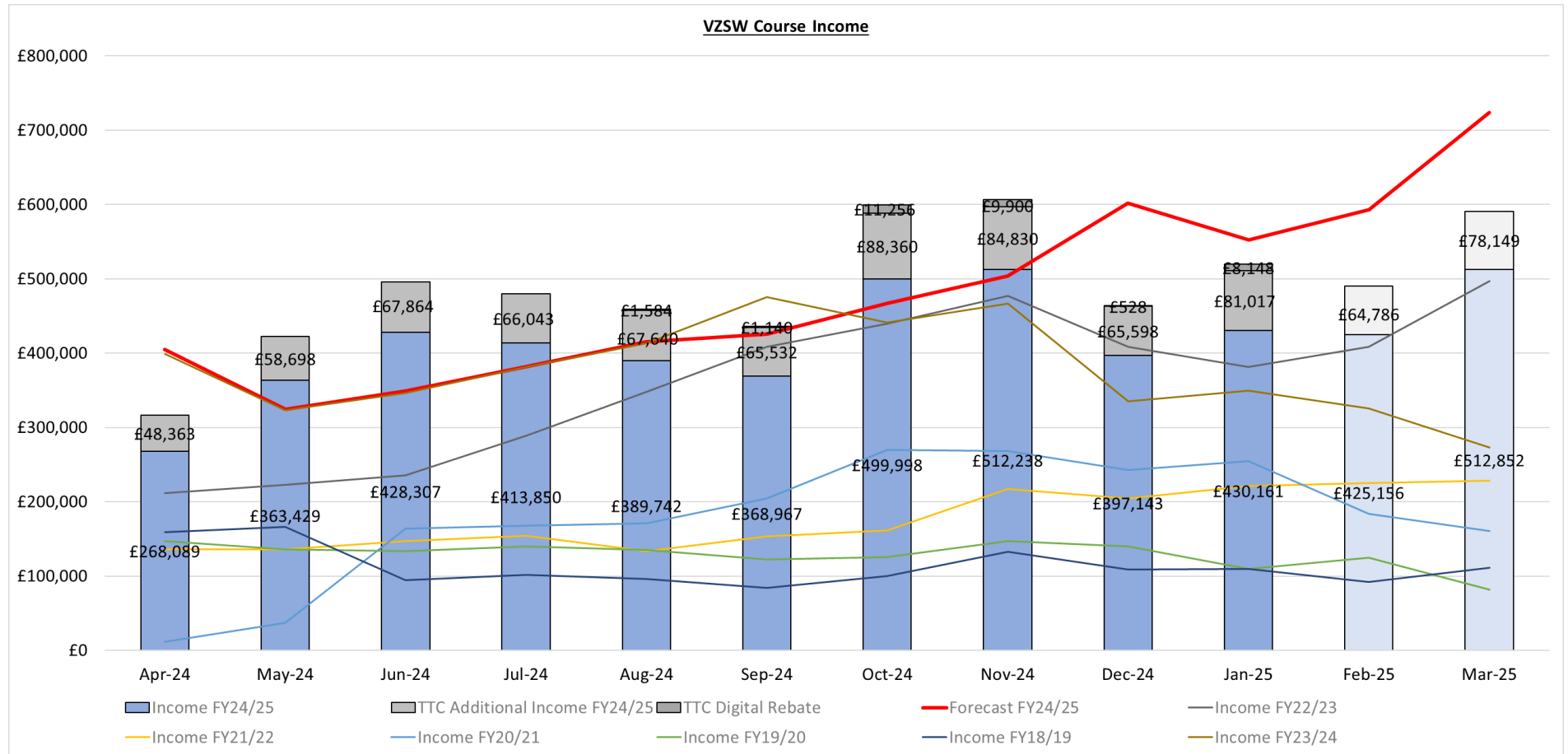
- 4.1 Income for the first ten months of the financial year has exceed budget expectations, in addition to staffing costs being lower than anticipated, resulting in an expected surplus of £151,847.
- 4.2 After accounting for expenditure already approved the available balance on the Pooled fund is £795,249.

Appendix A

	Revised Budget VZSW £	Forecast £	Actual at 31/01/2025 £	(Under)/ Overspend To Budget £
Income				
Speed Awareness Courses	(5,742,164)	(5,676,497)	(4,595,556)	65,667
Court Costs	(976,334)	(943,592)	(825,643)	32,742
Accident Reports	(175,000)	(265,201)	(221,001)	(90,201)
Other driver education course income	(135,738)	(223,156)	(202,869)	(87,418)
Total Income	(7,029,236)	(7,108,447)	(5,845,069)	(79,211)
Expenditure				
Staffing				
Operations Team	955,700	961,274	791,063	5,574
Collisions, Civil Litigation and Single Justice Procedure Team	1,737,340	1,791,165	1,469,207	53,825
Offence Processing, Communications, and Investigations Team	1,763,631	1,599,016	1,448,445	(164,615)
Other - Police Officers & Head of Road Safety & Data & Analysis Hub	493,073	346,352	162,183	(146,721)
Total Staffing Costs	4,949,744	4,697,808	3,870,898	(251,936)
Running Costs -				
Photocopy Rental & Printing	88,332	27,941	11,642	(60,391)
Vehicle Expenditure	47,472	20,358	16,965	(27,114)
Insurance/Tax	11,854	6,200	4,650	(5,654)
Accommodation Charge	116,828	129,711	97,283	12,883
Telephones/Mobiles	3,632	2,352	1,764	(1,280)
Equipment Purchase, Repairs & Calibration	141,195	155,646	100,038	14,451
Postage	500,181	731,317	609,431	231,136
Stationery	25,872	25,238	21,032	(634)
Existing Software Licences	112,503	180,438	180,438	67,935
Miscellaneous	33,075	15,367	12,806	(17,708)
Training	15,120	11,208	9,340	(3,912)
Conferences	18,420	12,008	10,007	(6,412)
Uniforms	29,267	2,880	2,400	(26,387)
Total Running Costs	1,143,751	1,320,665	1,077,796	176,914

	Revised Budget VZSW £	Forecast £	Actual at 31/01/2025 £	(Under)/ Overspend to Budget £
<u>Vision Zero Core Costs:</u>				
Core Team	403,170	401,228	283,655	(1,942)
Core Team Training	5,292	6,859	5,716	1,567
Core Team Travel	9,818	9,845	8,204	27
Speed Maintenance Contract & Maintenance	346,500	452,695	452,695	106,195
Data/IT Consultancy	39,900	39,900	34,122	0
RSS Support	25,620	25,600	25,600	(20)
Road User Survey	2,000	2,000	0	0
Total Core Costs	832,300	938,127	809,992	105,827
Total Expenditure	6,925,795	6,956,600	5,758,686	30,805
Net Expenditure before transfers to reserves	(103,441)	(151,847)	(86,383)	(48,406)

Appendix B



Author Name:	Dr Tim Nutbeam
Author Role:	Consultant in Emergency Medicine & Professor Emergency Medicine and Post-Collision Care with UHP and Consultant in Prehospital Emergency Medicine, DAAT
Development Group Date	30.01.2025

VISION ZERO SOUTH WEST – Road Injury Project Manager

<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 funding support for the appointment of a Programme Manager to deliver the ROAD-Injury Programme (Registry for Observational Analysis and Documentation of Injury).

2.0 **RECOMMENDATIONS**

- a. Partners approve salary and oncosts total of £54,000 per annum¹ – request is for two financial years whilst other funding opportunities are secured.

3.0 **DEVELOPMENT GROUP ASSURANCE & STRATEGIC FIT**

- 3.1 Detail of the Road Injury programme was presented to the Board Members in December 2024 with acknowledgement a proposal for support would be submitted. Successful implementation of this ambitious, multi-stakeholder initiative requires dedicated leadership and coordination and where the role outlined in this proposal is essential. These funds are in addition to previously approved funding of the Board. The proposal was discussed at the Development Group and satisfied it should be presented to VZSW Governance Board.

4.0 **EXECUTIVE SUMMARY OF PROPOSAL**

- 4.1 Acknowledging that detail of the Road Injury Programme has previously been presented the following sections just highlight the key summary.
- 4.2 Road injury remains one of the most significant yet under-researched causes of death and disability both globally and locally. In the Peninsula region, the rate of deaths and serious injuries on the roads is disproportionately high (even despite multiple safety initiatives). Several key challenges contribute to this issue, including:
- A high prevalence of medical events at the wheel – The Peninsula has the highest rate of cardiac arrests, seizures, medical emergencies leading to collisions in the UK
 - One of the highest rates of child road deaths nationally
 - Women are more likely to be trapped and less likely to receive key treatments
 - A fragmented data landscape – lack of standardised, linked datasets limits the ability of policymakers, clinicians, and researchers to implement evidence-based interventions.
- 4.3 The ROAD-Injury Programme is a pioneering initiative designed to address these challenges through data-driven insights and targeted intervention strategies. This programme will:
- Establish a comprehensive health dataset
 - Identify and address disparities in treatment and outcomes to ensure equitable care
 - Provide a trial platform to enable efficient, cost-effective research and clinical trials, facilitating the rapid development and testing of new interventions
 - Develop a long-term strategy for post-collision care improvement, using high-quality data to inform policy decisions, clinical guidelines, and operational protocols.

¹ Subject to annual fluctuation

4.4 The Programme Manager will be pivotal in ensuring that the ROAD-Injury Programme is delivered effectively, achieves its objectives, and has a lasting impact on road safety and post-collision care. The role will encompass several key responsibilities:

- **Driving Programme Delivery** - Ensuring that all objectives are delivered on time and within scope. Coordinating data collection, analysis, and reporting, ensuring the integrity and utility of the registry. Overseeing the translation of research findings into actionable recommendations for emergency services, policymakers, and healthcare providers.
- **Managing Stakeholder Relationships (see footnote)** - Central point of contact for academic institutions, NHS partners, emergency services, industry collaborators, and policymakers. Facilitating multi-disciplinary collaboration ensuring alignment between different stakeholders to maximise impact. Advocating for ongoing investment and support, securing additional funding opportunities and ensuring sustainability.
- **Developing Sustainable Systems and Capacity** - Establishing frameworks for long-term data collection and analysis, ensuring that ROAD-INJURY remains a valuable resource beyond its initial phase. Developing mechanisms to ensure that new research and interventions can be rapidly tested and implemented, leveraging the registry as a living dataset.

4.5 VZSW's investment will not only advance the ROAD-Injury Programme but also create operational capacity at IMPACT to deliver its broader strategy for road safety research and innovation.

5.0 FINANCIAL REQUEST

5.1 Whilst opportunities to fund this role via other means are explored, the request to VZSW is to agree to fund for up to two years. £54,000 per annum is inclusive of a full-time salary, employers national insurance contributions and employer pension contributions.

5.2 The role will be employed by Devon Air Ambulance Trading Company Ltd / Devon Air Ambulance Trust.

6.0 IMPLEMENTATION TIMESCALE & NEXT STEPS

6.1 Subject to Board approval, expenditure to be added to financial plan for 2025/26 and 2026/27 and DAAT will begin the recruitment process. It is anticipated that DAAT will secure an appropriately qualified individual within 4 months (to allow for notice periods).

Stakeholders

Potential stakeholders include the following organisations, expected to grow over time:

- **Healthcare & Emergency Services** - NHS Trusts, Ambulance Services, Trauma Centres, EDs, Rehabilitation Teams, Mental Health Services
- **Road Safety & Transport** - VZSW, DfT, Local Councils, National Highways, RAC Foundation, Brake, RoadPeace
- **Research & Academia** - IMPACT, Universities, TARN, RAIDS, Data Science Teams
- **Fire & Rescue** - NFCC, UKRO, Local Fire Services
- **Law Enforcement & Legal** - Police, Forensic Collision Investigators, Coroners
- **Industry & Technology** - Automotive Industry, Insurance, Telematics, Road Construction
- **Patient & Public Engagement** - Patients, Advocacy Groups, Bystanders, First Responders

Author Name:	NW
Author Role:	VZSW Partnership Manager
Development Group Date	30.01.2025

VISION ZERO SOUTH WEST – Road Safety Delivery Plan Funding Request 2025/26

<u>Reports may be submitted for one or more of the following purposes:</u>	<u>Tick all which apply:</u>
<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 approval to continue delivery of pre-approved initiatives, agree extended funding for Plymouth school pedestrian programme as well as a range of continued and new cycle activity. Appendix 1 provides the details that will be published in our RSDP online if approved. This also includes activity detailed within agenda items 7 and 9.
- 1.2 Each initiative has its own recommendation, providing opportunity for individual decisions to be made, they are not dependent on one another.

2.0 RECOMMENDATIONS

- a. Partners approve £40,000 p.a. to continue L2L & StD over remaining 3 years (£120,000 overall).
- b. Partners approve £174,050 to extend Plymouth pedestrian programme by two years (covers April 2026 to March 2028).
- c. Partners approve the individual cycle projects requests below:
 - VZSW area wide Cycle Networking Conference up to £8,000 max
 - AI conflict analysis for cyclist collision cluster sites in Devon £30,600
 - VZSW area wide Bikeability Conference up to £5,000 max
 - Torbay Adult Cycle Confidence Sessions £20,000 seed funding
 - Devon Adult Cycle Confidence Sessions £41,000 (provisional request)

3.0 DEVELOPMENT GROUP ASSURANCE & STRATEGIC FIT

- 3.1 All of the proposals were discussed at the Development Group and satisfied they be presented to VZSW Governance Board for scrutiny and decision on progression.

4.0 EXECUTIVE SUMMARY OF PROPOSAL

- 4.1 **Learn to Live & Survive the Drive** – Board approved as a 5-year programme in March 2023 (now in 2nd year). L2L helps students understand hazard perception, inexperience, decision making and fitness to drive (impairment, fatigue, distraction). Early independent evaluation indicated the new structure rolled out in 2023/24 was proving effective. A cluster randomised control trial has now been completed and outcomes will be presented to the Board in June, providing assurance around effectiveness. Inclusion within this paper is to highlight a reduced financial commitment of £40,000 per annum and approval to add the remaining three years, to our 5 year plan.
- 4.2 **Plymouth Child Pedestrian Training Programme** - designed to raise children's (aged 6 & 7) observation and awareness skills while crossing the road with an adult and wider road safety skills in preparation for future independent travel to secondary school. Training is progressive, with each session building on the foundation laid by earlier sessions. All training is practical and at the roadside to enable children to learn each skill thoroughly. Plymouth will share the positive interim 18 month evaluation results at the meeting. During the development group, everyone appreciate pedestrian training is essential as everyone begins life as one but that also that we take stock our training offers/outcomes and consider future scalability to achieve a sustainable universal offer. Area wide training will likely need Government funding support.

4.3 The following provides a high level summary of each cycle initiative proposed:

- **VZSW area wide Cycle Networking Conference** – Complex/disjointed relationships between organisations and stakeholders exists. The conference aim is to try to unpick and identify issues, strengthen understanding, relationships and communication by running expert led sessions on critical topics such as road safety and behaviour change strategies.
- **AI conflict analysis for cyclist collision cluster sites in Devon** - Utilise AI camera technology that DCC has procured to help to address the lack of understanding about vulnerable road user conflict with vehicular traffic in complex highway environments like busy intersections or routes. Funding proposal supports additional license costs, once these sites have been analysed the technology can be shared to other VZSW Partners.
- **VZSW area wide Bikeability Conference** - Expansion to all VZSW LAs and their Bikeability instructors, grant recipients and stakeholders to meet providing opportunity to share best practice, resources, ideas and training methodology. In turn creating a more cohesive unit in the south west and, especially topical now, with the Government's plans for devolution and local government reorganisation (LGR) as stated in its [White Paper](#).
- **Torbay Adult Cycle Confidence Sessions** – Seed funded for year 1 to kick start free adult cycle training programme which currently does not exist. Training is aimed at improving cycling skills/confidence, supporting a safer, healthier, more active population while contributing to environmental sustainability and reducing traffic congestion. Comprehensive training helps cyclists, many of whom are also car users, understand road safety from both perspectives, creating safer roads in Torbay.
- **Devon Adult Cycle Confidence Sessions (provisional request)** – DCC already provides training to circa 360 adults per annum but funding this year looks uncertain. [New research](#) has, for the first time evidenced LAs who deliver high levels of Bikeability training experience lower levels of casualties. Whilst there is no national research re adult training it would be logical to assume lower casualties will be an outcome. Whilst recognised at the Development Group, as business as usual activity, providing support this year provides resilience for courses booked beyond current funding allocation. Wider discussions as a Partnership regarding what universal offer could look like can progress.

5.0 FINANCIAL REQUEST

5.1 Table 1 outlines activity and costs. This includes the in principle approval, that will only be added if funding ceases. At the end of each financial year, once accruals are accounted for, any unspent funds would be returned to the pooled reserve, starting afresh the following year.

Table 1 – Funding Requests	Budget 25/26	Budget 26/27	Budget 27/28
Learn to Live & Survive the Drive	£40,000	£40,000	£40,000
CPT – Plymouth	£0 ¹	£87,025	£87,025
VZSW Cycle Network Conference	£8,000	£0	£0
Area Wide Bikeability Conference	£5,000	£0	£0
AI cycle cluster analysis	£30,600	£0	£0
Torbay Adult Cycle Training	£20,000	£0	£0
Total	£103,600	£127,025	£127,025
<i>Devon Adult Cycle Training (in principle)</i>	<i>£41,000</i>		

6.0 IMPLEMENTATION TIMESCALE & NEXT STEPS

6.1 Financial plan and 5 year Business Plan will be amended to reflect the decision/s made.

¹ 2025/26 already in financial plan

APPENDIX 1 - RSDP 2025/26


ACTIVITY B		SUB-GROUP CHAIRMAN PLYMOUTH CITY COUNCIL				
YOUNG DRIVERS		LEAD: DEVON & SOMERSET & CORNWALL FIRE RESCUE SERVICES		SAFE SYSTEM PILLAR: SAFE ROAD USERS		
Ref No & approval date	Initiative	Justification for Activity	Output	Measure	Projected Reach	Expenditure
VZSW B019 14.03.24 &10.09.24	Survive the Drive	Education to mitigate risks of inexperience, impulsive actions, and peer pressure is considered as a primary intervention. Comprises a mix of films featuring armed services personnel who have been involved in a road traffic collision, as well as live speakers who share their own personal experiences.	Survive the Drive is delivered across D&C military bases on a targeted basis.	Number of: <ul style="list-style-type: none"> • StD sessions delivered • Bases attended • Audience members. 	8 x bases Devon 3 x bases Cornwall Up to 3000 attendees	linked into budget below
VZSW B062/B063 14.03.23 10.09.24	Learn to Live Delivery & CPD Events	Education delivered to equip young drivers 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; especially young male car drivers who according to national statistics are 4 times as likely to be killed or seriously injured compared with all car drivers 25+.	Positive interaction with students delivering a suite of road safety messages.	Number of: <ul style="list-style-type: none"> • 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	Board approval March 2023 pre-approved funding 2025/26 funding Request of £40,000
PEDESTRIANS		THEME LEADS: PLYMOUTH CITY COUNCIL		PRIMARY SAFE SYSTEM PILLAR - SAFE ROAD USERS		
Ref No & approval date	Initiative	Justification for Activity	Output	Productivity Measure	Projected Reach	Expenditure
VZSW B022 - 2 year extension	Child Pedestrian Training (CPT) Pilot for Primary Schools	Two years of training is complete, with interim evaluation undertaken, positive increase in pupil knowledge. Would like to secure additional two years to create a 5 year delivery.	Training marketing & resources	Decrease in child KSIs Increase in children walking to school	A further 1200 pupils trained	Total Request £174,049.89
CYCLISTS		THEME LEADS : DEVON COUNTY COUNCIL & PLYMOUTH CITY COUNCIL		PRIMARY SAFE SYSTEM PILLAR: SAFE ROAD USERS		
Ref No & approval date	Initiative	Justification for Activity	Output	Productivity Measure	Projected Reach	Expenditure
VZSW B082	VZSW area wide Cycle Networking Conference	An opportunity to expand and connect local networks and foster future collaboration to drive impactful change. Brings likeminded parties together to share best practice.	Supporting safer, healthier & sustainable communities.	Actionable insights Sharing of best practice Identify resources and potential duplication	50 – 100 people	Total Request up to £8,000
VZSW B083	AI conflict analysis for cyclist cluster sites	To help address the lack of understanding about vulnerable road user conflict with vehicular traffic in complex highway environments like busy intersections or routes.	Increased knowledge on conflict behaviours to shape interventions	Positive behavioural change & casualty reduction	8 sites initially	Total Request £30,600
VZSW B084	VZSW area wide Bikeability conference	Nearly half of cyclists in D&C feel unsafe-page 35, between 2019-2023 there was 1447 casualties (218 of these were children). This sadly included 8 fatalities. Over 90% of the cyclist injuries in D&C involve a collision with a driver/rider.	D&C sharing of instructor resources Improved/increased delivery	Ultimate goal of more children training to reducing cycle collisions.	50 – 100 people	Total Request up to £5,000 max

ITEM 8 VZSW GOVERNANCE BOARD – 11.03.2025


Information Classification: PUBLIC

VZSW B085	Torbay Adult Cycle Confidence Sessions (pilot)	Seed funding to kick start delivery in Torbay to address multiple issues such as social isolation, road safety, speed awareness and driving etiquette, ASB, traffic and congestion	Increase confidence Increase skills safer cycling more	Longer term reduction in adult	150 – 200 participants over 12-month period	Total Request £20,000
VZSW B086	Devon Adult Cycle Confidence Sessions	This is a proposal for back up funding should existing government funding cease this year - aids delivery continuity in the short term, avoids reputational damage.	Increased skills and knowledge, encouraging cycling	Reduction of adult cycle collisions and casualties Number trained	Circa 362 in one year	£41,000 (provisional)
POST CRASH RESPONSE AND CARE		THEME LEADS: DEVON AIR AMBULANCE TRUST		PRIMARY SAFE SYSTEM PILLAR: POST CRASH		
Ref No & approval date	Initiative	Justification for Activity	Output	Productivity Measure	Projected Reach	Expenditure
VZSW V087	Road-Injury Programme Manager (DAAT)	The role will be pivotal in ensuring that the ROAD-Injury Programme is delivered effectively, achieves its objectives, and has a lasting impact on road safety and post-collision care.	Programme delivery, datalake created stakeholder relations	Pilot running in Plymouth	Initially 250-300 patients with consent obtained	£54,000 per annum (2-years)
COMMUNICATIONS AND ENGAGEMENT		THEME LEAD: VZSW COMMS AND ENGAGEMENT LEAD		PRIMARY SAFE SYSTEM PILLAR: SAFE ROAD USERS		
VZSW B088	Annual Comms & Engagement	This includes activity that falls within the remit of: Communications Engagement & Events (including merchandise Match fund pot for bids	Dedicated behaviour change messaging	PR, adverts, social media messaging, attendance at key events to meet with target audience supported with focused merchandise	Will vary - figures to be published in annual plan	£100,000 2025/26 and £120,000 p.a. until 2029/30 (inc Co-Pilot)

Vision Zero Social Media Reach

 1.8 million


 132,324

 Figures no longer available

 48,700

Vision Zero Followers

 6,267

 637

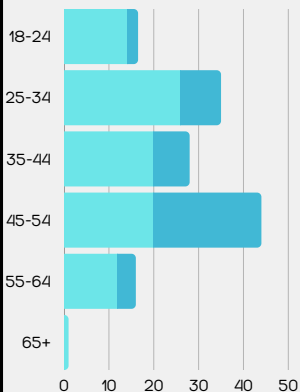
 1,208

 537



Our Audience

 65%  35%

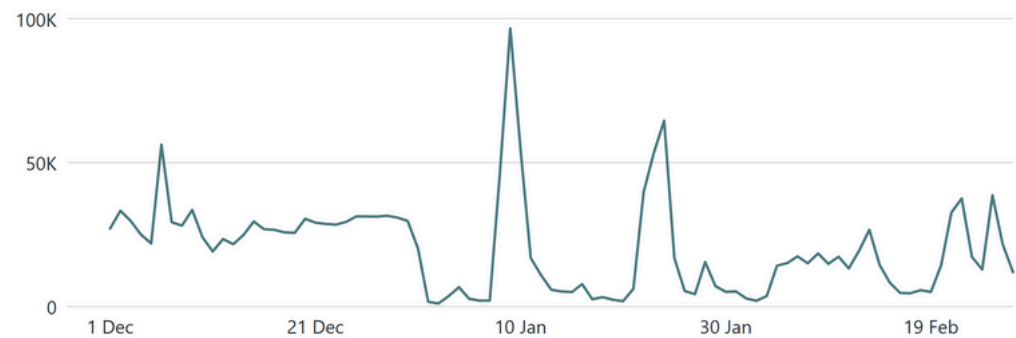


Top Towns/Cities

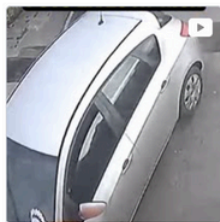




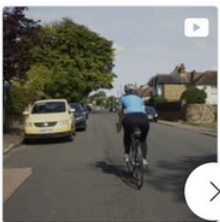
Plymouth (8.1%)
Barnstaple (4.1%)
Exeter (3.7%)
Newton Abbot (3.5%)

Facebook Insights

Views  1.8M Reach  787.7K  16% 3-second views  335.7K  82.4% 1-minute views  79.4K  20% Content interactions  10K  40%



Best performing content

 BAD DRIVING ALERT  Op Snap... 22 January 02:35 360K views 1.8K likes 286 shares 113 retweets	 Don't worry, this isn't a Bill Murray in... 8 January 07:00 162.1K views 121 likes 66 shares 15 retweets	 Over 200 pubs and clubs are taking... 1 December 04:30 125.7K views 233 likes 31 shares 89 retweets	 "Vehicles are required to give way to..." 21 February 05:00 58.1K views 238 likes 1.3K shares 40 retweets	 As a Cyclist you often have to manoeuvre... 20 January 09:00 28.1K views 238 likes 1K shares 30 retweets
--	---	---	--	---

Top News Coverage

*** BBC

AI camera targets drink and drug drivers in 'world-first' trial

Motorists under the influence of alcohol or drugs could be caught by a pioneering AI camera which is being tested for the first time in Devon and Cornwall.



*** BBC

Operation Snap: 20,000 dangerous driving videos sent to scheme

Instances of dangerous overtaking and a car being driven the wrong way on the A38 were caught on camera.



*** BBC

South west venues offer free soft drink to designated drivers

Vision Zero South West said designated drivers could get a free soft drink in more than 200 pubs.



THE  **Road Safety PLEDGE**

 1,435 Subscribers

Author Name:	NW/JC
Author Role:	VZSW Partnership Manager & Comms and Engagement Lead
Development Group Date	30.01.2025

VISION ZERO SOUTH WEST – Comms, Engagement and Funding Opportunities

<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 Approve funding to continue promotion of VZSW activity, community engagement, attendance at events and an ask for funding to match future bid opportunities.

2.0 **RECOMMENDATIONS**

- a. Partners approve an additional £100,000 to be included within the 2025/26 financial plan¹ and £120,000 thereafter to 2029-30 as part of the 5-year business plan.

3.0 **DEVELOPMENT GROUP ASSURANCE & STRATEGIC FIT**

- 3.1 The proposal was discussed at the Development Group, outlining costs represented those of business-as-usual comms activity and therefore satisfied it should be presented to VZSW Governance Board for inclusion within the 5-year business plan.

4.0 **EXECUTIVE SUMMARY OF PROPOSAL**

- 4.1 Communication and engagement are powerful tools used to positively influence and change the behaviour of road users. This is an important function that provides a golden thread running throughout all of our activities and is delivered on a regular basis, to maintain the status quo.
- 4.2 Wherever possible we will continue to provide “ad hoc” support for smaller campaigns, such as the creation of posters, flyers, graphics, videos, digital assets, as well as engagement support for supplementary events such as the Community Speedwatch seminars.
- 4.3 This proposal seeks to add business as usual communications and engagement costs, into our 5-year financial planning cycle. This work is split into 4 areas:
- **Communications** – encompasses an advertising budget required to promote campaigns and key messages across social media platforms and our annual subscription to Co-Pilot.
 - **Events & Engagement** – Following mixed feedback from the Road Safety Villages in 2024, we plan to assist partners with the delivery of several smaller, more targeted events, discussions with Partners continue on what would be most useful and effective. Estimated costs include paid for events, merchandise and up to £1,500 per theme lead to attend a conference or training, to stay abreast of best practice. Partner organisations are under immense budgetary pressures limiting training and travel. It would be a great disbenefit to the work of VZSW, if those leading a theme are unable to attend to learn and network with others.
 - **Match Fund** – External grants funders often require local match funding to support application and, bids are often time limited and may fall outside of scheduled Board discussions. Pre-approving a budget of £25,000 p.a. would overcome this issue and provide an auditable trail of an approved funding decision. Funding would only be used for this sole purpose; underspend would be returned to the central reserve and start afresh the following year.
- 4.4 What is not included within this paper and would form a separate business case proposal, is funding for comprehensive and targeted theme specific campaigns. An example of this was our motorcycle

¹ Excludes Co-Pilot agreed in December 2024 for 2025 subscription – activity renews as calendar year not financial year

campaign approved by the Board in March 2022. £30,000 was approved to create a range of digital assets using actors to read ***Stories from the Other Side***. Based on behaviour change, this aimed to target riders in a way that would resonate and has been really successful. Appendix 1 outlines initial thoughts on likely areas of focus as well as key comms calendar dates.

- 4.5** A costed proposal will likely be presented to the Board in June, setting out a clear rationale for why those selected should be prioritised and what resources are required.
- 4.6** Finally, by way of update, in September 2023, the Board approved £12,745 to be added to the 5-year planning cycle to maintain a website presence, software, license and adhoc equipment. Utilising residual funding from 2024/25, a major overhaul of the VZSW website has begun to improve functionality, content and consider a resources page which to share assets with Partners, such as parish councils and community groups. No new funding currently required.

5.0 FINANCIAL REQUEST

- 5.1** To approve an additional £100,000 to be added into the 2025/26 financial plan and £120,000 for 2026/27 through to 2029/2030. £12,745 has already been previously approved as ongoing expenditure built into plans for website and digital assets.

Table 1 – Funding Breakdown for Comms, Engagement and Funding Opportunities

	Budget	Budget	Budget	Budget	Budget
	2025-26	2026-27	2027-28	2028-29	2029-30
	£	£	£	£	£
Expenditure					
Communications	40,000 ²	60,000	60,000	60,000	60,000
Website & Digital Assets ³	12,745	12,745	12,745	12,745	12,745
Events & Engagement	35,000	35,000	35,000	35,000	35,000
Match Fund	25,000	25,000	25,000	25,000	25,000
Total	100,000	120,000	120,000	120,000	120,000

- 5.2** At the end of each financial year, once accruals are accounted for, any unspent funds would be returned to the pooled reserve, starting afresh with a new budget the following year. There is no proposal to carry forward unspent funds, potentially accumulating a large sum.

6.0 IMPLEMENTATION TIMESCALE & NEXT STEPS

- 6.1** Financial plan and 5-year Business Plan to be amended to reflect the decision made.

² Co-Pilot agreed in Dec 2024 – future years 26/27 onwards includes annual subscription currently £20k pa

³ £12,745 already built into 5 year plan



APPENDIX 1 - Comms & Engagement Plan 2025/26

Campaigns

Over the 12-month period, we plan to deliver four to five large campaigns. Work between now and the Board in June, will pull together detailed a detailed rationale for the areas suggested below and the costs involved with creating assets, advertising and engagement. Based on current data and findings, the following outlines those areas, at this stage we feel needs targeted and dedicated focus:

- **Older Drivers** – the number of KSI involving those over 60 has increased over the past 3 years, accounting for almost half of all fatalities last year.
- **Motorcyclists** – while fatalities have shown a positive decline over the past two years, motorcyclists remain a highly vulnerable road user group.
- **Pedestrians** – last year saw a spike in serious and fatal collisions involving pedestrians, many of which were in the Plymouth area. Work has been ongoing into an innovative pilot campaign in the Mutley area of Plymouth.
- **Impairment** – we are currently evaluating the effectiveness of the Lift Legend campaign we took over from Force in 2024. If it shows signs of success, we will look to expand it – if not, we will look to replace it with a different scheme aimed at increasing the social unacceptability of impaired driving to compliment operations such as Op Limit where those with blatant disregard for the law will be prosecuted impaired driving.
- **Parents of Young Drivers** – Following our work with Claremont, we are hoping to bring plans for a parent intervention to fruition.

Key Dates (VZ Campaigns detailed above)

- Motorcycle campaign – April to October
- Older Driver campaign – Around June (TBC)
- Plymouth Pedestrian pilot campaign – Around April (TBC)
- Impairment Campaign – December (dependent on Lift Legend evaluation)

NPCC Calendar of thematic Police operations

- Commercial Vehicles Operation - January 27th to February 9th
- Fatal Four Operation – April (dates TBC)
- 2Wheel Operation – June (dates TBC)
- Roads Policing Operation – July (dates TBC)
- Fatal Four Operation – September (dates TBC)
- Op Dark Knight – October (dates TBC)
- Op Drive Insured – November (dates TBC)
- Op Limit – December (dates TBC)

Other important dates

- RoadPeace Challenge – May 13th to 19th
- Child Safety Week – June 3rd to 9th
- Project EDWARD – June 10th to 14th
- RoadPeace National Roads Victim Month - August
- Community Speedwatch Seminars – October (dates TBC)
- Road Safety Week – November (dates TBC)
- World Day of Remembrance for Road Traffic Victims – November (dates TBC)

Vision Zero Data Insights



**The partnership driving down
road deaths in Devon & Cornwall**



DH
Planning and Performance Manager
Road Safety | Vision Zero

A moment for those we have lost...



Age

16 – 24: 4

25 – 59: 3

60+: 7

7 Male



7 Female



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Data

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Impairment &
Enforcement

06

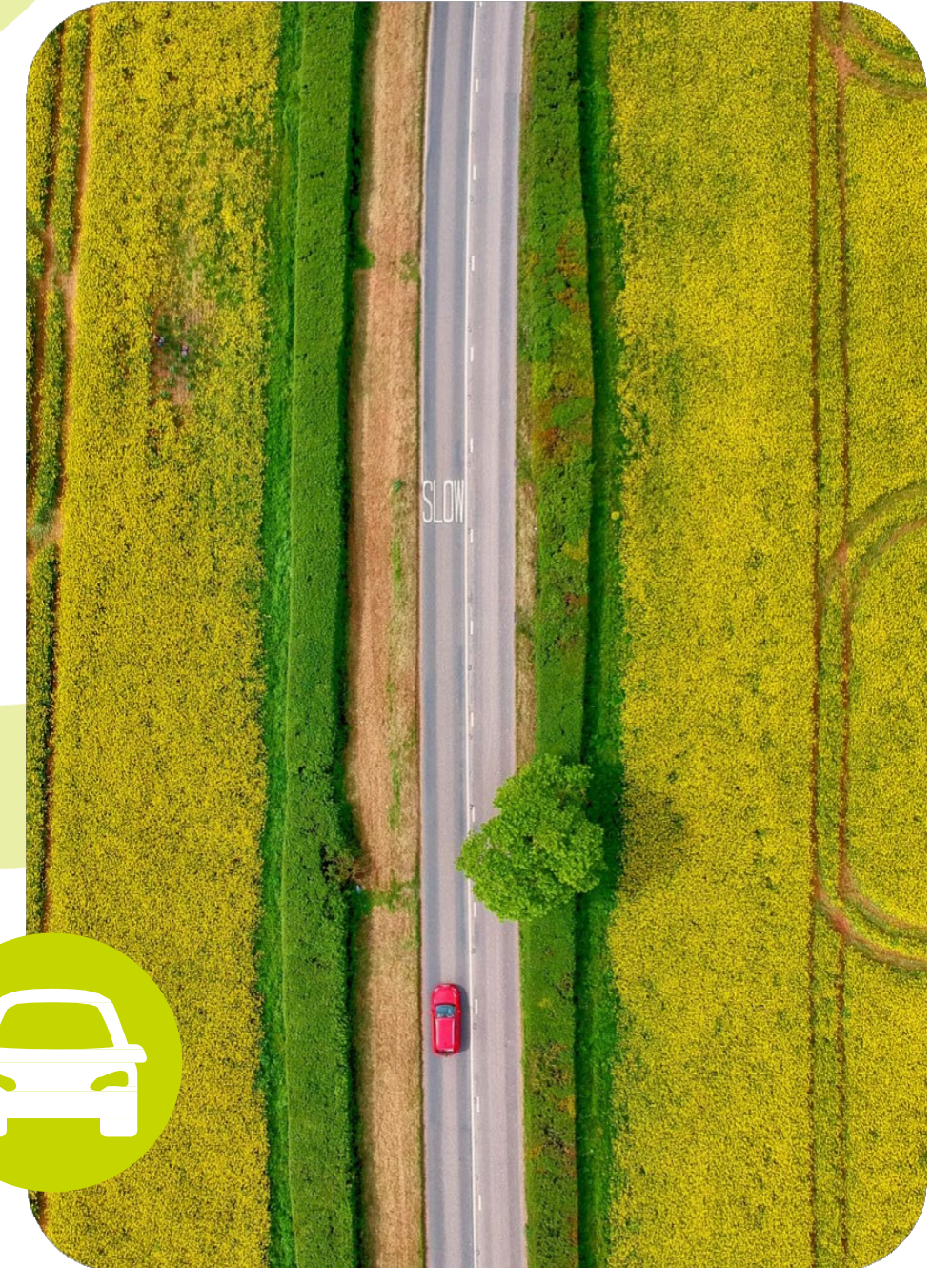
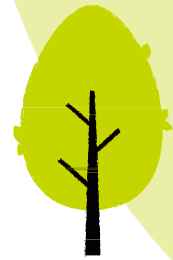
Summary

07

Future Data
Suite

08

Risk
Management





Introduction

Planning & Performance Manager

This role is to ensure that Vision Zero South West's initiatives are effectively planned, executed, and evaluated to achieve safer roads for all.

Focusing on:

- Overseeing performance reviews, planning and risk management.
- Compiling and analysing the data at a strategic level to ensure strategies are data driven.
- Stakeholder engagement across all partners to gather quantitative and qualitative data.
- Strategic planning to prioritise, fostering safer community environments.



Breakdown of Injuries



Four Categories



Very Serious

- Multiple severe injuries, unconscious
- Internal injuries
- Severe chest injury,
- Severe head injury, unconscious

Moderately Serious

- Multiple severe injuries, conscious
- Deep penetrating or puncture wound
- Other chest injury (not bruising or shallow cut)

Less Serious

- Other head injury
- Deep cuts / lacerations

Slight Injuries

- Shock
- Sprains, strains and dislocation
- Shallow cuts / lacerations / abrasions or dental injuries (loss of tooth)
- Whiplash or neck pain



2024 Data - Subject to Validation



Death occurs 30 days or more after the collision date



Collision occurred on private land



Coroner rules the result of death to be a medical episode

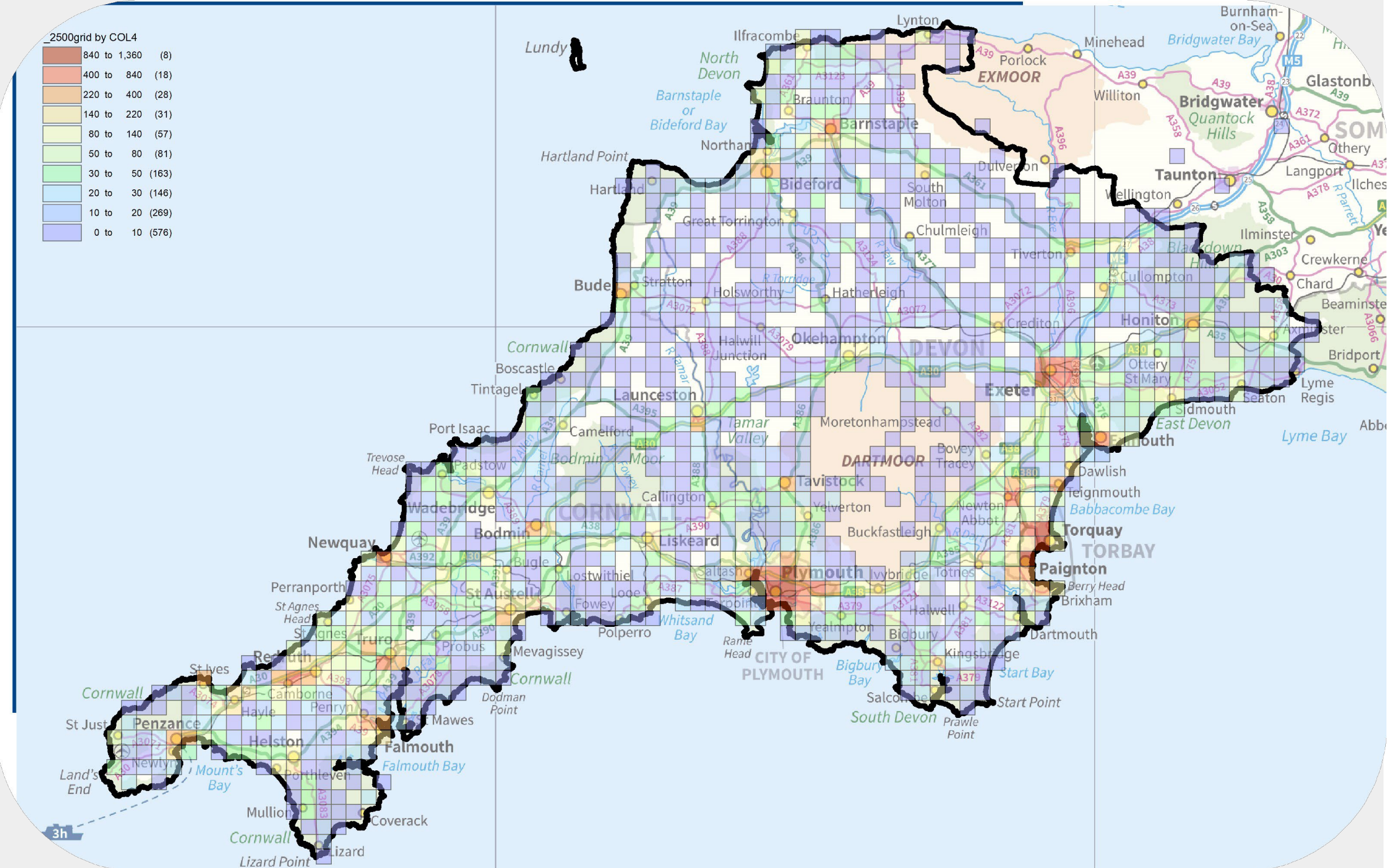


Coroner rules the cause of death to be suicide



[Stats 19](#)

2024 Combined KSI Casualties



57

Fatal

621

Seriously Injured

2024 KSI Trend

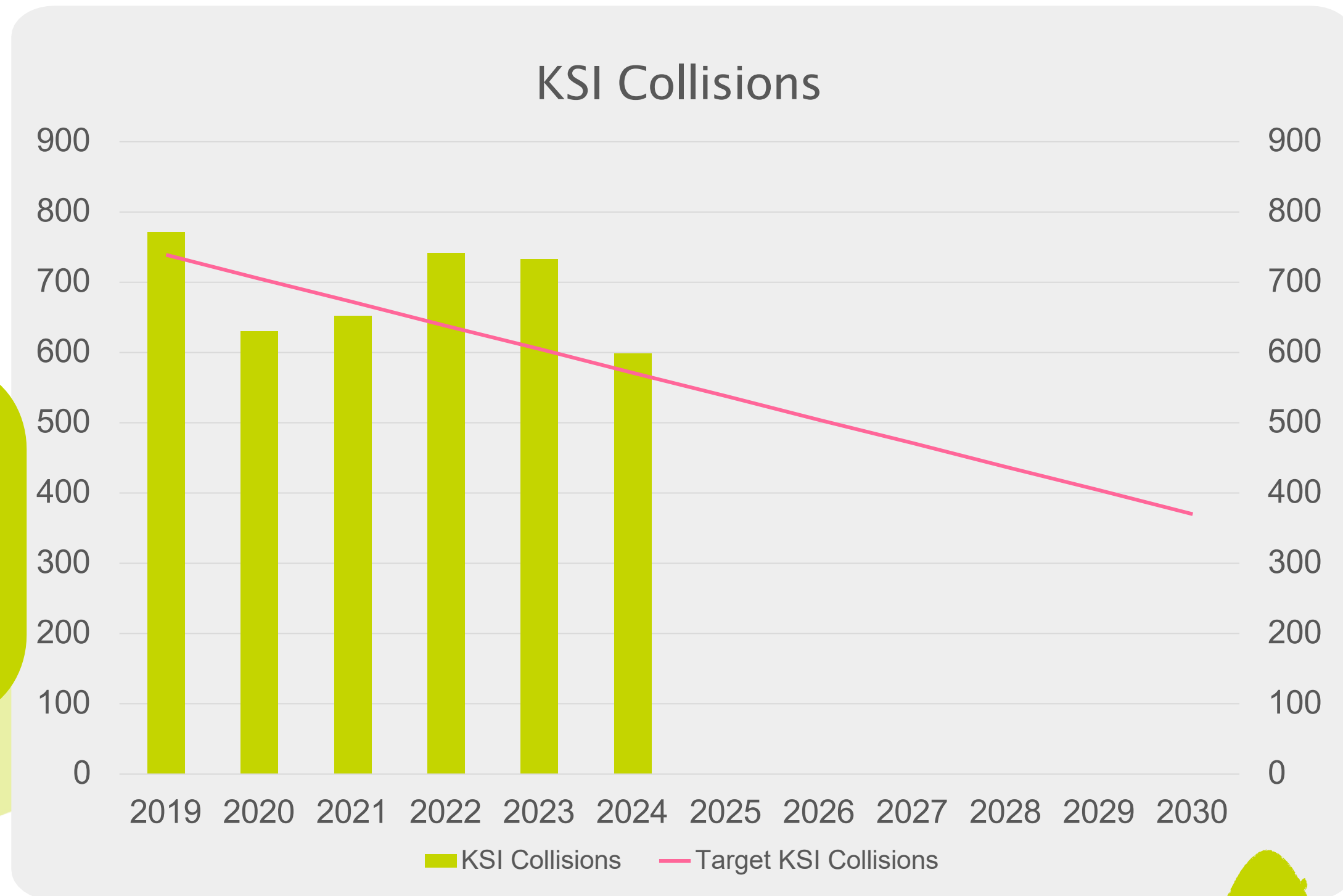
Line: Collisions

- Reduction in overall KSI collisions
- Fatal collisions have increased

Overall KSI decrease since 2023 of
18.3 %

Fatal collision increase since 2023 of

4.2% (2 deaths)



2024 KSI Trend

Line: Casualties

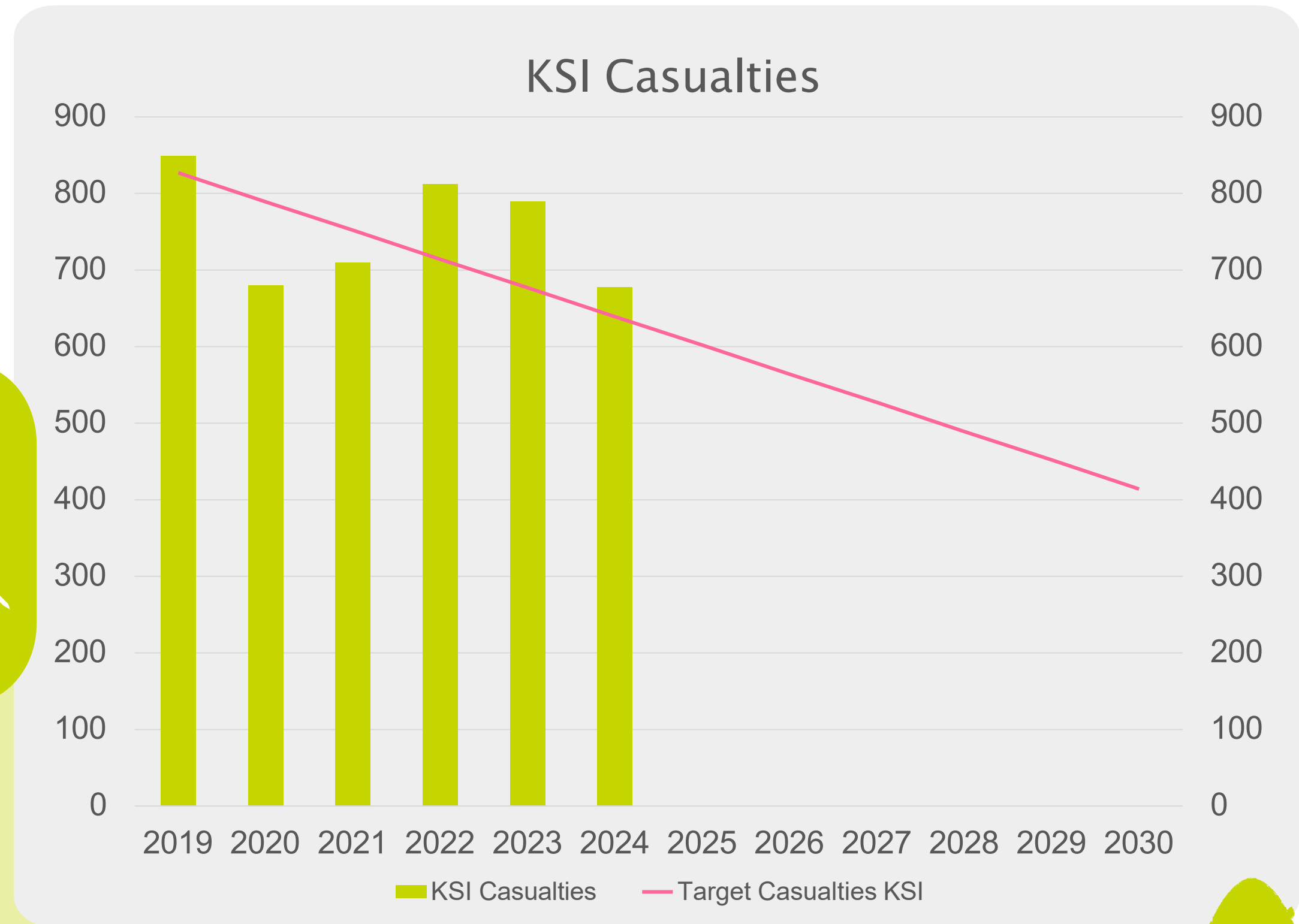
- Reduction in overall KSI casualties
- Fatal casualties have increased

Overall KSI
decrease since
2023 of
14.1 %

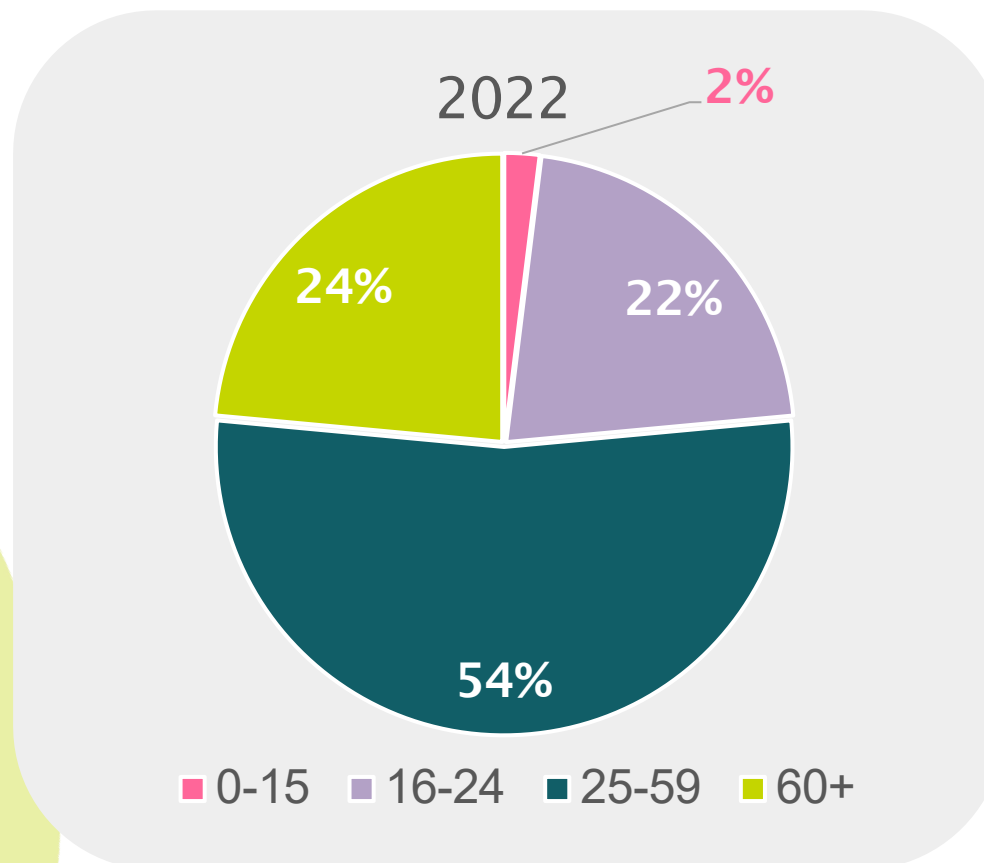
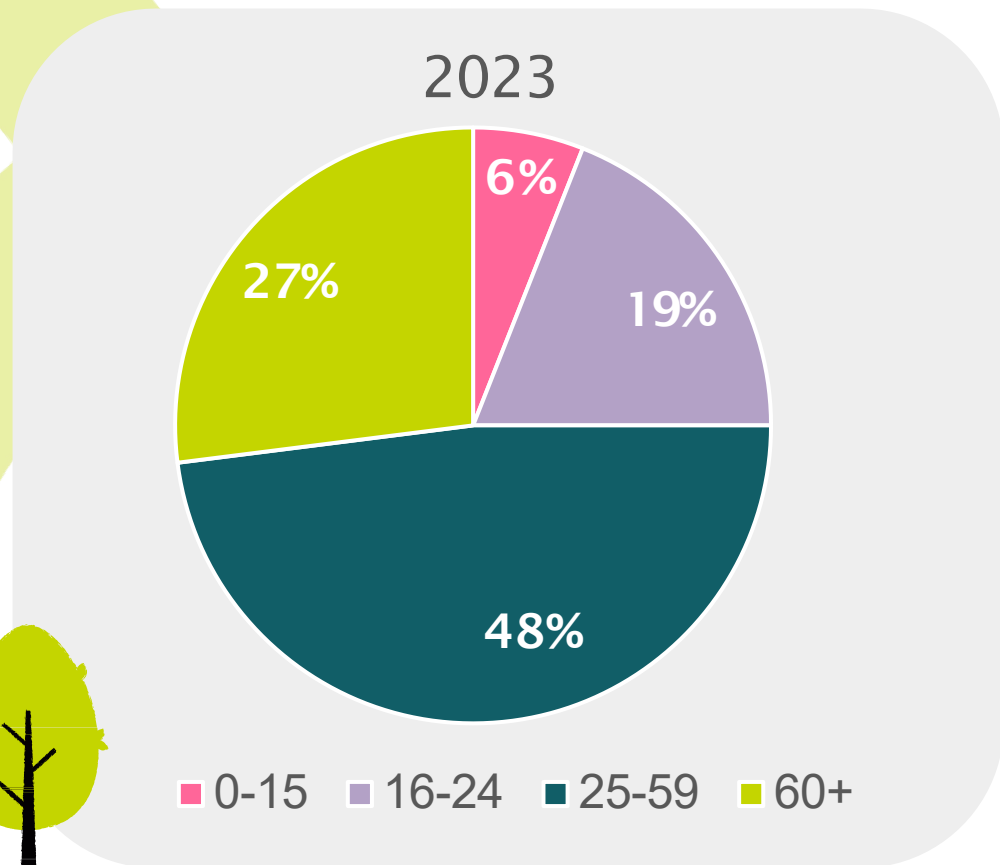
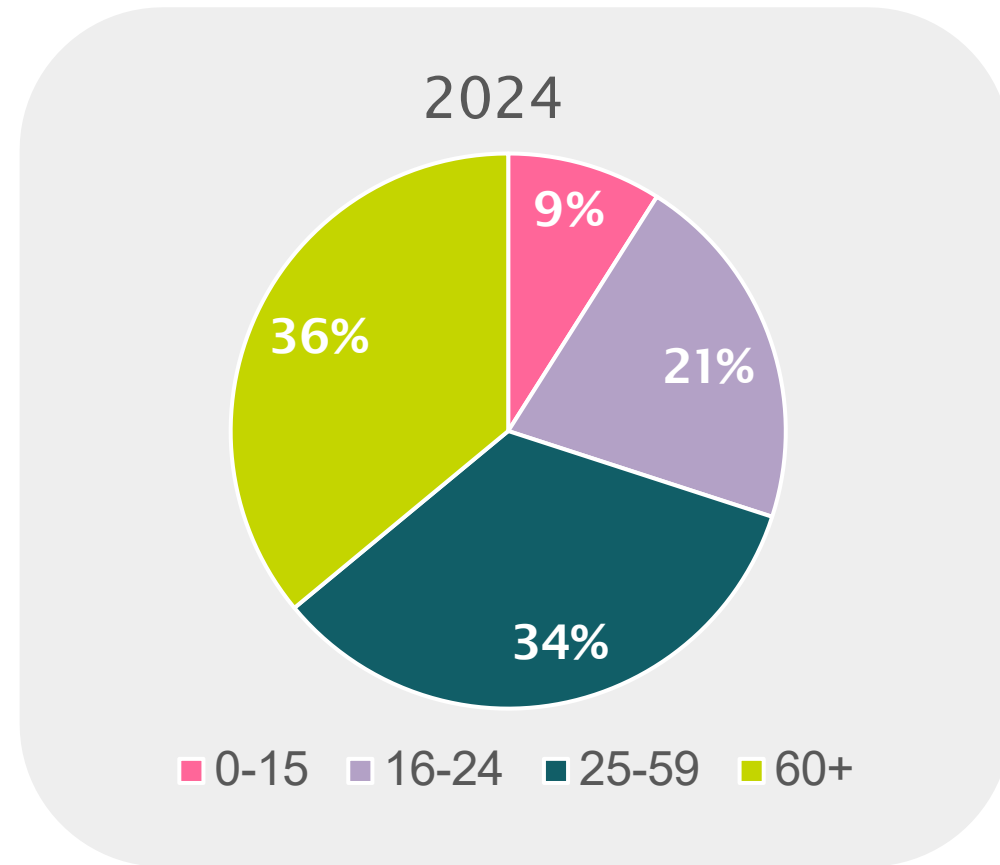


Fatal casualties increase since 2023 of

18.8%



KSI Casualties by Age...



Older Drivers

What are we doing?

- **CI DD**, Chief Inspector: Lead for older drivers
- **DW**, Specialist Problem Solver: 5C 4P Plan
- **IV**, Research & Evaluation Officer: Focus Groups
- **Sgt OM**, Road Casualty Reduction Officer Team Sergeant: Older driver engagement
- **KW**, Road Safety Team Manager: KSI data analysis
- **AL**, Head of Road Safety & **NW**, Partnership Manager: Lobbying documents for government
- NHS Dementia Support

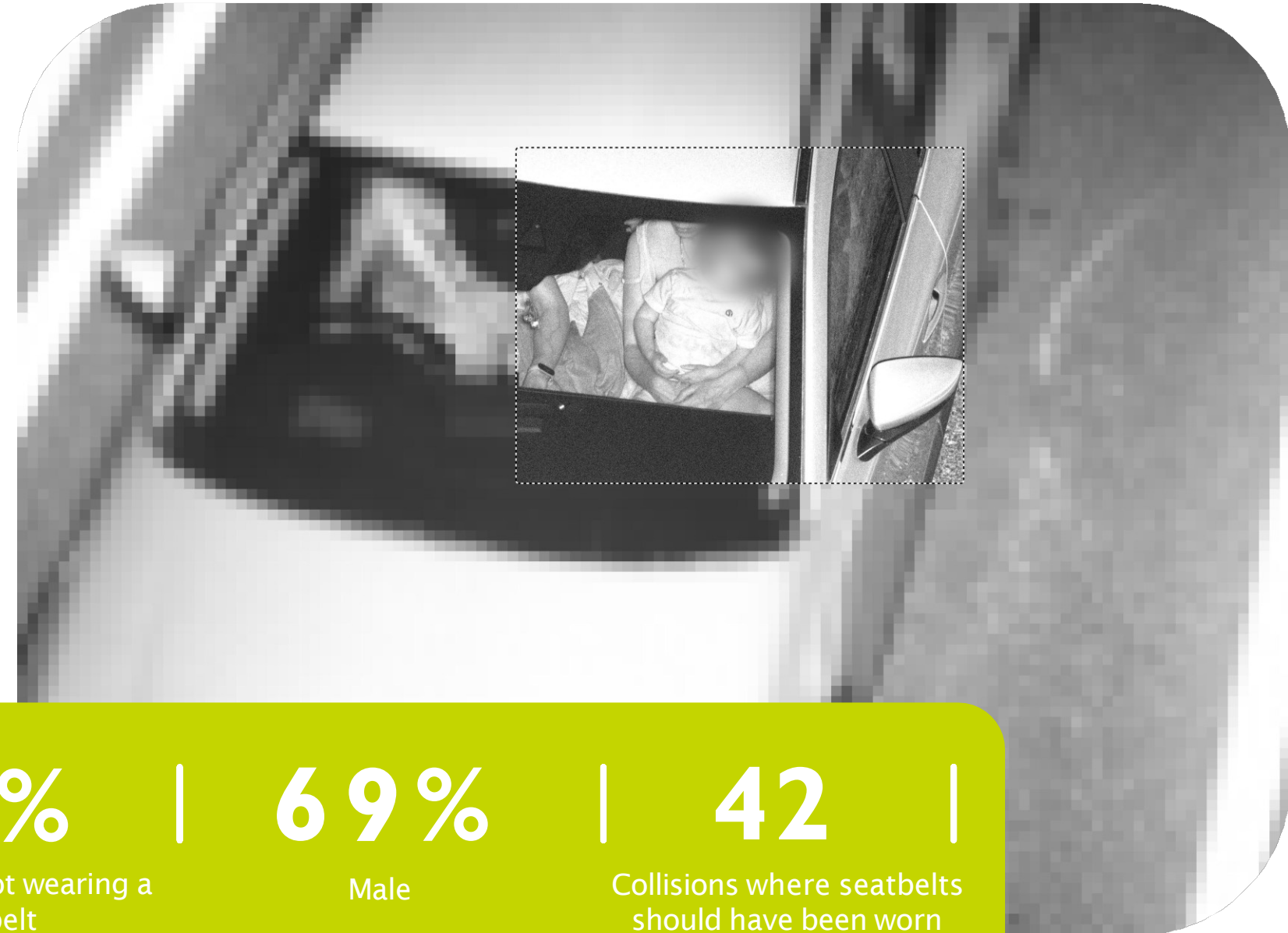
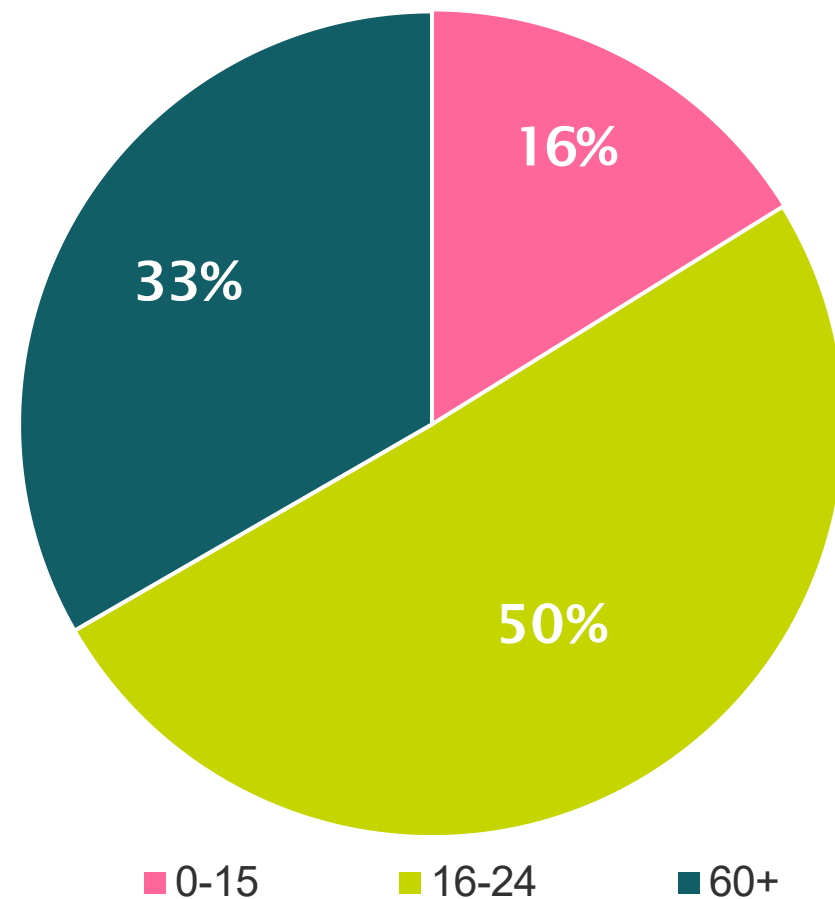


Seatbelt Use

What are we doing?

- National Police Chiefs' Council thematic calendar – RPU April seatbelt focus
- Acusensus Heads Up – AI cameras for seatbelt and phone use.
- MPC LR, RCRO - Op Decker
- RCRO's engagement with young farmers and agricultural communities

Fatality Non Seatbelt Use by Age



| 29% |

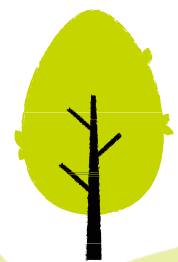
Fatals were not wearing a seatbelt

| 69% |

Male

| 42 |

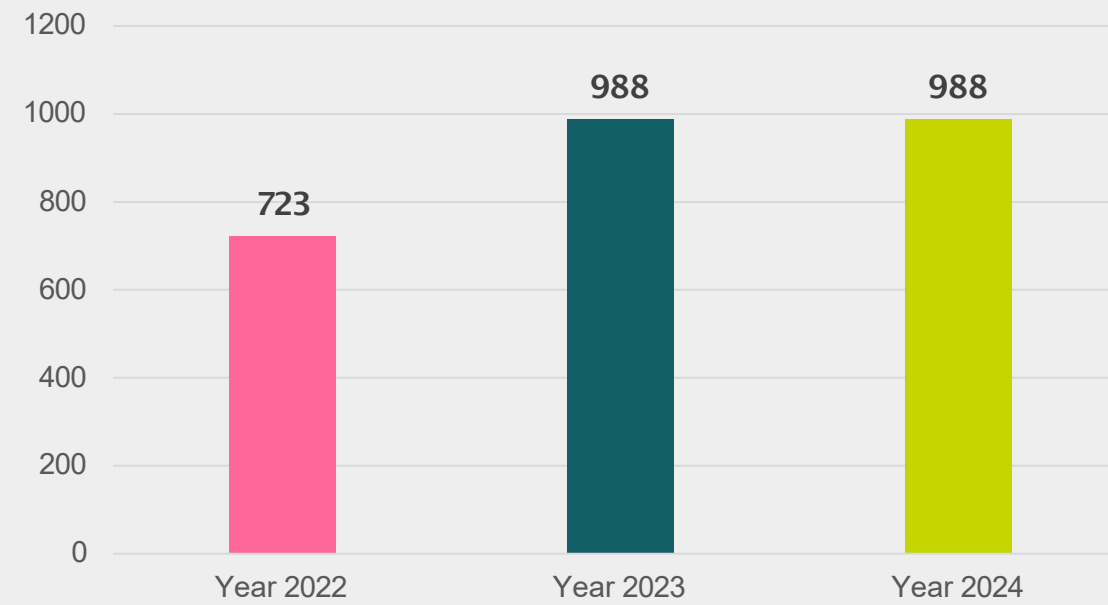
Collisions where seatbelts should have been worn



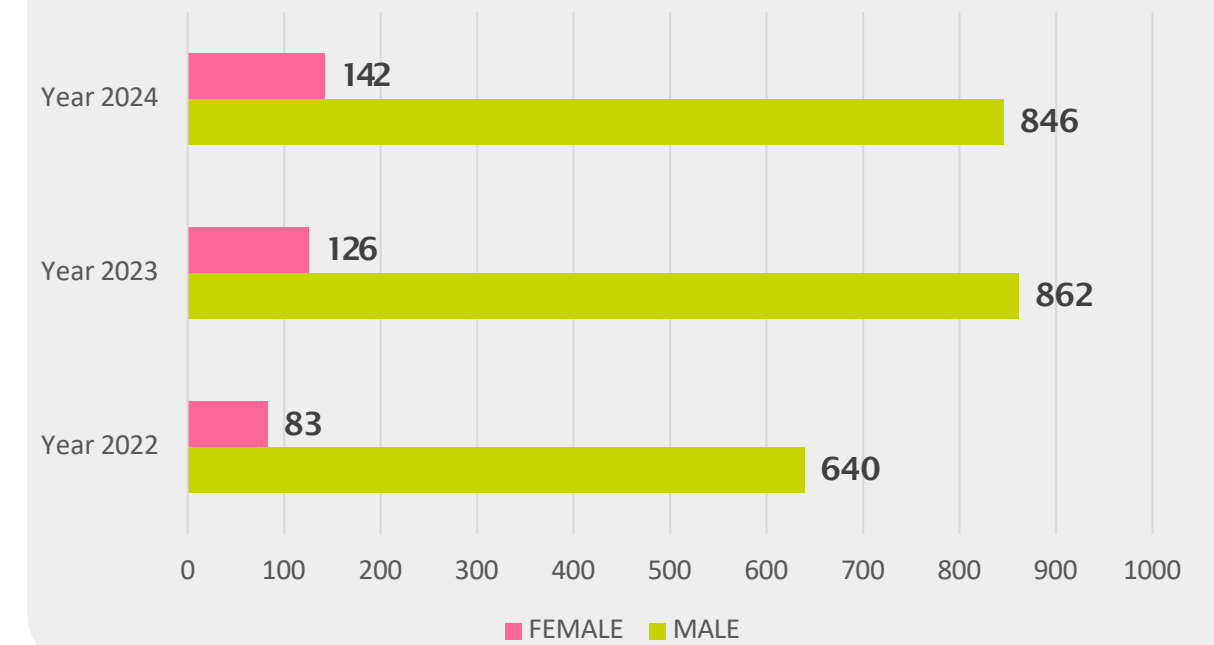
Impairment



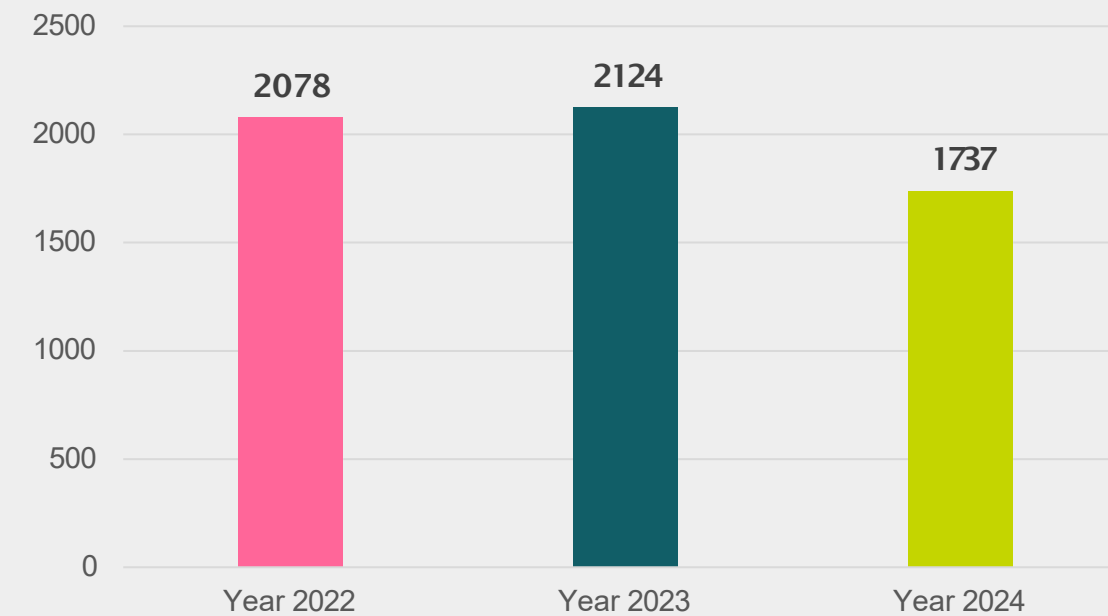
Drug Test Arrests by Year



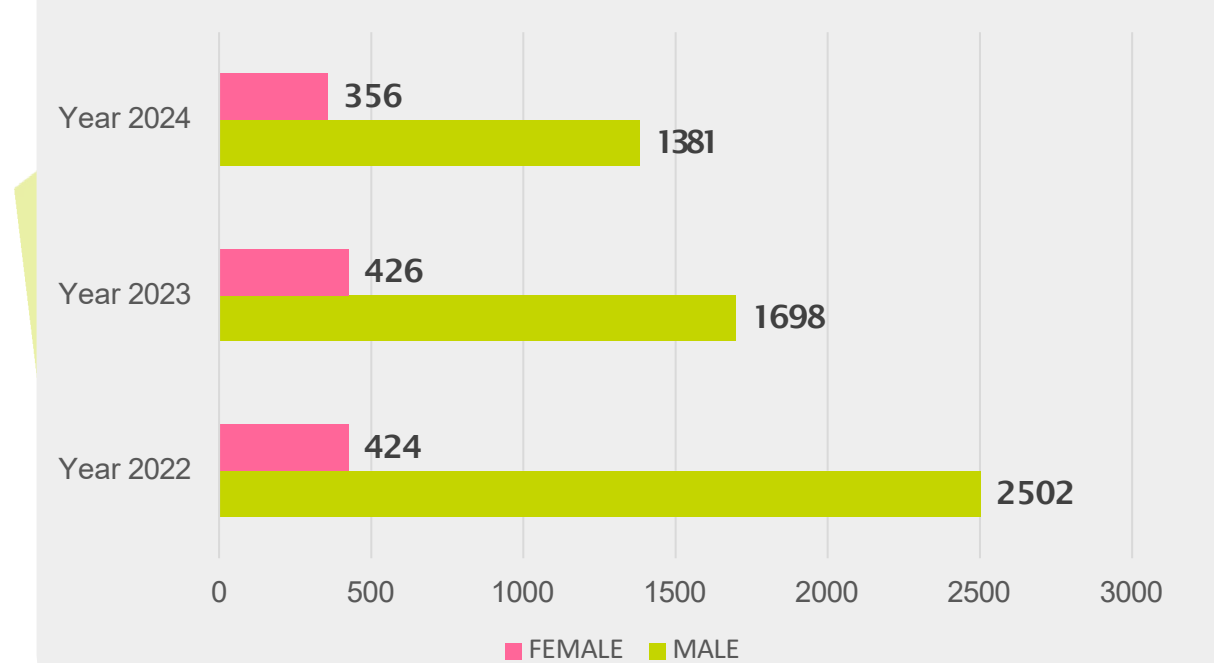
Drug Test Arrests by Gender



Drink Drive Arrests by Year



Drink Drive Arrests by Gender



Road Safety Team Enforcement



January 2024

January 2025

7954 Offences overall

14,102 Offences overall

7185 Course

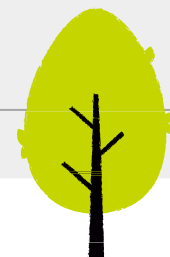
12,940 Course

682 Conditional Offer of a fixed penalty

1066 Conditional Offer of a fixed penalty

87 Prosecution

96 Prosecution



2024 Summary

↓ **10.5%**
KSI Casualties

↑ **16.7%**
KSI Fatal Casualties

| **29%**
Preventable with seatbelt use

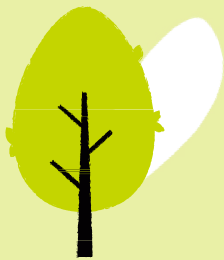
↑ **35%**
KSI investigations were older drivers

🧑 **69%**
Non-seatbelt use were Males

🐌 **64%**
Enforcement increase

📅 **April & May**
Peak months

*Great work and great people
working towards a common goal.*



Future Data Suite

- Trend Line
- Heatmap
- Breakdown of problem areas & planned activity
- Roads Policing (RPU) Dashboard
- Impairment
- Enforcement
- Risk Management



Risk Management



**The partnership driving down
road deaths in Devon & Cornwall**



DH
Planning and Performance Manager
Road Safety | Vision Zero

Defining Risk



Risk

[noun]

The effect of uncertainty on objectives.

Issue

[noun]

Elements that should be considered in a management system.



Thank You

Any questions?



Motorcycle Activity Engagement

DB

*Motorcycle Activity
Engagement
Co-ordinator*



vision
zero 
SOUTH WEST

Agenda

- — — ► Inception & Purpose
- — — ► Collaborations
- — — ► Community Engagement
- — — ► Impact
- — — ► 2025 Support & Initiatives
- — — ► Recommendations & Vision



Inception & Purpose

The Motorcycle coordinator role was introduced to address:

Road Fatalities and serious injuries from motorcyclists.

2023

Business Need –Volume of motorcycle engagement activities would benefit from the role to coordinate & alleviate pressure from all Partners.

Health & Safety Improvements – PPE and standards met

Partnerships & Collaboration - single point of coordination between Force & VZSW m/c road safety initiatives

Control & Governance of force activity?



Collaborations



National Bike Safe

- Police -led collaboration of 37 police forces across the UK & Northern Ireland.
- One -day course: Interactive presentation at a dealership, observed ride, briefing and certificates.

Achievements in 2024:

- 14 Bike Safe courses delivered.
- Trained 127 members of the public.
- First -ever ladies -only Bike Safe course - Exeter.
- Attended the Royal International Air Tattoo :
 - Engaged with the public & RAF Bike Safe wing.
 - Recruited many for the 2025 season.
- Generated £3,000 income for Vision Zero South West .



Driver & Vehicle
Standards
Agency



Collaborations

National Highways and Vision Zero

Motorcycle Simulator – Key Resource

- High risk road users - young teenagers
- Focuses on hazard awareness and perception
- Aspiration to try and get this introduced into the



• DVSA Theory test

National Event Participation

- Motorcycle Live at the NEC –9 days.
- Tackling Motorcycle Crashes (Feb 2025) at the National Motorcycle Museum, Birmingham.

Expansion & Interest –to other police forces

- Three forces trained , with five more awaiting training
- Standard Operating Procedures & Loan Agreements completed.

Collaborations

National Highways and Vision Zero continued...

Simulator Engagement (Since 30th March 2024)

- 20 Colleges (Devon & Cornwall) –600 students.
- Public events (8 days total) –240 people.
- Devon County Show (3 days) –80 people.
- Torbay Air Show (2 days) –42 people.
- F1 Silverstone (3 days) –120 people.
- Moto GP (3 days) –135 people.
- Motorcycle Live (9 days) –297 people, incl. senior police officers.

Total: 1,514 members of the public experienced the simulator .



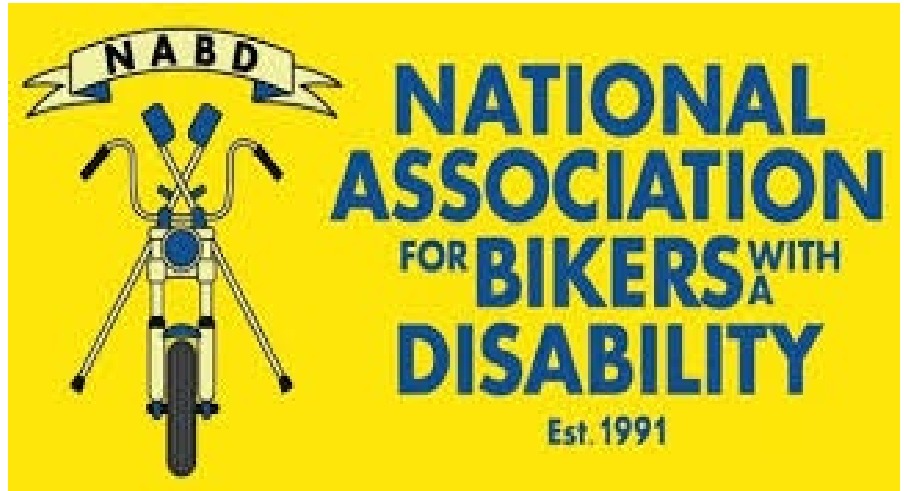
Collaborations



RiderCam TV Documentary

- Follows the **journey of a serving police constable** whose partner was killed in a motorcycle accident.
- **Sponsored by Vision Zero South West (VZSW)**.
- Documents her **learning to ride and passing her test**.
- Produced by **RiderCam TV**, led by **TB** (a serving police officer based in Cornwall).
- RiderCam TV has a **following of 27,000 motorcyclists**
- RiderCam TV has its own YouTube channel with video's covering the launch of the partnerships BMW M1000RR motorcycle, and many other videos explaining Bike Safe, HGV's and their mirror and cab blind spots. Tyre technologies for motorcycles and PPE Personal Protective Equipment.

Collaborations



Events & Community

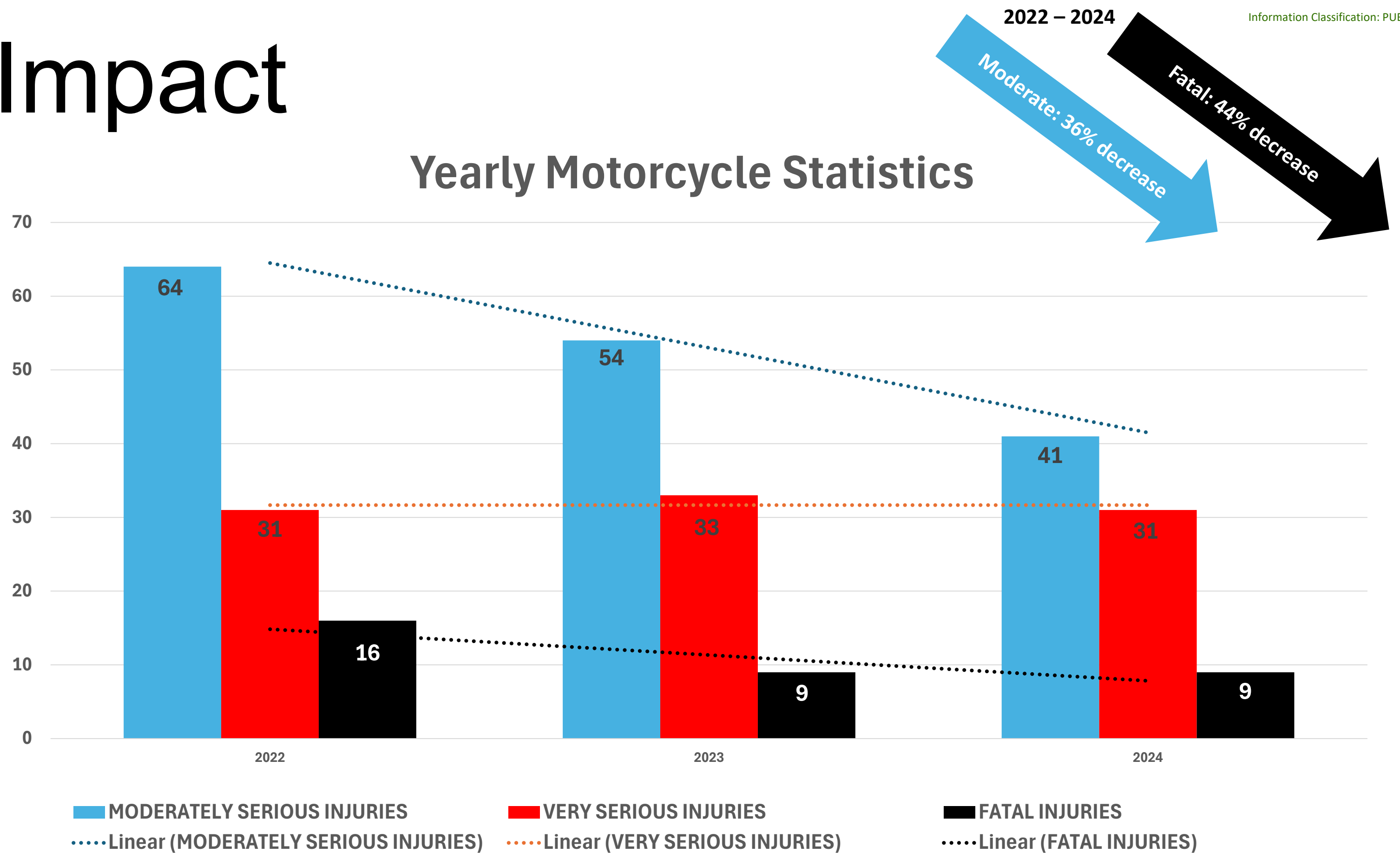
Engagement

- Braunton Wheels Annual Show
- **Martin Jennings Memorial Ride**
- Bideford Bike Show 2024
- Community Speed Watch Engagement
- Speed Detection / Operation Cossett
- Bovey Tracey School Visit
- South Devon College Visit
- RAF Fairford
- R.I.A.T. 2024



Impact

Yearly Motorcycle Statistics



2025 Motorcycle Activity

Staff Support

- Additional Adecco staff recruited to expand bike night engagement.
- Speed detection officers to support on specified evenings.
- Additional events.

Improve Streets Ahead

- Stronger collaboration with motorcycle dealerships.
- Media support to promote the initiative.
- In-person attendance from police staff to raise awareness.

Road Safety Video Series

- In-house motorcycle safety videos produced.
- Includes testimony from a collision victim on the importance of:
 - Correctly fitted crash helmets.
 - Personal protective equipment (PPE).
- To be aired via VZSW Facebook pages.

2025 Motorcycle Activity

Bike Safe Courses – 2025 Plan

- 14 Standard Bike Safe Courses - Increased attendance 12-16
 - Total: 224 participants at £80 per person.
- 5 Ladies-Only Bike Safe Courses – across the peninsula in addition to the 14 standard courses.
- 2 Military Bike Safe Courses - Free of charge for 2025
- 2 Young Vulnerable Rider Bike Safe Courses - Free of charge.
- 1 National Disabled Motorcyclists Bike Safe Course - First force in the UK!
- Local Motorcycle Training Centres – how can we support young riders?

2025 Training & Financial Impact

- **Target: 352 members of the public trained.**
- **Projected return: £19,520** to Bike Safe & VZSW.

The Numbers

- Devon and Cornwall suffered **9 Fatal Motorcycle** casualties in 2023, equating to approximately = £21.6million pounds
- **Nationally 6 motorcyclists** are killed a week!
- **306 motorcycle deaths** occurred nationally in 2023 = **£734.4 million pounds, 306 families, 306 jobs, 306 impacts on local economies.**



Recommendations & Vision

1. Continue working closely with partner organisations.
2. Expand our bike night attendances and have more high visibility patrols.
3. Increase our attendance of speed detection officers.
4. Utilise the increased number of spaces on our National Bike Safe courses to 227.
5. Utilise the 60 ladies only spaces for Bike Safe (fully booked)
6. Operation Cossett – Drone deployment
7. Continue to work closely with dealerships and Authorised Training Bodies promoting and offering Streets Ahead and Bike Safe.
8. Attend schools and colleges with the motorcycle simulator for new riders.
9. Bikers Breakfast days.
10. Production of motorcycle safety equipment videos aimed at **16-23 year olds** .

Any Questions?



BIKESAFE TESTIMONIALS

The day before, I was so nervous that I nearly didn't go



BIKESAFE TESTIMONIALS

At no point did I feel out of place and nor was I treated as just a pillion



BIKESAFE TESTIMONIALS

My apprehension was completely unfounded