



<b>MEETING:</b> VZSW Board Meeting	<b>LOCATION:</b>	Teams
<b>TIME:</b> 1000hrs – 1300hrs	<b>DATE:</b>	11 <sup>th</sup> March 2025
<b>In Attendance:</b>		
Alison Hernandez (Chairman)	Police and Crime Commissioner	
Cllr Stuart Hughes	Cabinet Member for Highway Management, Devon County Council (Vice Chair)	
Cllr Roger Croad	Cabinet Member for Public Health, Communities and Equality – Devon County Council	
Cllr Martyn Alvey	Portfolio Holder for Environment and Climate Change, Cornwall Council	
Cllr Adam Billings	Cabinet Member for Pride in Place and Parking, Torbay Council (Item 2- 8)	
Cllr John Stephens	Chair of Scrutiny Management Board and Vice-Chair of Licensing Committee, Plymouth City Council	
Nicola Allen	Treasurer, OPCC	
T/Supt Simon Jenkinson	Alliance Operations, Devon and Cornwall Police	
CI Dean Drury	Roads Policing, Devon and Cornwall Police (Item 1- part of 8)	
Jamie Hulland	Deputy Director – Planning, Climate Change, Environment and Transport Directorate, Devon County Council	
RL	Transport Strategy Policy & Road Safety Lead	
David Marsh	CEO, TTC Group (Item 1-8)	
BD	Head of Police, TTC Group	
Philip Robinson	Service Director for Street Services, Plymouth City Council	
JM	Southwest Road Safety Manager, National Highways (Item 1-11))	
<b>Substitutes</b>		
Cllr John Stephens	Chair of Scrutiny Management Board and Vice-Chair of Licensing Committee, Plymouth City Council (for Cllr Mark Coker)	
JR	EPRR Manager, SWAST for VH	
<b>Non-Board members &amp; Presenters:</b>		
EC	Senior Accountant, Devon and Cornwall Police	
SC	Management Accountant, Devon and Cornwall Police	
NW	VZSW Partnership Manager	
JC	VZSW Comms and Engagement Coordinator	
DN	VZSW Multimedia Communications Officer	
HG (minutes)	VZSW Project Support	
DH	VZSW Performance and Planning Manager	
MJ	Senior Engineer, Plymouth City Council and Chair of Activity B	
AL	Head of Road Safety, Devon & Cornwall Police	
KW	Collisions, Civil Litigation and Single Justice Procedure Manager, Devon and Cornwall Police	
DB	VZSW Motorcycle Activity Engagement Coordinator	
SK	Senior Road Safety Officer, Plymouth City Council	
AN	Highway Safety Engineer, Plymouth City Council	
AP	Plymouth City Council	
AP	Prevention, Road Safety & Community Risk Manager, Devon and Somerset Fire and Rescue Service	
AnP	Road Safety Lead, Devon and Somerset Fire and Rescue Service (Item 8 to 12)	
CM	VZSW, Intelligence Analyst (Item 1 – part 8)	
<b>Apologies:</b>		
Victoria Fraser (CC), LR (DAAT), Dr Tim Nutbeam (DAAT, UHP, PTN), Cllr David Thomas (TC), Lisa Tuck (TC), IT (NH), Cllr Mark Coker ( PCC), Cllr Connor Donnithorne ( CC) VH ( SWASFT), Nicola Bottomley ( DSFRS), MB (DAAT), LR ( DAAT). T/ACC Matthew Longman (DCP). ACC James Pearce (DCP). Frances Hughes (OPCC)		

ITEM	DETAILS
1	<p><b><u>Welcome and introductions.</u></b> The Chairman welcomed everyone to the meeting. There was acknowledgement of members who had sent apologies, together with those who were acting as substitutes. A warm welcome was extended to new members of VZSW team.</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 14 individuals who had lost their lives on Devon and Cornwall's (D&amp;C) road network between 16<sup>th</sup> December 2024 and 6<sup>th</sup> March 2025 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 17<sup>th</sup> December 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. NW provided an update regarding positive discussions with DfT regarding application of PRIME <a href="#">Transport+Scotland PRIMES+PAMPHLET.pdf</a>. The next step will be to produce a scoping document detailing intentions. At this stage, there seemed to be no national funding available to support.</p>
6	<p><b><u>Finance Report</u></b> EC summarised the financial position as at 31<sup>st</sup> January 2025 that was detailed within the report circulated to the board prior to the meeting. A balance of £4.38m was held in a ringfenced reserve at the start of the financial year; the partnership is expected to invest a spend of £3,272,417 during the year. 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. 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 is now predicted partly due to an increase in collision report income due to a reduction in backlogs, increased other courses due to the AI cameras and recruitment timelines causing reduced staffing costs.</p> <p>AL highlighted an issue on social media with public negativity at times surrounding speed enforcement activity and discussions are underway to reassure the public regarding activity rationale. Request for local authorities to provide any feedback received from communities who have requested and received support.</p> <p>Cllr Adam Billings suggested two areas that could be looked at; firstly, speed enforcement where there is a likelihood of risk e.g., village/built up environment. Secondly at locations where it may not be obvious to communities why enforcement is taking place; at these locations it was suggested that improved messaging is used to ensure community understanding.</p> <p>AL commented that a speed enforcement strategy is to be developed, and this will be supported by social media communications to inform where enforcement will take place to encourage speed compliance and reduce detection. This work will continue to develop over the coming weeks. AL to speak to DN and JC</p> <p><b>Action:</b> AL to make contact with JC and DN to work on communications relating to where speed enforcement activity will be undertaken</p> <p>Cllr Martyn Alvey noted that many residents are very supportive of speed enforcement within villages but added it would be beneficial to emphasise how money collected is used. The Chairman suggested that this will continue to be reflected within the Annual Report and the VZSW website includes a <a href="#">FAQ</a> to highlight how funded is received and reinvested.</p>

Jamie Hulland questioned the balance of spend between enforcement and behaviour change. The Chairman suggested a bar chart to show the level of investment in priority areas.

**Action:** Bar chart to be produced to visually show the level of investment in priority areas to be produced by DH.

**Recommendation:** The Board be made aware of the financial position as 31<sup>st</sup> January 2025

**Outcome:** The Board were assured of the recommendation as presented and laid out.

## 7 **Road Injury Proposal**

A paper was circulated to the Board prior to the meeting summarising the proposal for a Programme Manager to deliver the ROAD-Injury Programme (Registry for Observational Analysis and Documentation of Injury). The paper summarised the work involved in creating a new 'data lake' and how working together can help optimise the 'chain of survival'. It was highlighted that a project of this nature will take considerable time to evolve and a manager was required to aid partnership collaboration, development and delivery.

**Recommendation:** Partners approve salary and oncosts totaling £54,000 per annum<sup>1</sup> for the appointment of a Programme Manager – request is for two years whilst onward other funding opportunities are secured.

**Decision:** The Board approved salary and oncosts totaling £54,000 per annum<sup>2</sup>

Cllr John Stephens, questioned if motorcyclists involved in collisions, undertook any additional training. BD from TTC suggested that an extra question regarding training is added to the NRRAC post course questionnaire and that he will feedback findings. AP said that they were at the end of a 2-year evaluation of BikerDown and part of the evaluation questions was what additional training attendees had been on. Although acknowledged it would be a small sample size, it would provide some insight into other skills training.

**Action:** BD and AP to feedback to the June Board results of feedback from questionnaires produced for the NRRAC and BikeDown courses.

## 8. **RSDP 2025/26**

SK presented a PowerPoint regarding the roll out of WalkWise in Plymouth and provided some interim evaluation of the pilot scheme.

Cllr Martyn Alvey said that we need to be mindful that if a similar scheme was rolled out in rural communities that the content may need to change to reflect the rural environment.

RL suggested that child pedestrian training would ideally be within mainstream curriculum to ensure that it was sustainable in the long-term and questioned whether government could be lobbied for this. Training is a vital provision but how do we upscale to achieve parity in all areas that require it. The Chairman suggested that a letter, with supporting data, is sent to both the Education minister and Transport minister. Cllr John Stephens agreed with the comments made by RL and suggested cross authority sharing of the scheme.

**Action:** Letter to be written to both the Transport minister and Education minister regarding the need for child pedestrian training to be included within the mainstream curriculum.

KW offered to help collate data to help determine where greatest risk was for child pedestrians near schools and to circulate to the thematic group.

**Action:** Thematic group to review data and consider what can be a universal offer that VZSW can support and where we need targeted intervention.

<sup>1</sup> Subject to annual fluctuation

<sup>2</sup> Subject to annual fluctuation

**Recommendation:** Partners approve £174,050 to extend Plymouth pedestrian programme by two years (covers April 2026 to March 2028).

**Decision:** The Board approved the recommendation as laid out

As a pre-approved activity in March 2022, the Board were also asked to approve the recommendation of £40,000 p.a. to continue L2L & StD over remaining 3 years (£120,000 overall). An update regarding the evaluation of L2L will be presented to the Board in June 2025.

**Recommendation:** Partners approve £40,000 p.a. to continue L2L & StD over remaining 3 years (£120,000 overall).

**Decision:** The Board approved the recommendation as laid out

NW provided a summary of the remaining 5 proposals, that is: VZSW area wide Cycle Networking Conference up to £8,000 max; 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) and AI conflict analysis for cyclist collision cluster sites in Devon £30,600.

Cllr John Stephens informed that Active Travel fund Bikeability in Plymouth and questioned whether there was a need for VZSW funding. NW responded that each LA receives Bikeability funding for the training however, the request in the proposals was for a Bikeability conference. In terms of the Adult cycle training NW advised that further clarification was required to determine whether this fell under the scope of Bikeability funding provided. It was agreed that further discussions regarding the cycle networking conference were required and that if an event takes place that VZSW messaging should be promoted.

Cllr Adam Billings questioned whether data has been interrogated to identify where prioritisation of resources lie in terms of cycle training The Chairman advised that now a team has been established that this data could be analysed to help with the prioritisation of activity.

RL – enquired if the data would show whether the blameworthy party in cycle collisions as this may influence education provided. RL also reiterated comments made Cllr Stephens and whether there were other funding options for promoting active travel.

Jamie Hulland drew attention to the need for clarity if funding is agreed for pedestrian campaigns rather than a cycling campaign however it was acknowledged that this may be influenced by the availability of alternative funding. JH drew attention to [Consolidated Active Travel Fund: final allocations - GOV.UK](#) that could potentially be used flexibly on all things active travel; NW advised that she would review. The Chairman considered that online forums with target groups rather than face to face conference could be investigated; NW advised this would also be investigated.

**Actions:** NW to summarise all Board queries to the thematic group/scheme proposer ensuring that if proposals wish to be re-presented that further clarity is provided.

**Recommendation:** Partners approve the individual cycle projects requests a) VZSW area wide Cycle Networking Conference up to £8,000 max, b) VZSW area wide Bikeability Conference up to £5,000 max c) Torbay Adult Cycle Confidence Sessions £20,000 seed funding d) Devon Adult Cycle Confidence Sessions £41,000 (provisional request)

**Decision:** The Board decided that greater clarity was required in terms of data, the problem identified and the proposal to resolve and therefore requested that it brought back to the Board in June.

NW provided a summary of the request for AI technology to help with conflict analysis for cyclist collision cluster sites in Devon which could help lead to recommendations for engineering improvements and/or, education initiatives. NW advised this equipment could be shared with other local authorities.

**Recommendation:** The Board approve £30,000 AI technology for cycle conflict analysis in Devon

**Decision:** The Board approved the recommendation as laid out.

9.	<p><b><u>Comms and Engagement</u></b></p> <p>JC presented a paper to the Board requesting funding to be approved to continue the promotion of VZSW activity, community engagement, attendance at events and an ask for funding to match future bid opportunities. JC also provided a comms and engagement update covering top social posts, social media reach and prominent news coverage. The Chairman raised how we could provide greater emphasis to the Annual Report and how comms can help in promoting positives outcomes of speed enforcement. RL commented that this information would also be useful to Local Authorities.</p> <p><b>Recommendation:</b> Partners approve an additional £100,000 to be included within the 2025/26 financial plan<sup>3</sup> and £120,000 thereafter to 2029-30 as part of the 5-year business plan.</p> <p><b>Decision:</b> The Board approved the recommendation as laid out</p>
10.	<p><b><u>Partnership Risk &amp; Performance</u></b></p> <p>DH provided a presentation regarding Partnership Risk and Performance. DH drew attention that the presentation used 2024 data which is currently unvalidated and may be subject to change. The PPT covered several areas including older driver, non-seat belt use and drink/drug impaired, speed detection, DH ask Board members to make contact if they required particular area for data insights.</p> <p>Cllr Martyn Alvey questioned whether any research had been carried out on where an older driver may be the blameworthy party, but not is not killed or seriously injured.</p> <p>The Chairman suggested that an update be provided to the Board from the Peninsula Transport STB to highlight areas of focus for Devon and Cornwall.</p> <p><b>Action:</b> NW to follow up with Peninsula Transport STB for an update at a future Board meeting.</p> <p>DH drew attention to the management of risk in achieving objectives and that a risk register had been collated and owners are being assigned; this will be reviewed quarterly. Any significant risks will be raised to the Board. The Chairman suggested a separate annual meeting with the Board about risks so that mitigation measures can be discussed.</p> <p><b>Action:</b> Annual meeting with Board members to be arranged to discuss risk management.</p> <p><b>Recommendation:</b> Provide the Board with an assurance update on performance and risk</p> <p><b>Outcome:</b> The Board were assured on progress.</p>
11.	<p><b><u>Motorcycle Activities</u></b></p> <p>DB provided a PowerPoint Presentation regarding Motorcycle Activity Engagement covering achievements in 2024, National BikeSafe, motorcycle Simulator, RiderCam TV. Plans for 2025 and recommendations were also provided.</p> <p><b>Recommendation:</b> Provide assurance overview on motorcycle activities linked to dedicated role to the Board</p> <p><b>Outcome:</b> The Board were assured on progress.</p> <p><b><u>AOB</u></b></p> <p>Cllr Roger Croad announced that he would not be standing as Cllr for the election in May. The Chairman thanked Cllr Croad for his input and help with Vision Zero South West.</p> <p>The Chairman thanked everyone for attending and the meeting concluded at 13.05hrs</p> <p><b>Next meeting:</b> 10<sup>th</sup> June 2025, 1000hrs -1430hrs. China Fleet Country Club, Saltash</p>

<sup>3</sup> Excludes Co-Pilot agreed in December 2024 for 2025 subscription – activity renews as calendar year not financial year