



‘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 AGM BOARD MEETING

10th June 2025 – China Fleet, Saltash
1000hrs to 1400rs

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
- Approve End of year Financial Report, Annual Progress Report, Culdrose scheme match funding and ratify Terms of Reference for a Delivery Group
- Provide an assurance update on performance, risk and comms & engagement
- Receive a number of presentations covering use of Automatic Number Plate Recognition, Learn to Live, Biker Down and AI Roadside trailer regarding effectiveness

1.	Welcome, apologies & introductions <ul style="list-style-type: none"> • Farewell and Welcome to new Members • Vice Chair See attached attendance list	Chairman	Verbal	1000 (15 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	1015 (5 mins)
4.	Minute's Silence to reflect on those who have died and their loved ones			
5.	Minutes of Previous Meeting (11.03.2025) <i>Standing Item for Approval</i>	Chairman	Paper	1020 (5 mins)
5a.	Action Log Update - <i>Standing Item for Progress Assurance</i>	Chairman	Verbal	1025 (5 mins)
6.	End of year Finance Report - <i>Standing Item for Approval</i>	EC	Paper	1030 (20 mins)
7.	Terms of Reference for Delivery Group - <i>Item for Approval</i>	NW	Verbal	1050 (10 mins)
8.	Annual Progress Report <i>Item for Approval & Performance Monitoring</i> - <i>Standing Item for Progress Assurance</i>	NW & DHI	Report/PPT	1100 (25 mins)
9.	Communications and Engagement - <i>Standing Item for Progress Assurance</i>	JC	Verbal & Video	1125 (15 mins)
10.	Culdrose Average Speed Camera Match Fund Request - <i>Item for Approval</i>	IF	Paper	1140 (20 mins)
11.	Automatic Number Plate Recognition – <i>Item for information</i>	SM	Verbal	1200 (20 mins)
Lunch 12.20 – 12.55 PM				
12.	Learn to Live Evaluation Presentation – <i>Item to provide evaluation</i>	IE (New View Consultants) & AP	Online PPT	1300 (20 mins)
13.	Biker Down Evaluation Presentation – <i>Item to provide evaluation</i>	SS (Agilysis) & AP	Online PPT	1320 (20 mins)
14.	Roadside Distracted Driving Trailer – <i>Item to provide evaluation</i>	GC	PPT	1340 (20 mins)
15.	AOB	All		1400
Time and Date of future meetings:- <ul style="list-style-type: none"> • 9th September (Roadford Lake, Broadwoodwidge) • 9th December - Teams meeting 				



Item 6

Vision Zero South West**March 2025 Financial Year Outturn**10th June 2025

Author Name:	EC Senior Accountant, 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 outturn position as at 31st March 2025.

2. Recommendation

- 2.1 The Board be made aware of the financial outturn position as at 31st March 2025.

3. Salient Points

- 3.1 The Office of Police & Crime Commissioner (OPCC) is the lead financial party 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 outturn, before any capital spending, was originally predicted in the 5-year plan to be a surplus of £103,441. The table below summarises the actual income and expenditure for 2024/25, resulting in an actual surplus position of £169,066, £65,625 higher than budgeted. Since the last forecast presented to the board on 11th March 2025 this is an increase in surplus of £17,219. 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	Forecast	Actual at 31/03/2025	(Under)/ Overspend
	2024/25 £	2024/25 £	2024/25 £	2024/25 £
Income	(7,029,236)	(7,108,447)	(7,064,606)	(35,370)
Expenditure:-				
Staffing	4,949,744	4,697,808	4,740,531	(209,213)
Running Costs	1,143,751	1,320,665	1,234,289	90,538
VZSW Core Costs	832,300	938,127	920,720	88,420
Net (Surplus)/Deficit	(103,441)	(151,847)	(169,066)	(65,625)

3.4 During the financial year, income generated from Speed Awareness Courses of £5,578,871 is lower than budget expectations by £163,293 but exceeds last year's income by £1,093,973.

3.5 The adjustment in enforcement threshold was successfully implemented throughout the financial year 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 increased from £45 to £50 from 1st February 2025 giving benefit in the later months of the year.

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.

3.8 Court costs recovered have ended the financial year at £969,378 which was £6,956 lower than budget. Offset by other driver education course income of



£256,531 and £265,201 of accident reports, ending the year higher than the budget due to reductions in backlogs and more efficiencies within the team.

- 3.9 Staffing expenditure was £209,213 lower than budget, mainly caused by vacancies due to recruitment delays within the offence processing team.
- 3.10 Running costs ended the financial year £90,538 higher than 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.
- 3.11 VZSW core costs increased by £88,420 compared to budget, primarily driven by the addition of new cameras and increased ERCU support costs to enhance data security.

Vision Zero South West Forecast – Pooled Fund

- 3.12 At the start of the financial year the opening balance of the reserve was £4,378,136. The Partnership invested a spend of £2,081,176 during the year; including the transfer of surplus this resulted in a closing balance at 31st March 2025 of £2,466,026.
- 3.13 The remaining previously approved expenditure will fall into future years. The available balance after the approved and ringfenced amounts is £2,212,926, including the forecast surplus for 25/26. This includes expenditure of £237,345 approved from the prior board, offset by in year underspends and budget removed as the activity is no longer anticipated to occur.

	£
Opening Balance 2024/25	(4,378,136)
Monitoring, Enforcement and Driver Education (Activity A):	
Vehicle Investment	362,710
Camera Equipment	118,843
Tasking Budget	47,334
Themes, Education and Training (Activity B)	726,193
Comms & Engagement & Other	110,391
Mobile Speed Camera Upgrade / New Cameras	715,704
Surplus for FY 24/25	(169,066)
Closing balance 2024/25	(2,466,026)
<u>Previously Approved Expenditure (in future years)</u>	
Themes, Education and Training (Activity B)	946,047
Comms & Engagement & Other	183,491
Mobile Speed Camera Upgrade / New Cameras	739,514
Forecast Surplus for FY 25/26	(1,615,952)
Estimated available Pooled Fund	(2,212,926)



- 3.14 Investment in vehicles of £362,710 was made during the year. This includes the purchase and fitting out of the remaining delayed speed detection vans and the RCRO Engagement Van.
- 3.15 £118,843 investment in camera equipment has been made during the year. This was mainly to fund the roadside AI trailer which has been deployed at various locations causing rises in the other driver education course income.
- 3.16 Activity B spend of £726,193 includes the following as detailed in the Road Safety Delivery Plan.
- £392,500 on Post Crash Response and Care
 - £115,358 on Pedestrians
 - £93,031 on Younger Drivers
 - £53,740 from the Call for Ideas budget
 - £41,133 on Motorcyclists
 - £14,619 on Cyclists
 - £15,813 from the Contingency Fund
- 3.17 The Board agreed to hold £1,500,000 to fund the upgrading of camera stock. After prior year spends, £1,168,498 was remaining at the beginning of 2024/25. During the year £715,704 was spent on upgrading or new camera systems, with £452,794 remaining as committed spend for next financial year.

4. Conclusion

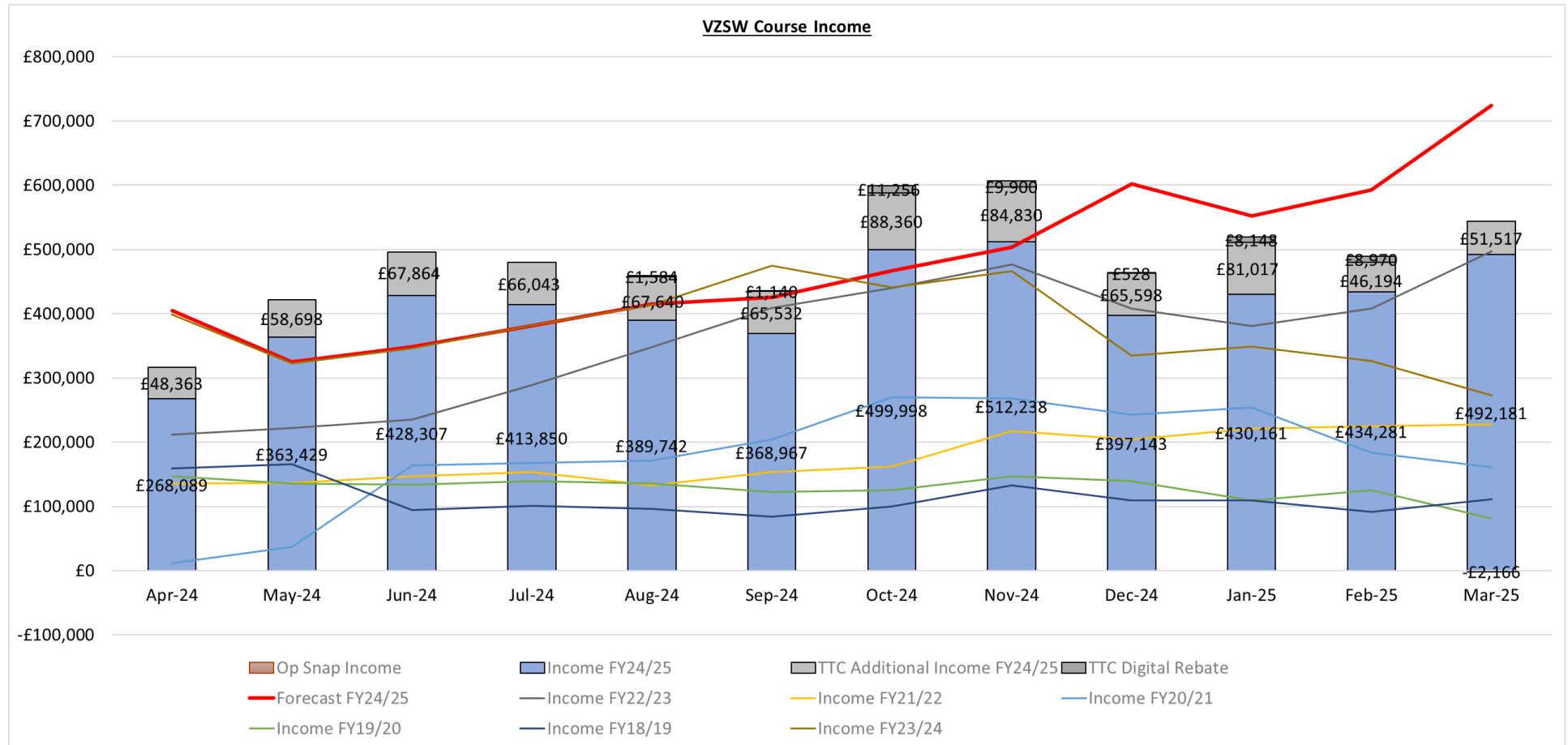
- 4.1 Total income for the partnership ended the financial year higher than budget. This was driven by higher-than-expected accident reports and other driver education courses.
- 4.2 A net expenditure surplus of £169,066 was transferred to the Vision Zero reserve at the end of the financial year. After accounting for investments of £2,081,176 made during the year, along with the surplus, the partnerships closing reserve balance at 31st March 2025 is £2,466,026. This will allow for continued investment in projects and initiatives to improve safety on the roads.

Appendix A

	5-Year Plan VZSW £	Prior Forecast £	Actual Outturn £	(Under)/ Overspend to Budget £
Income				
Speed Awareness Courses	(5,742,164)	(5,676,497)	(5,578,871)	163,293
Court Costs	(976,334)	(943,592)	(969,378)	6,956
Accident Reports	(175,000)	(265,201)	(259,826)	(84,826)
Other driver education course income	(135,738)	(223,156)	(256,531)	(120,793)
Total Income	(7,029,236)	(7,108,447)	(7,064,606)	(35,370)
Expenditure				
Staffing				
Operations Team	955,700	961,274	982,477	26,777
Collisions, Civil Litigation and Single Justice Procedure Team	1,737,340	1,791,165	1,790,843	53,503
Offence Processing, Communications, and Investigations Team	1,763,631	1,599,016	1,794,565	30,934
Other - Police Officers & Head of Road Safety & Data & Analysis Hub	493,073	346,352	172,646	(320,427)
Operations Team	955,700	961,274	982,477	26,777
	4,949,744	4,697,808	4,740,531	(209,213)
Running Costs -				
Photocopy Rental & Printing	88,332	27,941	11,642	(76,690)
Vehicle Expenditure	47,472	20,358	22,879	(24,593)
Insurance/Tax	11,854	6,200	6,200	(5,654)
Accommodation Charge	116,828	129,711	129,711	12,883
Telephones/Mobiles	3,632	2,352	2,352	(1,280)
Equipment Purchase, Repairs & Calibration	141,195	155,646	114,499	(26,696)
Postage	500,181	731,317	678,441	178,260
Stationery	25,872	25,238	24,148	(1,724)
Existing Software Licences	112,503	180,438	167,097	54,594
Miscellaneous	33,075	15,367	43,002	9,927
Training	15,120	11,208	19,985	4,865
Conferences	18,420	12,008	10,087	(8,333)
Uniforms	29,267	2,880	4,246	(25,021)
Sub Total Running Costs	1,143,751	1,320,665	1,234,289	90,538

	Revised Budget VZSW £	Forecast £	Actual Outturn £	(Under)/ Overspend to Budget £
<u>Vision Zero Core Costs</u>				
Core Team	403,170	401,228	377,972	(25,198)
Core Team Training	5,292	6,859	5,716	424
Core Team Travel	9,818	9,845	9,817	(1)
Speed Maintenance Contract	346,500	452,695	467,493	120,993
Data/IT Consultancy	39,900	39,900	34,122	(5,778)
RSS Support	25,620	25,600	25,600	(20)
Road User Survey	2,000	2,000	0	(2,000)
Sub Total Vision Zero Core Costs	832,300	938,127	920,720	88,420
Total Expenditure	6,925,795	6,956,600	6,895,540	(30,255)
Net Expenditure before transfers to reserves	(103,441)	(151,847)	(169,066)	(65,625)

Appendix B



ITEM 7 VZSW GOVERNANCE BOARD – 10.06.2025

Author Name:	NW
Author Role:	VZSW Partnership Manager
Development Group Date	15.05.2025

VISION ZERO SOUTH WEST – Terms of Reference for Delivery Group

<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 agreement to the Terms of Reference (ToR) for the new Delivery Group. This has replaced the former sub committees of Activity A Enforcement and Activity B Education and Training, so that collaborative discussions between Partners on activity be brought into one single space.

2.0 **RECOMMENDATIONS**

- Partners approve the ToR as laid out
- Approve the annual financial request capped at £100,000
- Partners acknowledge the requirement to refresh the Partnership MoU.

3.0 **DEVELOPMENT GROUP ASSURANCE & STRATEGIC FIT**

- The Delivery Group ToR has been developed with Partners with feedback helping shape the final draft for Governance Board consideration. Some of the key changes included the inclusion of the Scheme of Delegation, additional context and clarity and provision of supporting infographics.
- In line with our current reporting structure, a final check point took place at the Development Group and subject to minor tweaks made, satisfied it should be presented to VZSW Governance Board for approval.

4.0 **EXECUTIVE SUMMARY OF PROPOSAL**

- In autumn 2024, an exercise was undertaken to review the volume of Partnership meetings to establish where discussions could be harmonised and duplication removed, leading to fewer, but more focused meetings. Since 2021, the number of meetings has substantially grown, giving rise to significant challenges for Partners balancing VZSW meetings alongside organisational demands.
- Having listened to feedback, one of the changes recently implemented was to replace the two separate sub committees of Activity A and Activity B into a single joint delivery group, removing 4 meetings a year. The first formal meeting took place on the 8th May.
- The desire is to ensure that all Partners of the Delivery Group are fully aware of all road safety activity; both VZSW and that of each other. This is where we feel further efficiencies to reduce duplication, provide greater support and to ensure consistency will happen.
- The Partnership Strategic Assessment is currently being updated and anticipated that this will be formally presented to the Governance Board in December setting out

ITEM 7 VZSW GOVERNANCE BOARD – 10.06.2025

Partnership priorities. This may include recognition of a more focused approach in a smaller number of areas as opposed to across all themes. This will be data and evidence led, with outcomes shared with the Delivery Group and Thematic Group in order to review how we address the issues presented. As funding becomes more finite, this is the appropriate direction to take. It is preserving funding in the areas that are most pressing and provide ability to reach our casualty reduction targets.

- 4.5 In addition to this change, Partners also consider it is an opportune time to review both the Thematic Groups and Development Group. Activity updates take place in most layers of the Partnership, and this takes up considerable time and energy which could be focused on key issues. Partnership Problem Solving Plans will be created to ensure key updates are captured and available for review at any time by any Partner. This should lead to shorter more focused discussions; this is ongoing work.
- 4.6 The ToR sets out how the Delivery Group will operate. Whilst final approval remains the responsibility of the Governance Board, the changes will empower officers to peer review proposals and ensure that they meet the aims and objectives of the Partnership. Where the rationale is not clear and / or proposal considered 'mission creep for VZSW' the Delivery Group will either recommend further development work or reject advancement of the proposals. This will not prevent discussions regarding alternative sources of funding being reviewed.
- 4.7 Whilst we allow this process to be fully embedded, it is recommended that the Development Group continues to provide a final check point to Board. A revised ToR for the group will be developed in time in consultation with key Partners.
- 4.8 The Partnership MoU will need to be refreshed to accommodate these changes, and work has started in earnest. This develops alongside the wider review detailed in 4.5. Whilst the MoU had been refreshed 12-months ago; this had not specifically included the requirement to formally agree to invoke the next time period; stated as 31.03.2025 and 31.03.2028.
- 4.9 The MoU states that each review point provides an opportunity to:
 - Amend the MoU to adapt to changing circumstances not foreseen in August 2021
 - Significant changes to the approach to national driver education; or
 - Local government reform - creation of new authorities, or the removal of, or significant changes to the responsibilities of Partners
- 4.10 With March 2025 having passed, it would be reasonable to assume that presentation to our December Board, with formal approval by March 2026, will be achievable. This provides time to establish the required changes and include a formal recommendation to invoke next time period. This will be repeated in 2028

5 FINANCIAL REQUEST

- 5.1 Approve a maximum annual sum of £100,000 to be managed within the Scheme of Delegation set out within the Delivery Group Tor. Will enable swift delivery of the following:
 - Initiatives up to £15,000 where they works towards a known priority in the Strategic Assessment, the rationale is clear and they demonstrate how they meet the Partnerships aims of casualty reduction

6.0 IMPLEMENTATION TIMESCALE & NEXT STEPS

- 6.1 Subject to Board approval, the next Delivery Group scheduled for 17th July (and all subsequent meetings of), will be run in accordance with the Terms of Reference.

June 2025

Vision Zero - Data Insights

Vision Zero Data Insights

Quarter One – January to April 2025

**All data is unvalidated and subject to change per the DfT validation process.*

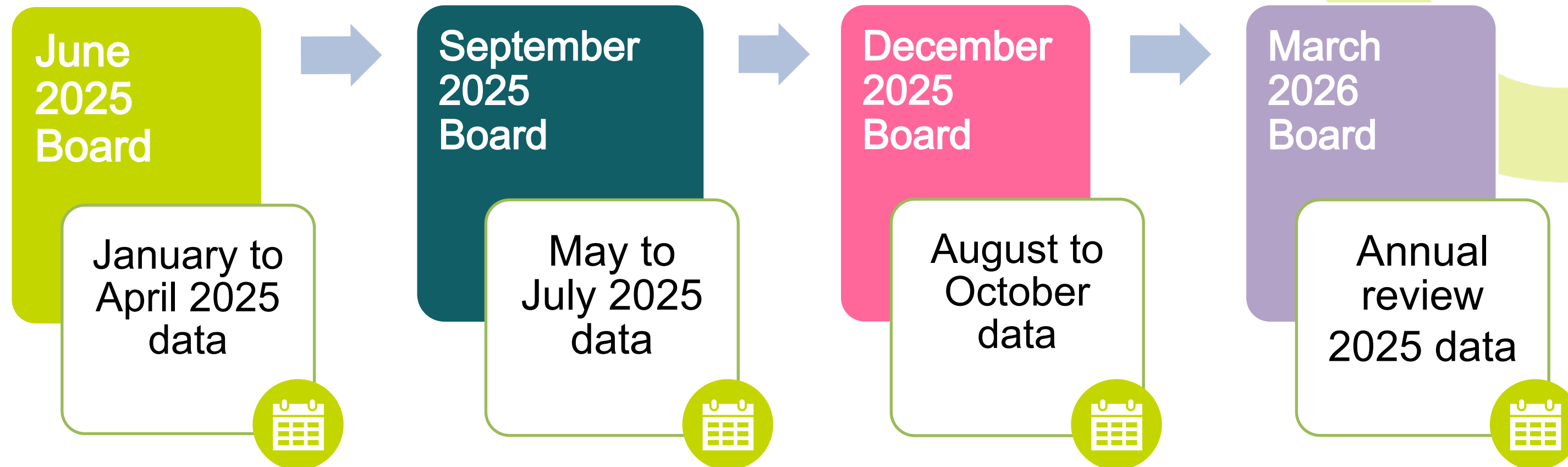


The partnership driving down
road deaths in Devon & Cornwall



DH
Planning and Performance Manager
Road Safety | Vision Zero

Data Reporting Cycle – 2025



Content Index

01

Heatmap
Overview

02

KSI Casualties
by Age

03

KSI Casualties
by Vehicle

04

Thematic
Areas

05

Impairment

06

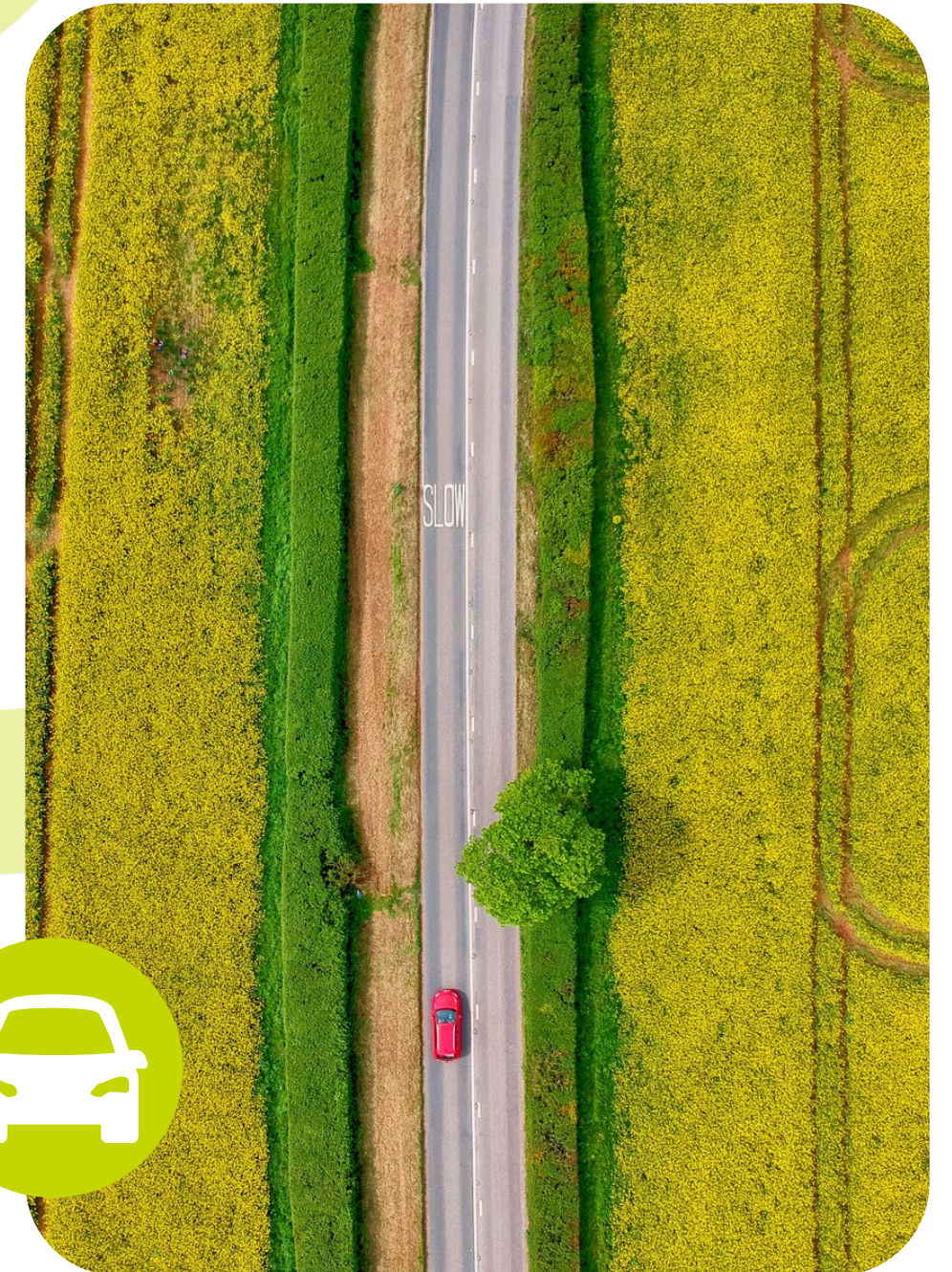
Enforcement

07

Summary

08

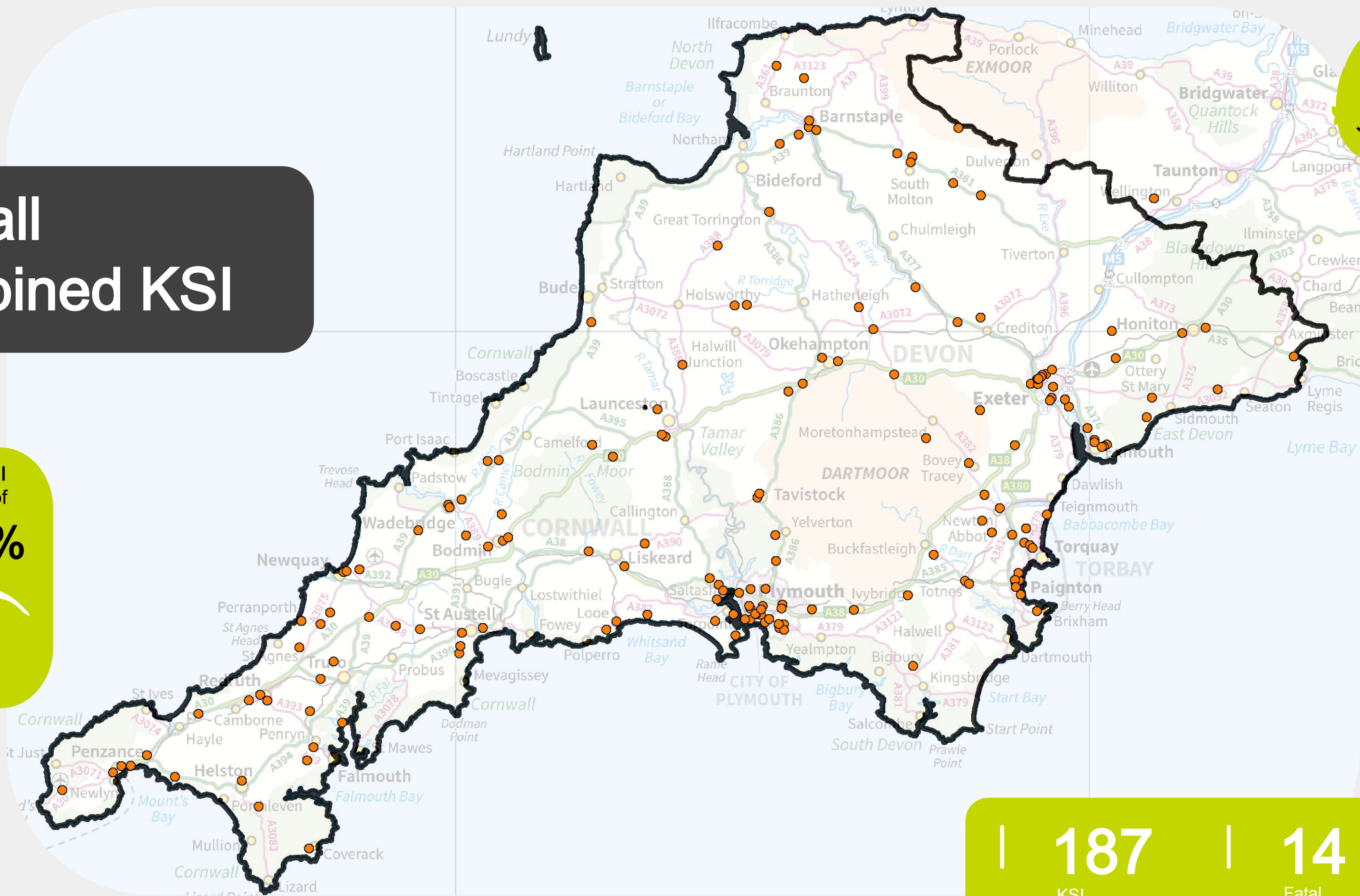
Questions





Overall Combined KSI

Overall KSI decrease of
21.8 %



| 187 | 14

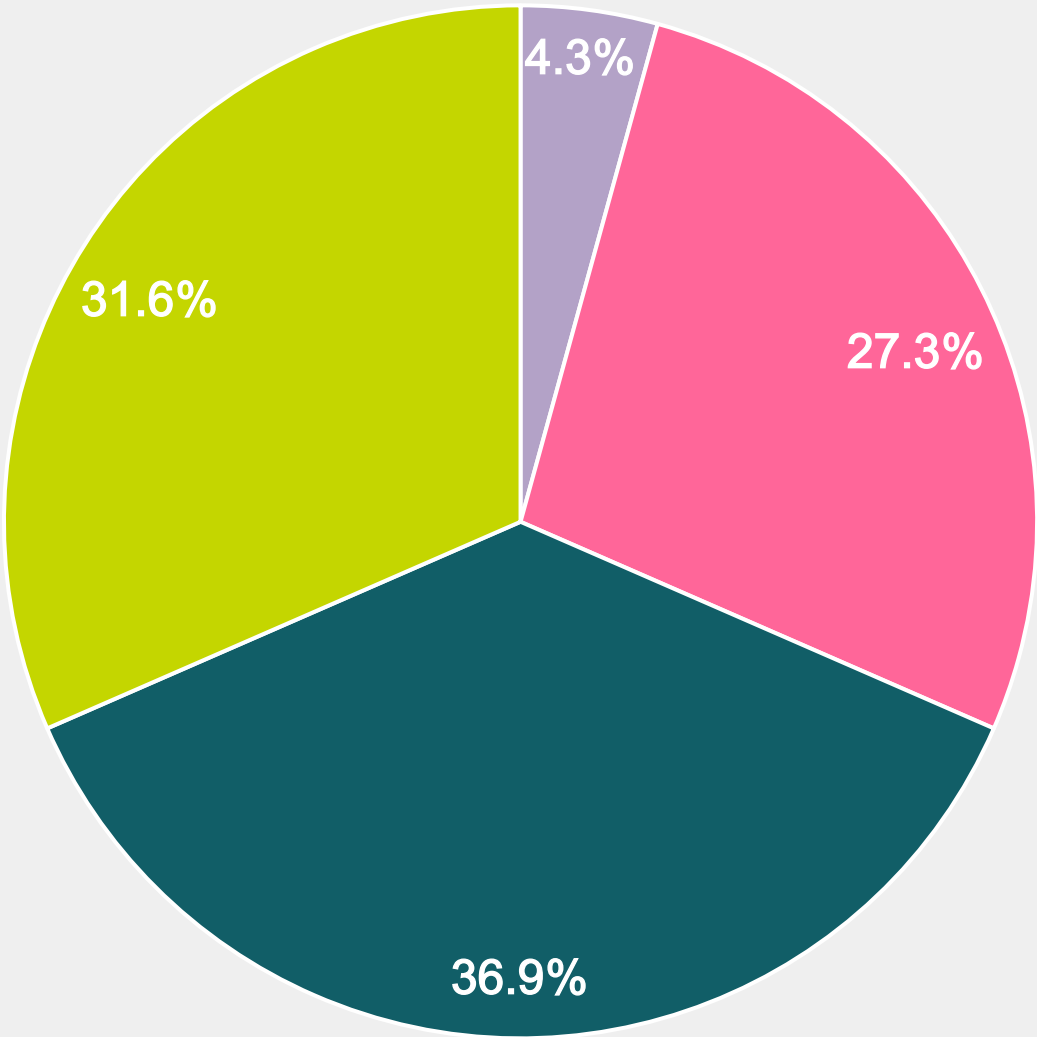
KSIFatal



KSI Casualties by Age...

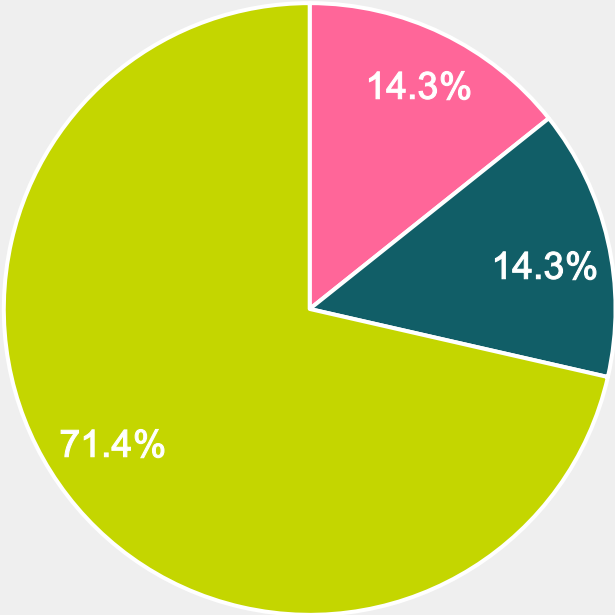


Overall KSI's by Age



0-15 16-24 25-59 60+

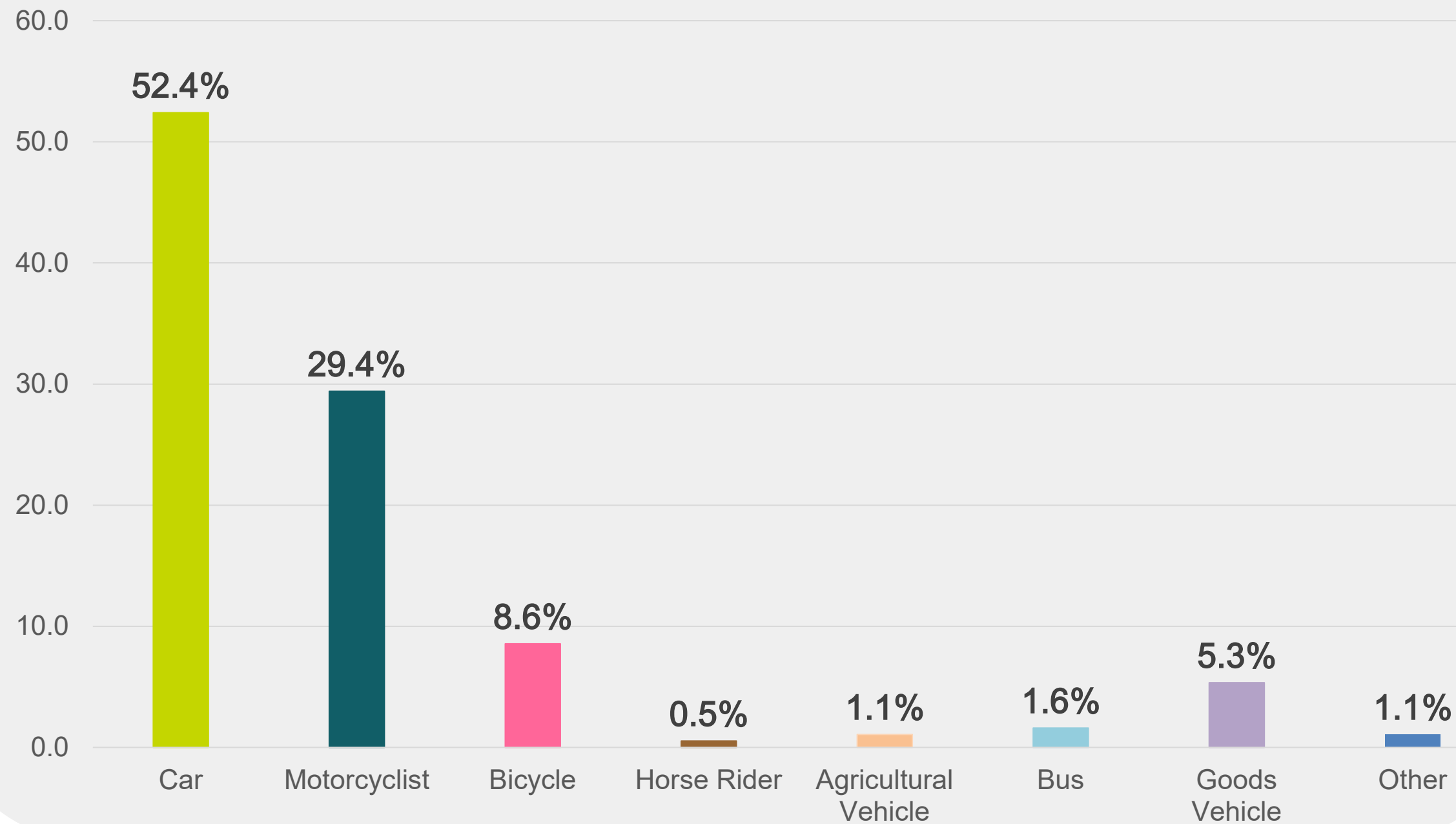
Fatalities by Age



16-24 25-59 60+



KSI Casualties by Vehicle...



Overall KSI
decrease of
10.2%



Pedestrians

Top 3 KSI per 50,000 by Local
Authority

1

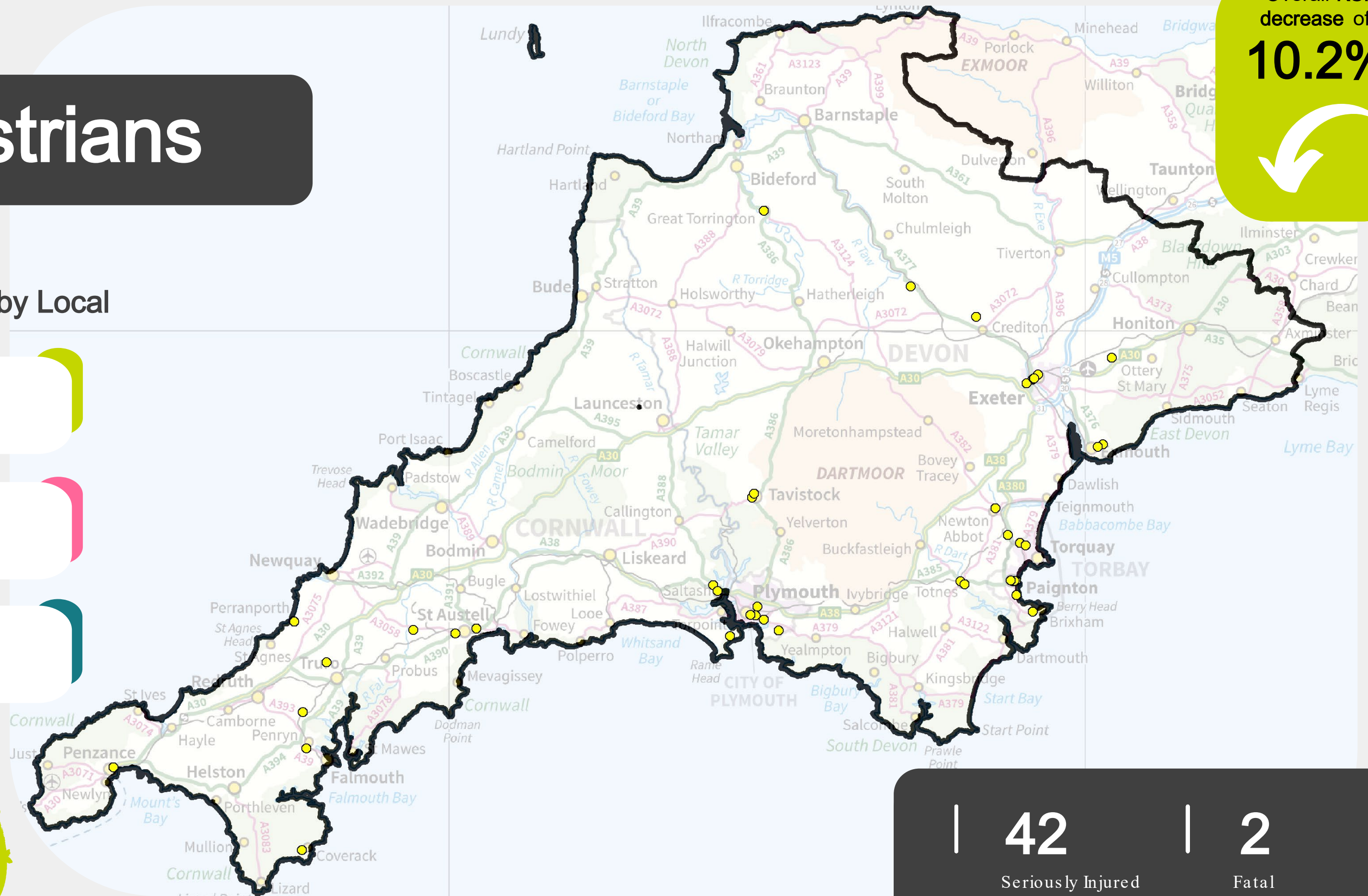
Torbay

2

Exeter

3

West Devon



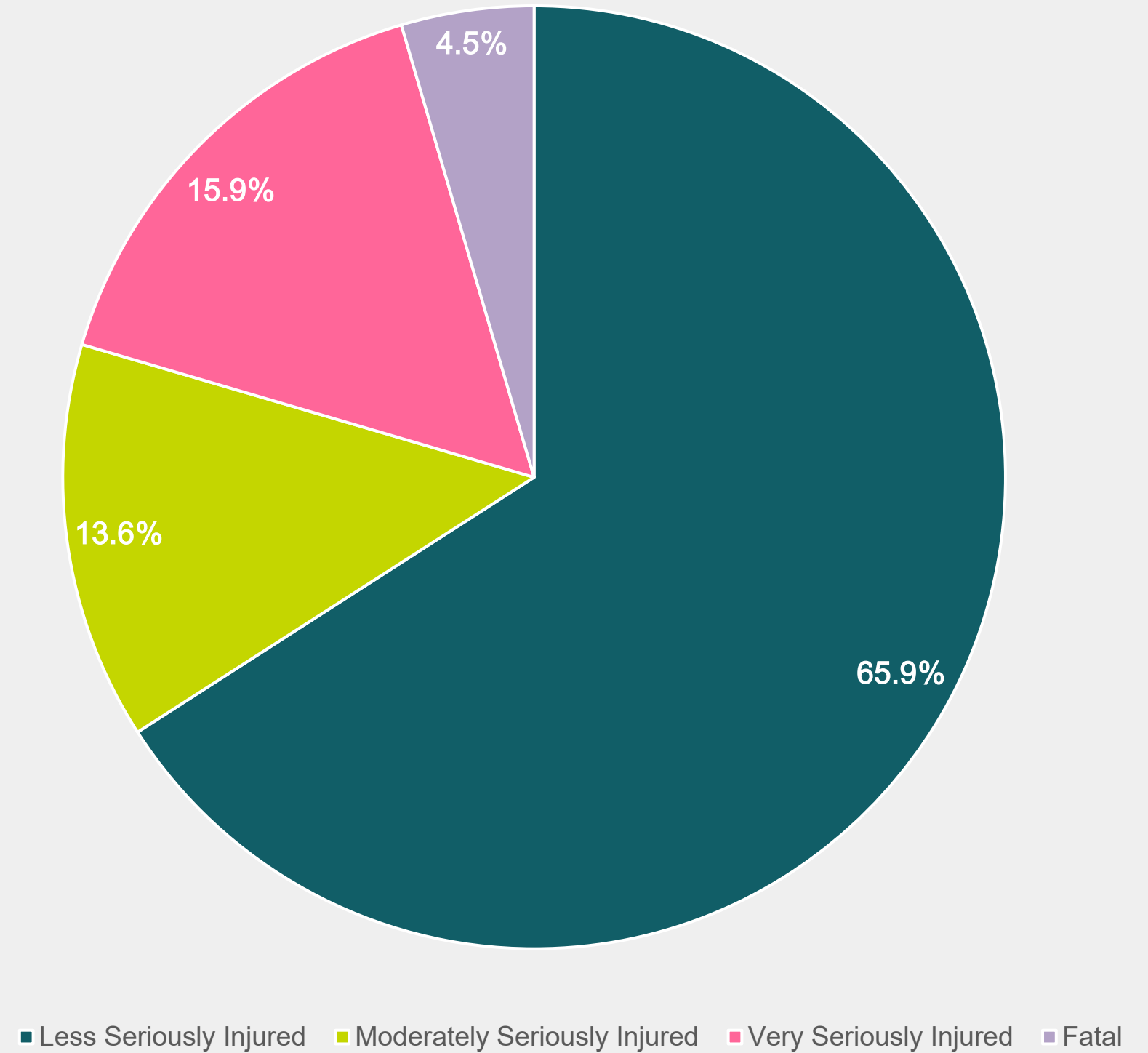
Pedestrians



| **50/50**
Gender Split

| **84%**
Involved Cars

| **70 +**
Age most affected



Overall KSI
decrease of
33.3%



Cyclists

Top 3 KSI per 50,000 by Local Authority

1 Exeter

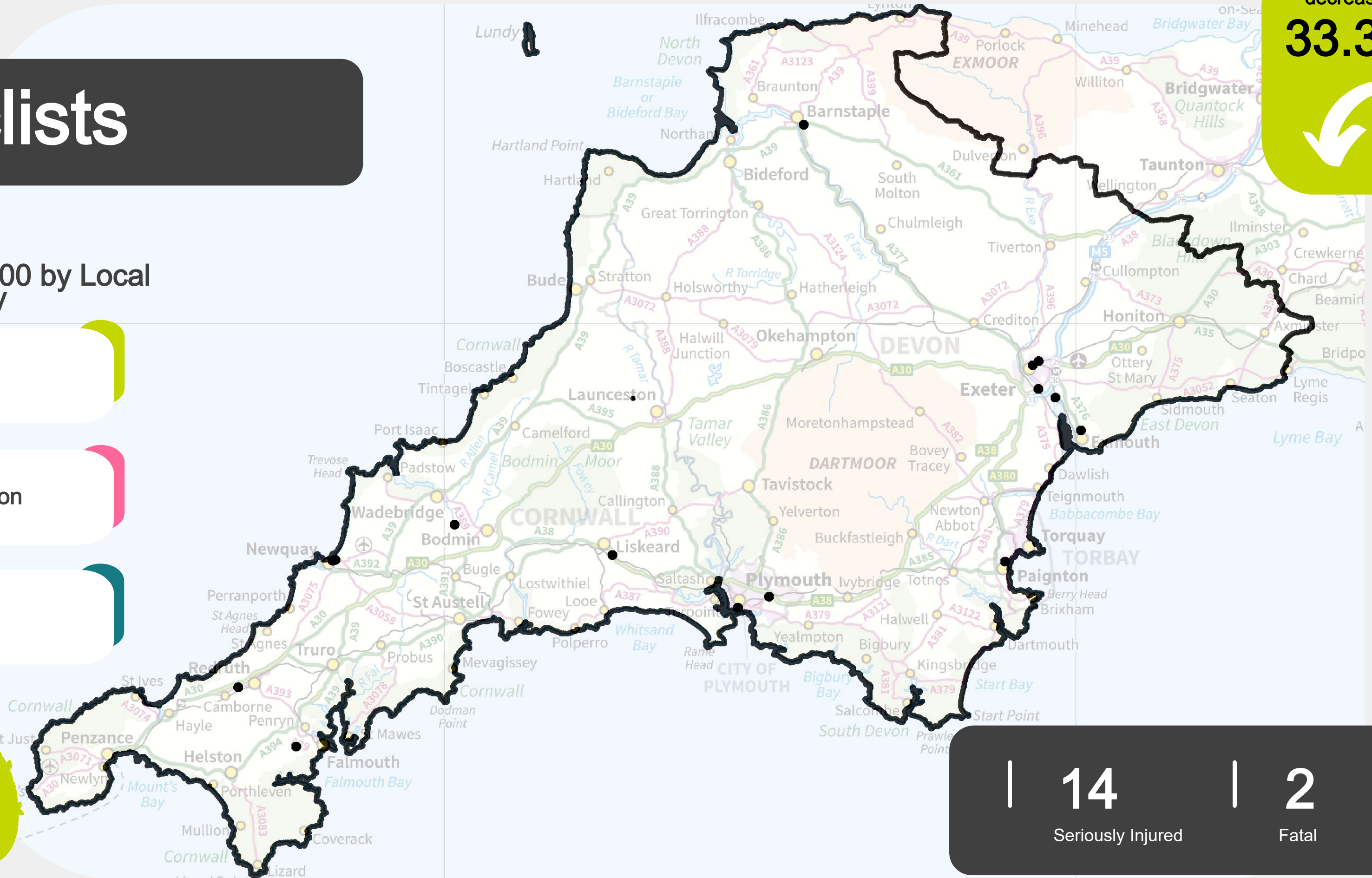
2 East Devon

3 Plymouth



| **14**
Seriously Injured

| **2**
Fatal

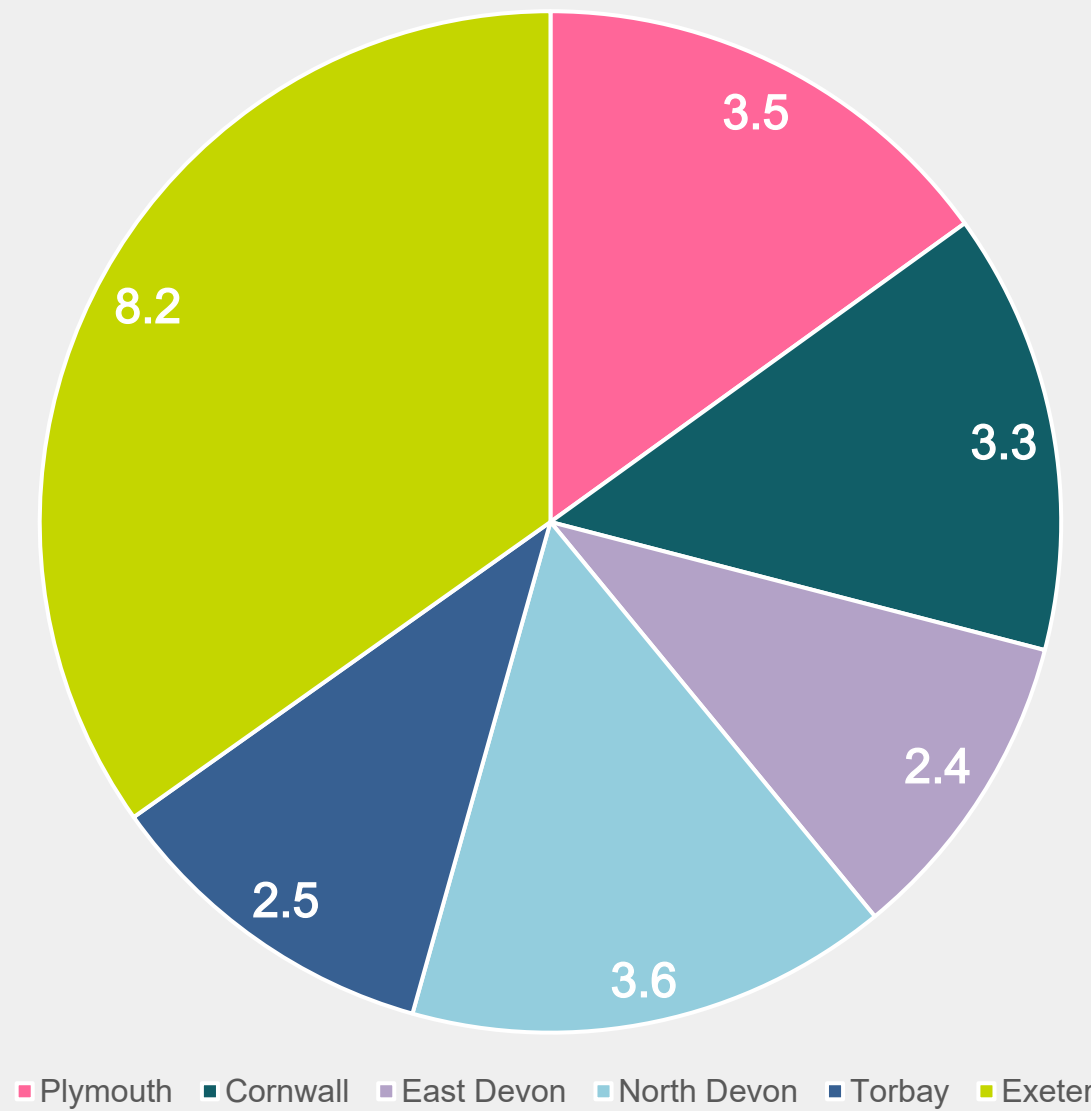


Cyclists

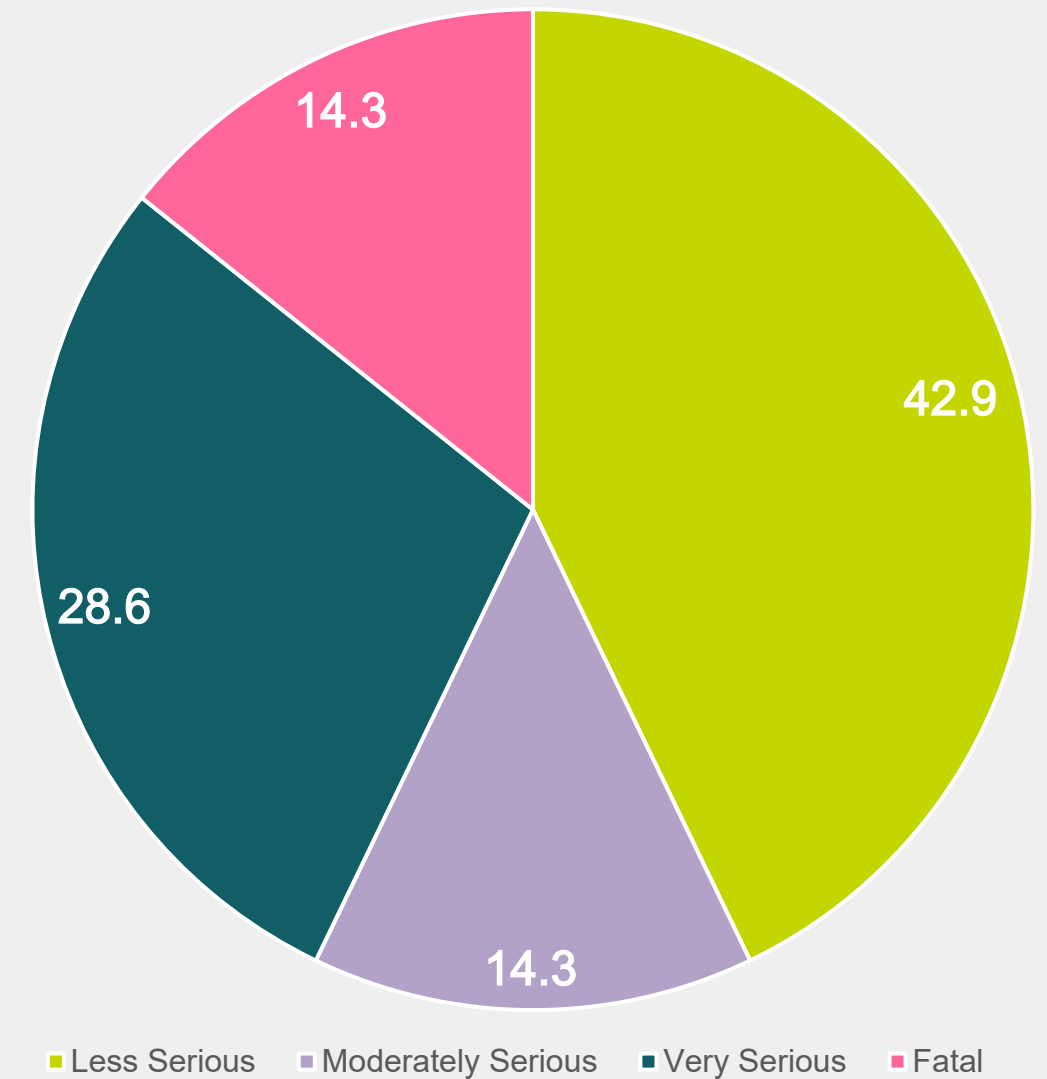
| 92.9% | 28.6% | 57.1%

Male Wore a helmet Age 25 - 59

KSI per 50,000 people by Local Authority



Casualty Severity



Motorcycle

Overall KSI
decrease of
5.2%

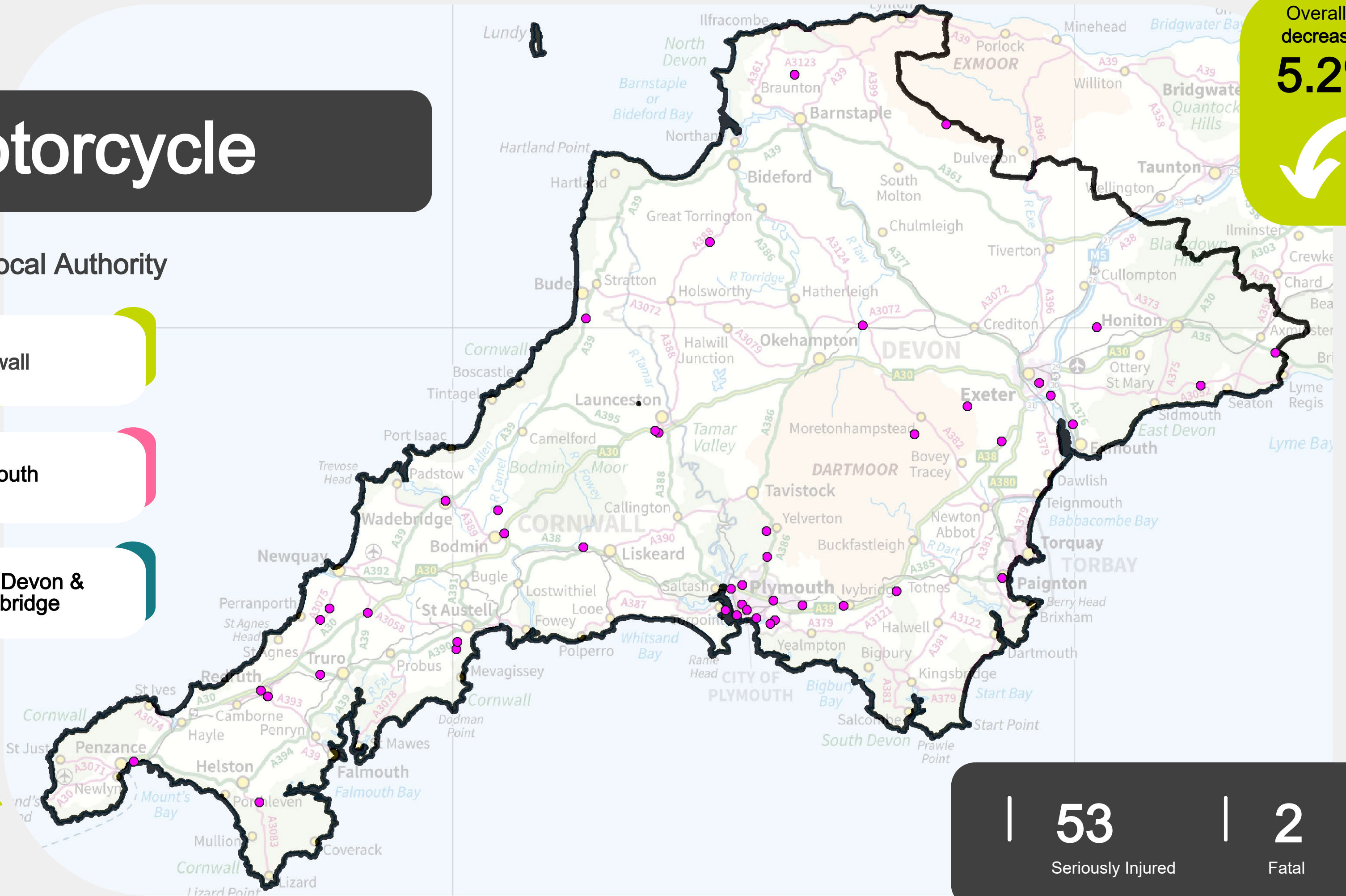


Top 3 KSI by Local Authority

1 Cornwall

2 Plymouth

3 West Devon & Teignbridge



| **53**

Seriously Injured

| **2**

Fatal



Motorcycle

|

94.5%

|

58.2%

|

2

Male

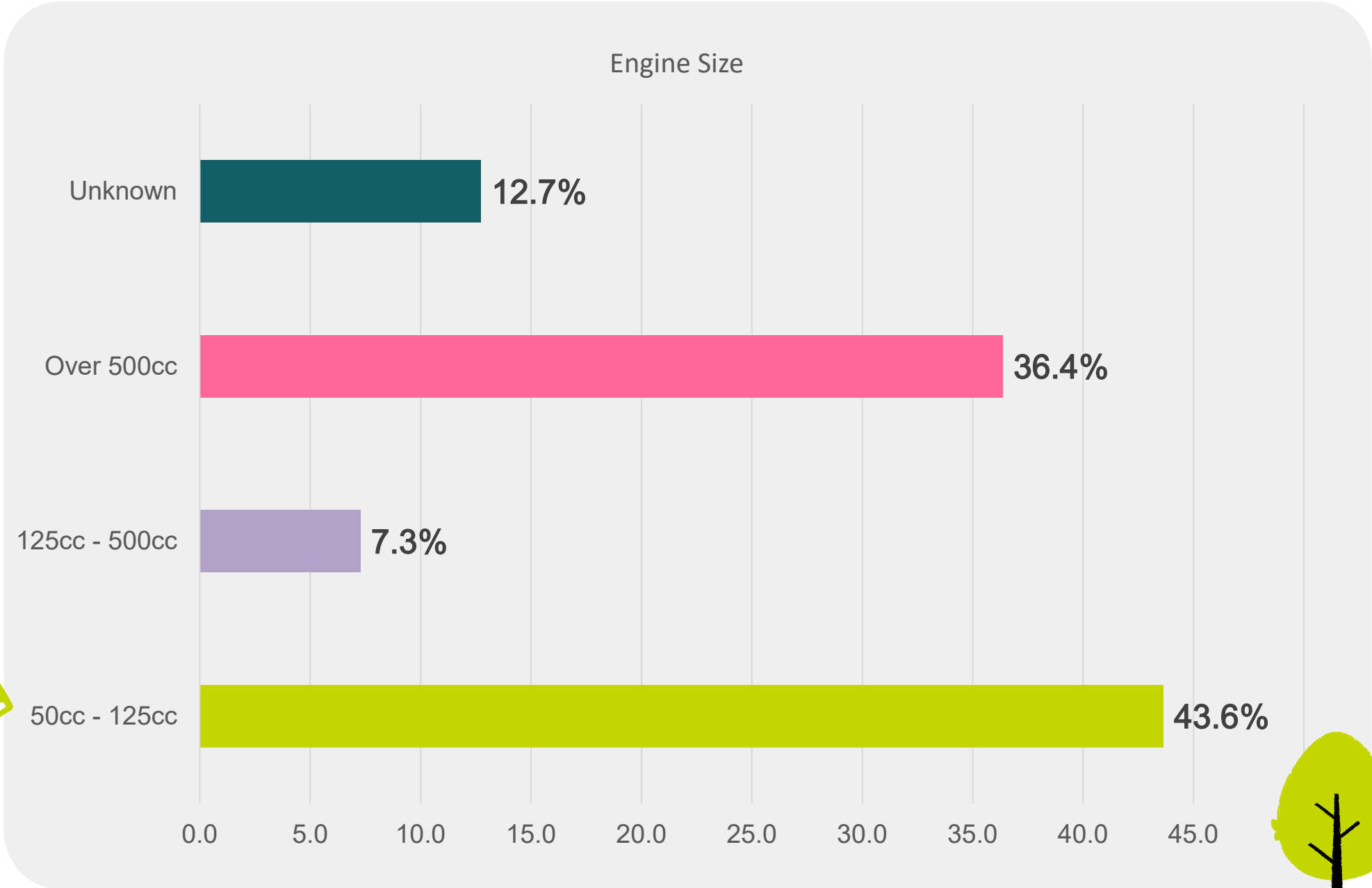
Less Serious

Fatal

66.7%
Aged
25-59



77.3%
Aged
16-24



Young Drivers

Overall KSI
decrease of
2%



Top 3 KSI by Local Authority

1

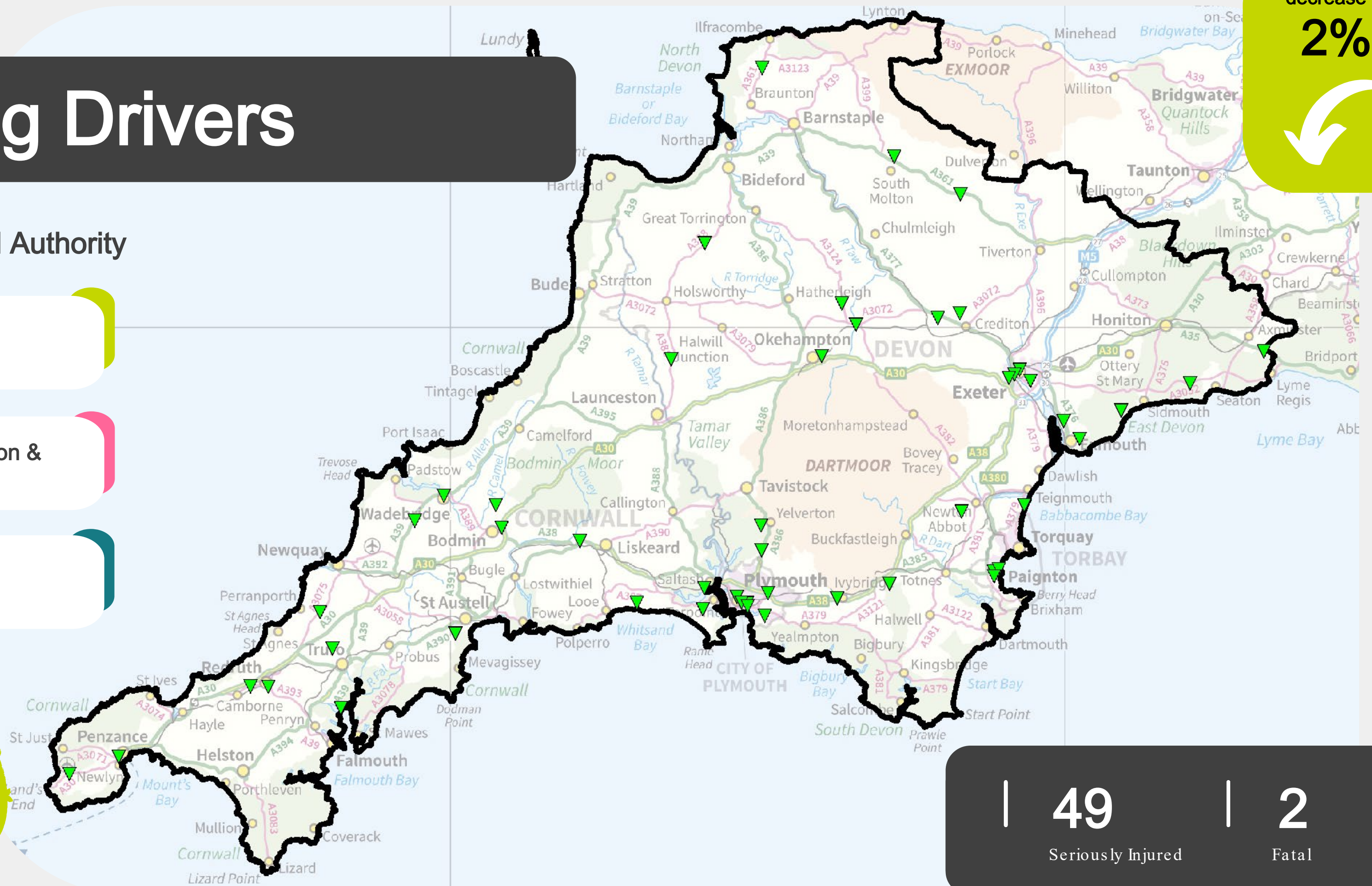
Cornwall

2

West Devon & Plymouth

3

Exeter



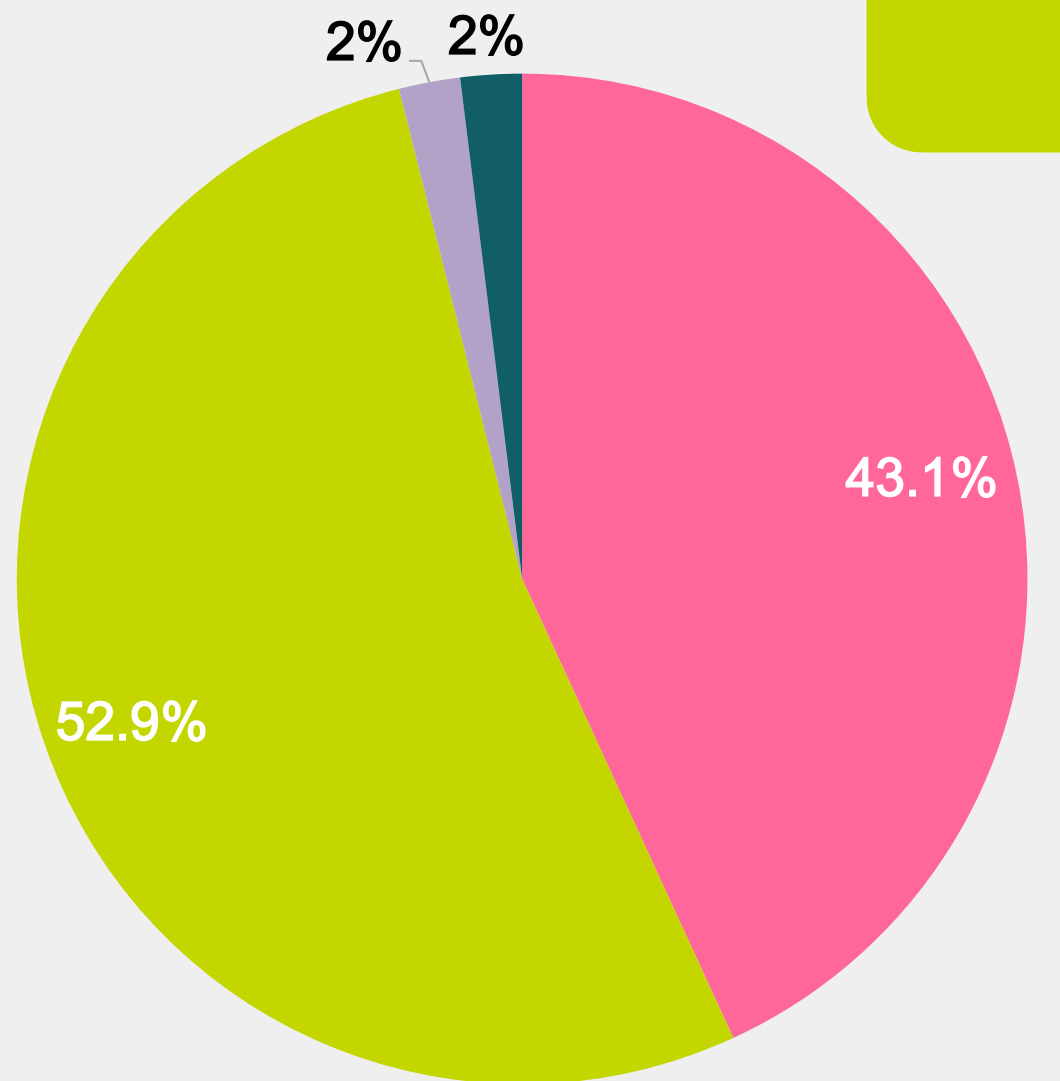
| 49

Seriously Injured

| 2

Fatal

Younger Drivers (16-24)



Car Motorcyclist Electric Bike Bicycle

| 54.9% | 84.3% | 2 |

Less Serious Male Fatal

Seriously injured increase of

6.5%



Older Drivers

Overall KSI
decrease of
43.6%



Top 3 KSI by Local Authority

1

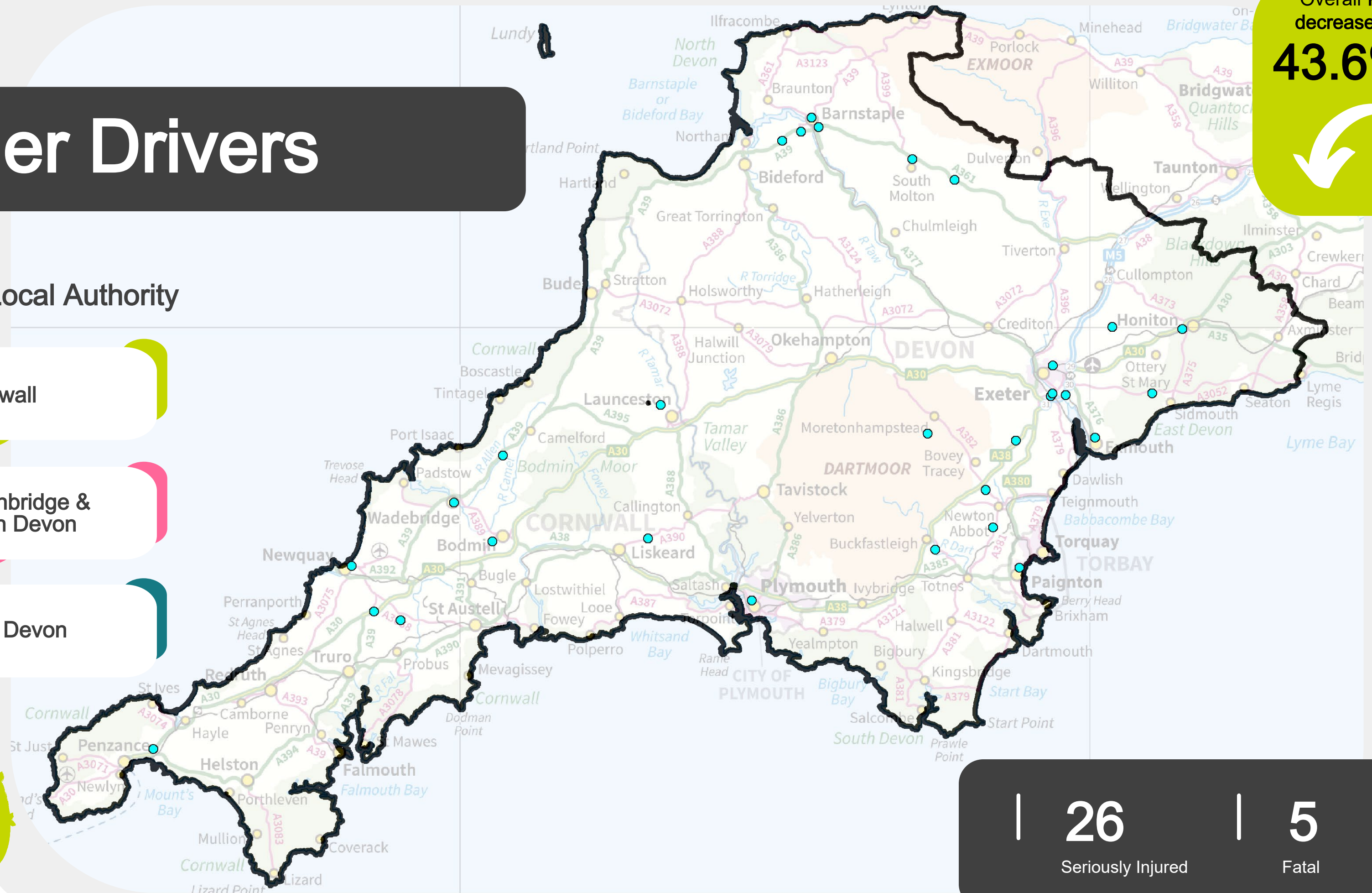
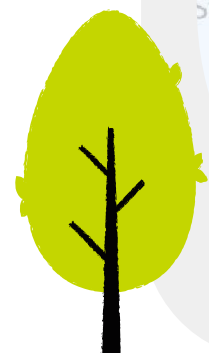
Cornwall

2

Teignbridge &
North Devon

3

East Devon



| 26

Seriously Injured

| 5

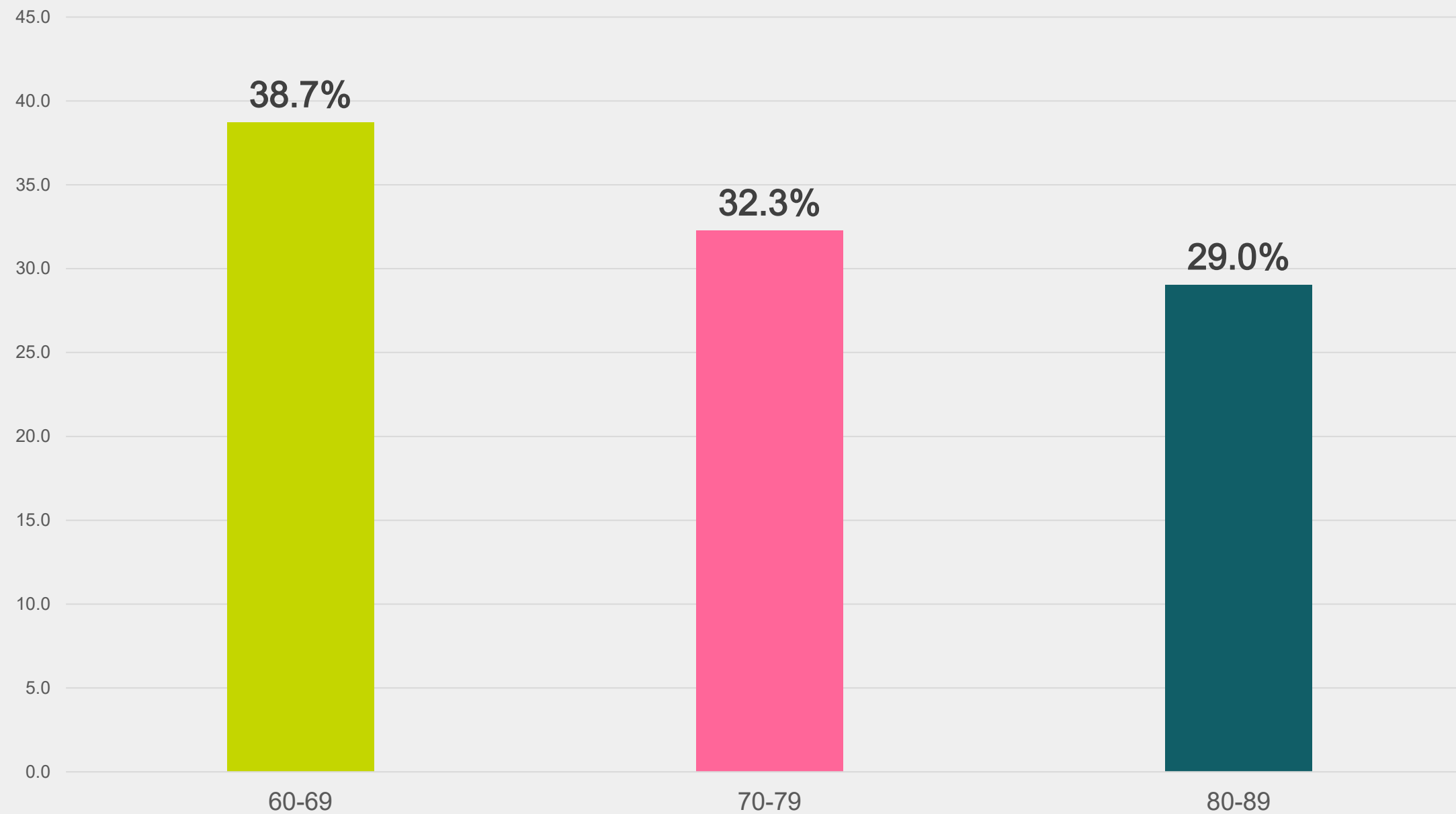
Fatal

Older Driver

| 64.5% | 32.2% | 5 |

Male Car Fatal

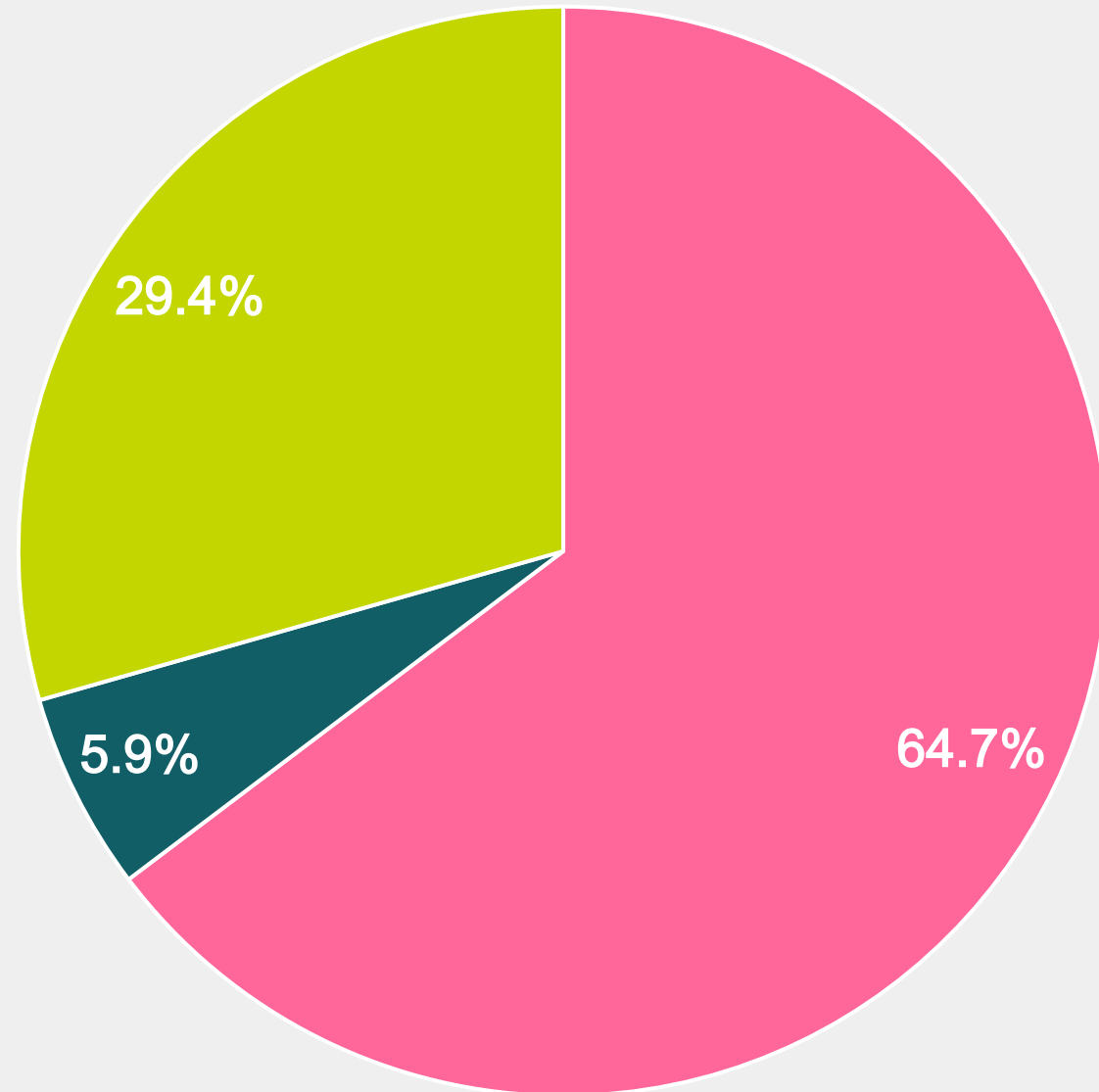
Overall KSI Age Breakdown



Seatbelt Use



Recorded Seatbelt Use



■ Yes ■ No ■ Unknown

Overall KSI
decrease of
20%



| **50/50**

Gender Split

| **75%**

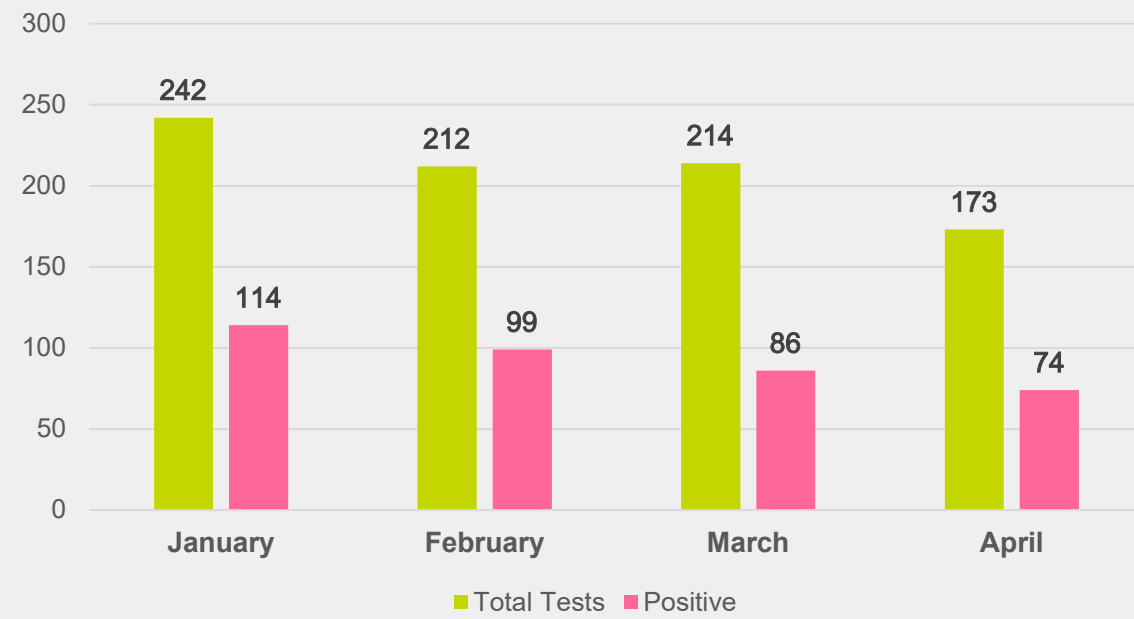
Cornwall - Local
Authority

| **2**

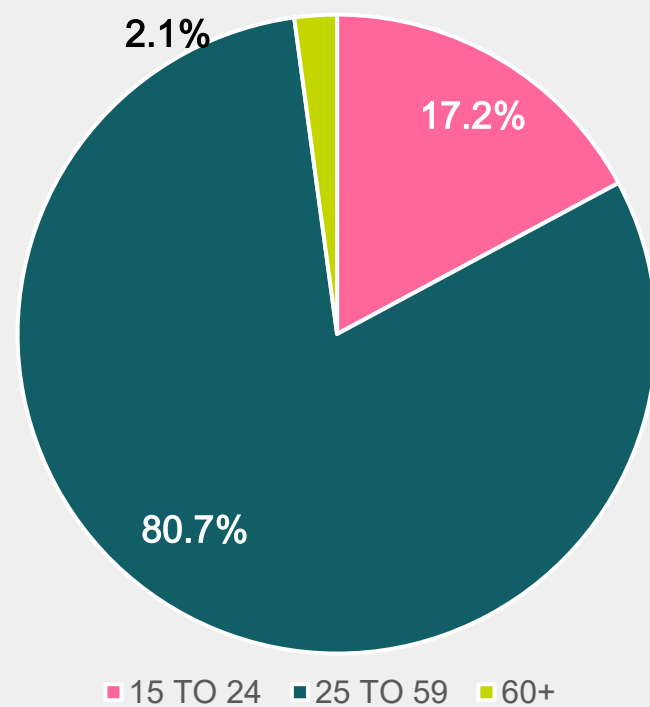
Fatal

Impairment

Drug Driving – Tests vs Arrests



Drug Driving - Age of Offenders



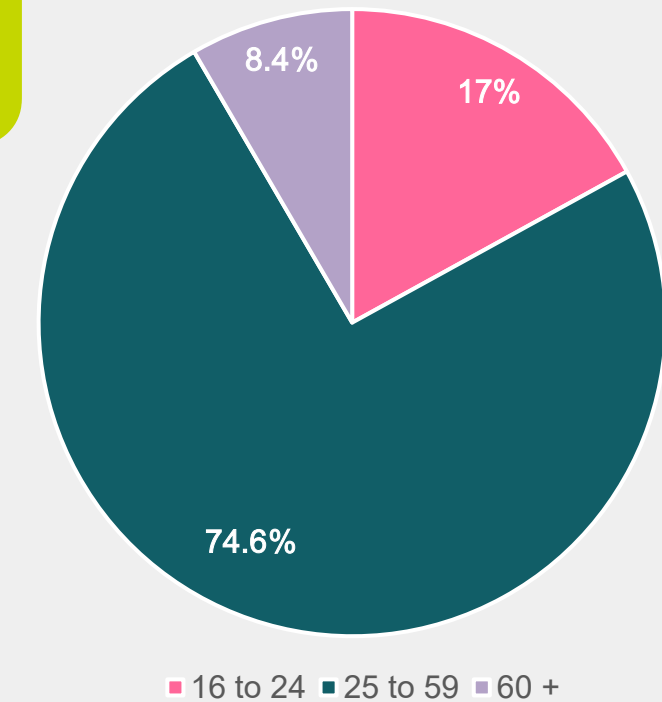
♂
86%
Male

| **79.7%** | **Exeter**

Male

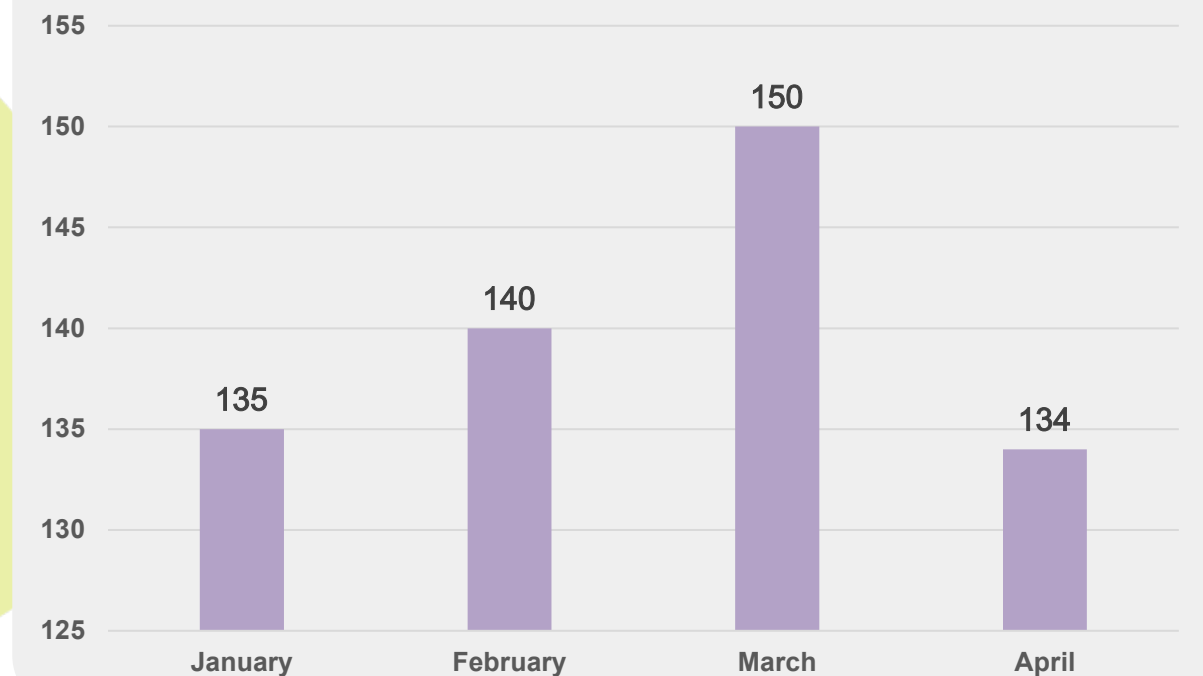
Most affected area

Drink Driving - Age of Offender



■ 16 to 24 ■ 25 to 59 ■ 60 +

Drink Driving Arrests

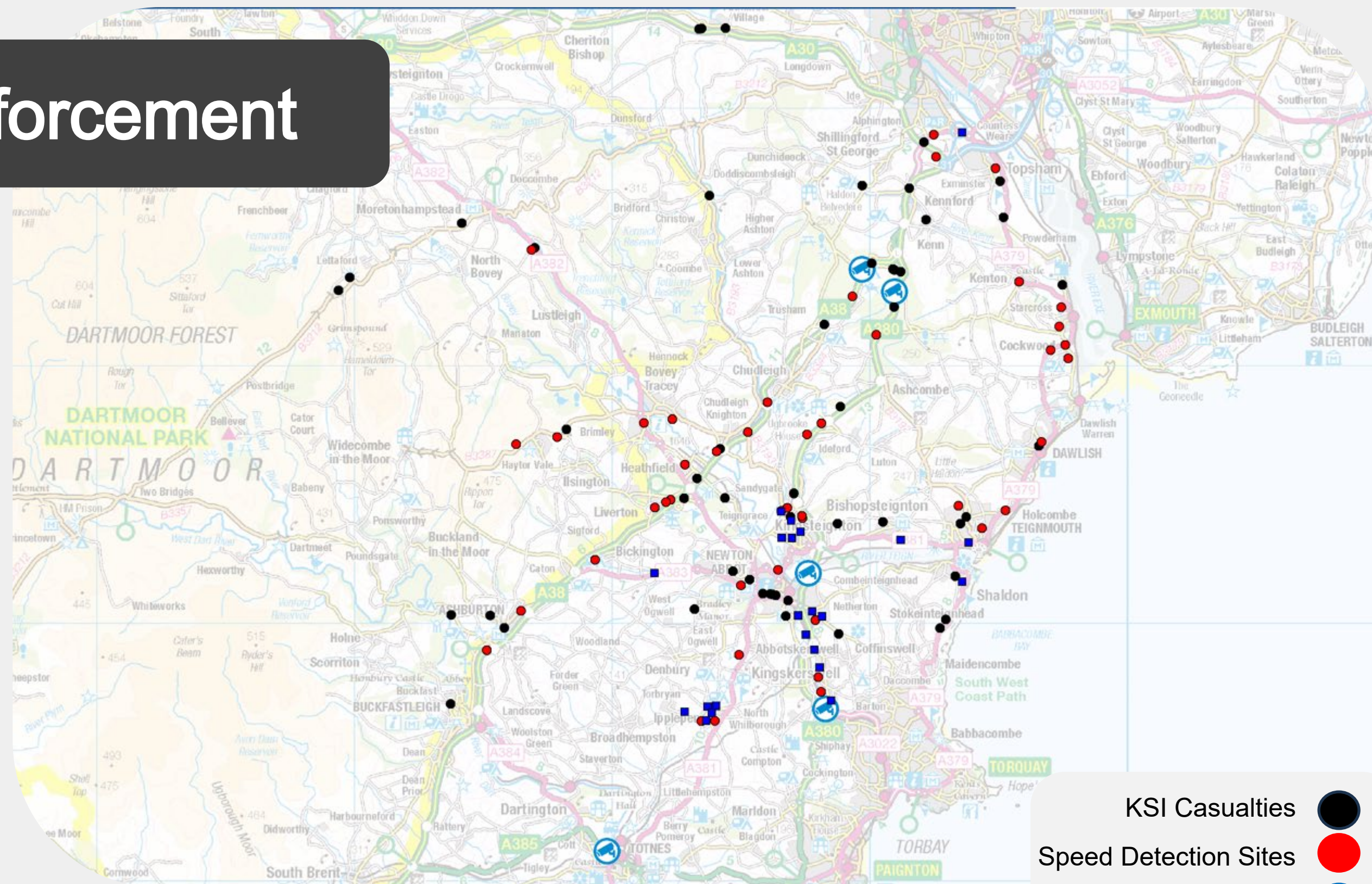


Road Safety - Enforcement

Teignbridge Case Study

2024 saw an increase in
comparison to 2023

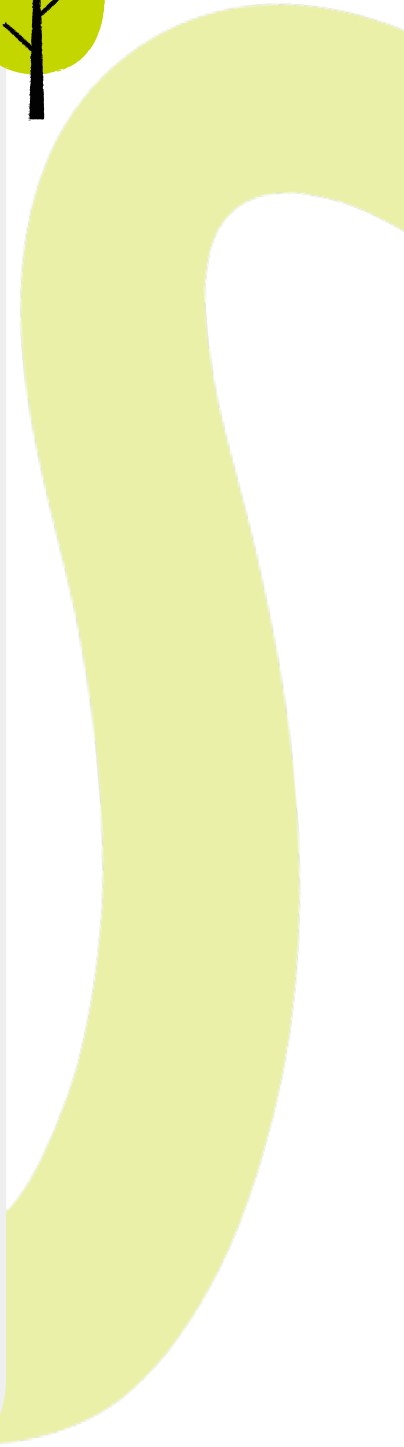
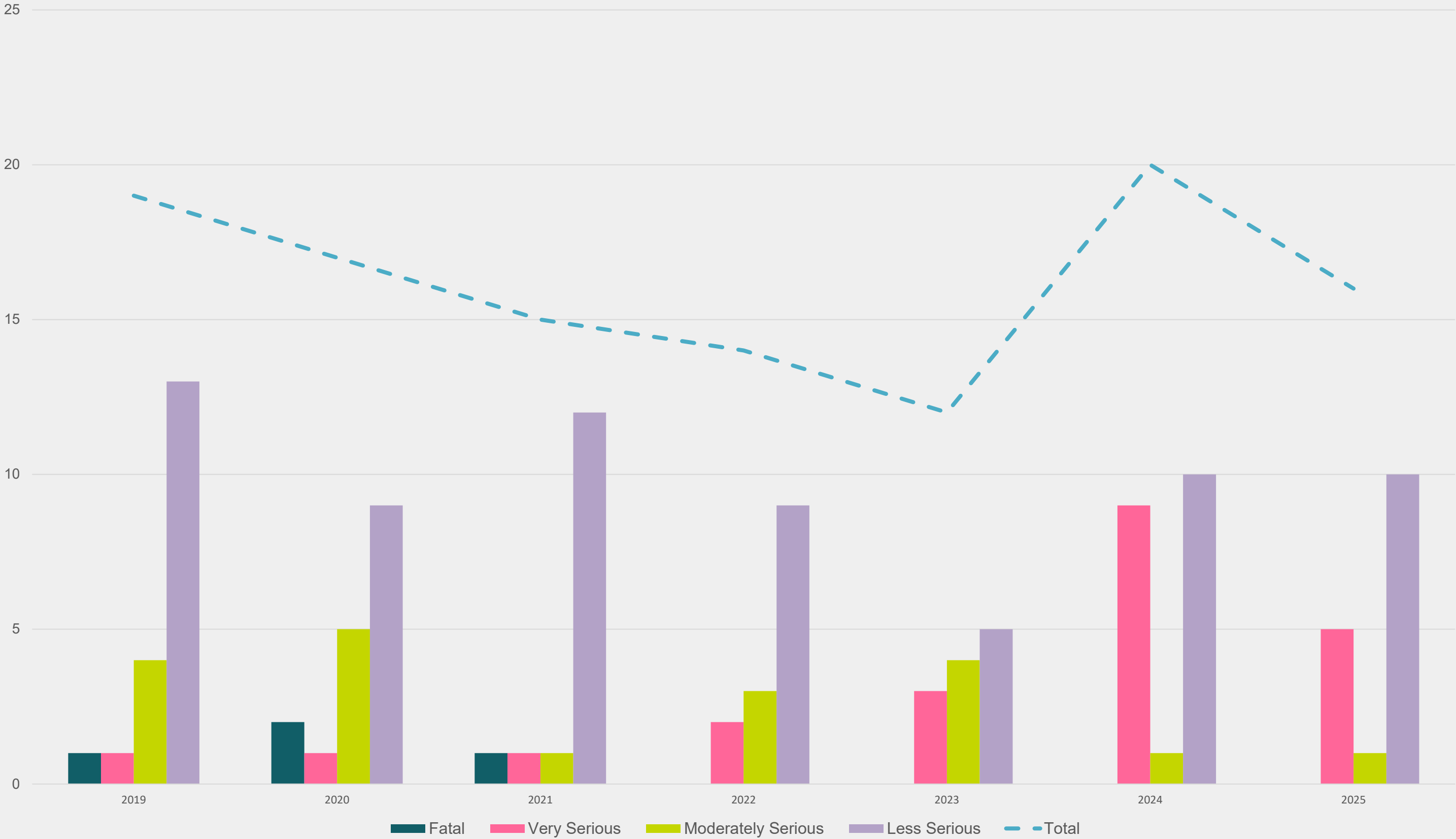
17%



- KSI Casualties ●
- Speed Detection Sites ●
- CSW ●
- Static Cameras ●



Teignbridge KSI Casualties – January to April





2025 Summary



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

Author Name:	IF
Author Role:	Principal Transport Officer Road Safety, Cornwall Council
Development Group Date	15.05.2025

VISION ZERO SOUTH WEST – Culdrose Average Speed Camera (Match Fund)

<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 agreement to match fund delivery of an Average Camera system at Culdrose, near Helston in Cornwall. The camera system will support a reduction in the speed limit, currently national speed limit (60mph), to 50mph.

2.0 **RECOMMENDATIONS**

- a. Partners approve a maximum contribution of up to £87,500 (see 3.2 below).

3.0 **DEVELOPMENT GROUP ASSURANCE & STRATEGIC FIT**

- 3.1 The scheme rationale alongside the match fund request was discussed at the newly formed Delivery Group (replaced Activity A and Activity B into a single meeting) where it received full support to advance to the Development Group. In line with our current reporting structure, a discussion then followed at the Development Group, where members were taken through an executive summary, outlining rationale, detailed in section 4 below.
- 3.2 Based on the current cost estimates, a maximum contribution of £87,500 is required. The Development Group acknowledged this financial request, but agreed that should scheme costs be reduced, any saving should come from the VZSW Board contribution.
- 3.3 The Development Group was satisfied that it should be presented to VZSW Governance Board for consideration.

4.0 **EXECUTIVE SUMMARY OF PROPOSAL**

- 4.1 Local stakeholders and the wider community have expressed road safety concerns regarding the A3083 Culdrose Road, citing the frequency and severity of road collisions. The road is currently subject to the National Speed Limit (60mph), and on average, carries around 15,000 vehicles daily.
- 4.2 Speed data (over a 9-day period in 2023) revealed over 3,500 vehicles travelled above 60mph and circa 400 exceeded 70mph. Mobile enforcement has been inconsistent due to limited safe sites to operate, and ongoing perimeter fence works at Culdrose.
- 4.3 Collision history over 20 years shows 55 collisions (9 fatal, 12 serious, 34 slight), with several severe crashes with contributory factors linked to loss of control, careless / reckless driving and excess or inappropriate speed.
- 4.4 Over 75% of collisions also occurred during the hours of darkness, which, when linked

to some of the factors mentioned previously, poses challenges for operational enforcement tactics.

4.5 Over the years a number of improvements have been implemented, such as:

- Introduction of pedestrian islands near to the entrance to Culdrose
- Relocation of bus stop to entrance area of base (was sited half-on carriageway)
- Introduced collapsible bollards to prevent u-turning within junction areas of the base
- Widening double white lines & introduction of hatching to help emphasise the bend
- Cycleway / footway upgraded
- Discussions ongoing with the base to allow access from both accesses to prevent U-turning

4.6 The road topography and layout mean further engineering opportunities are limited or cost abortive.

4.7 To enhance road safety, the proposal is for the provision of an Average Speed Camera system and a speed limit reduction from 60mph to 50mph.

4.8 Cornwall Council, through existing budgets, has managed to secure a maximum sum of £125,000, but no further funding is available. The scheme will not be advanced should the match fund contribution be rejected.

5.0 FINANCIAL REQUEST

5.1 The current estimated project cost is £250,000. This is the whole scheme costs including associated design work, Road Safety Audits and Traffic Orders. Funding breakdown:

- Confirmed - £125,000 Cornwall Council
- Confirmed - £37,500 from VZSW's annual Camera programme, Cornwall has selected this as their priority site for 2025/26
- **Pending - £87,500 (maximum) match fund from VZSW Governance Board**

5.2 The Development Group approved progression to the Board, but with the proviso that £87,500 be the maximum contribution and should savings be realised, this would be to the benefit of the VZSW match fund element. Therefore, the funding request is up to a maximum of £87,500.

6 IMPLEMENTATION TIMESCALE & NEXT STEPS

6.1 Subject to Board approval, design work will continue and milestones for delivery of the scheme can be reported back to the Board, if requested.

Vision Zero Board Learn 2 Live Evaluation Results

Ian Edwards

ian.edwards@nvc-limited.com

10 June 2025

Thank you

- The team that worked on this have been brave by following good practice guidance (Fylan, 2017) in the development of Learn 2 Live (L2L)
- This is one of the few road safety interventions in the UK that has done so
- Road safety is as challenging as any other health behaviour
- ‘Common sense’ or what ‘feels right’ rarely works.

Background

- Learn 2 Live (L2L) is a theatre-based road safety intervention
- L2L wanted to move away from testimonial/fear-inducing approaches due to concerns about it being counter-productive
- Whilst this type of approach may work with novel behaviours, these approaches are unlikely to be successful if the behaviour is commonplace

The optimistic bias (Sharot, 2011)

Put simply: Bad things happen, but they happen to others, not to me

They accept the outcome is high (death), but feel the likelihood is low

The New Learn 2 Live Presentation

The development of the L2L followed good practice based on the Capability, Opportunity, Motivation – Behavioural (COM-B) (Michie et al., 2014)

The content covers:

- Introduction
- Decision making (Impulsive decisions)
- Inexperience
- Impairment

Initial Evaluation

The initial evaluation used a simple pre- and post-methodology

A questionnaire measure was administered one week before attending and four weeks post

A significant improvement was found on all four measures contained in the questionnaire:

- **Novice Driver Vulnerability Scale**

- The scale measured how vulnerable a newly qualified driver is compared to an experienced driver when impaired. It used a 7-point scale from 'no more vulnerable' to 'much more vulnerable'. Items relating to alcohol, phone use, cannabis and fatigue

- **The Driver Decision-making Scale**

- This scale measured any improvements in the participants' understanding of when novice drivers make poor decisions, for example, in peer situations or when late for an appointment

Initial evaluation

- **Willingness to Engage in Unsafe Behaviours**
 - Were they more, or less willing to engage in unsafe behaviours, such as phone use, drinking and using cannabis
- **Willingness to Take Action Scale**
 - How willing were they to speak out by asking the driver to slow down, turn the music down or take a break

Willingness has been found to be a predictive measure of adolescent behaviours based on the Prototype Willingness Model

(Gibbons et al., 2003)

Randomised Cluster Design

Schools were randomly allocated to either the Learn 2 Live group (Intervention Group) or to the Control Group

Both groups were given the evaluation questionnaire as per the previous study

Sample Size

	Time 1	Time 2	Matched
Intervention Group	587	246	147
Control Group	1066	778	286

Results

- Willingness to Take Action was not used due to poor reliability scores in the first evaluation
- No difference was found between groups when they completed the first of the two questionnaires.
- When the groups completed the measure a second time, the Intervention Group showed positive and statistically significant ($p < .05$) improvements on all three scales compared to the Control Group

Results

Scale	Group	N	Mean (SD)	t =	df	p =
T1 Novice Driver Vulnerability Scale	IG	143	23.10 (7.42)	1.35	425	.09
	CG	284	22.00 (8.27)			
T2 Novice Driver Vulnerability Scale	IG	126	25.02 (7.63)	2.56	376	.005*
	CG	252	22.92 (7.47)			
T1 Driver Decision Making Scale	IG	140	26.41 (5.03)	1.05	417	.29
	CG	279	25.78 (6.05)			
T2 Driver Decision Making Scale	IG	125	28.11(6.35)	2.67	368	.02*
	CG	245	26.58 (6.07)			
T1 Willingness to Engage in Unsafe Behaviours Scale	IG	141	17.25 (6.28)	.636	421	.53
	CG	282	16.85 (6.03)			
T2 Willingness to Engage in Unsafe Behaviours Scale	IG	127	15.17 (6.29)	-3.90	375	.001*
	CG	250	17.84 (6.27)			

IG = Group who received the Learn 2 Live

CG = Control Group

* Indicates significant

Results

For the Willingness to Engage in Unsafe Behaviours, a significant change ($p < .05$) was also found within the Control Group at the two-time-points, with this group becoming more willing to engage in unsafe behaviour

This increase in the Control Group scores, compared to a reduction found in the Intervention Group, would suggest that without L2L, passengers and drivers could become more willing to engage in unsafe behaviours

Conclusion

- Both studies showed significant improvements
- What is particularly encouraging is the willingness scores

Recommendations

- The time allocated to L2L is increased to allow for more complex messages to be delivered
- The Partnership continues the development and delivery of follow-up sessions to support the main L2L presentation, to maintain the messages
- The content of the presentation is carefully controlled



Biker Down Evaluation: Results 2023-2025

PRESENTATION OUTLINE



- **Methodology**

- Evaluation design
- Survey design and dissemination
- Analytical techniques

- **Final Evaluation Results**

- Pre-versus post attendance changes
- Quantitative analysis
- Qualitative insight

- **Supplementary Analysis**

- Socio-demographic insight



METHODOLOGY (1)



■ Evaluation Design

- **Pre-versus post survey design** comparing differences in results before and after attendee participation*
- Pre-survey: level of training and experience; self-attributed riding 'skill'; booking motivations and expectations prior to attending
- Post-survey: personal reflections; perceived level of impact on themselves as riders and their on-road behavior (across the core course competencies). Issued to participants via e-mail **at a minimum of four weeks after attendance.**



To test the underlying theory of change for Biker Down, a number of questions feature in both surveys to measure quantitative levels of change before versus after attendance.

METHODOLOGY (2)



■ Evaluation Design

- As a basis for the evaluation's aims, the South West Biker Down Management Team worked with Agilysis to develop a logic model ('theory of change') that stipulated the following intervention objectives:

Module	Knowledge	Confidence	Intention
Scene Management	By attending Biker Down, motorcyclists' knowledge of what to do in the event of a motorcycle collision increases	By attending Biker Down, motorcyclists' confidence in applying knowledge of what to do in the event of a motorcycle collision increases	By attending Biker Down, motorcyclists' intentions to apply knowledge of what to do in the event of a motorcycle collision increases
First Aid	By attending Biker Down, motorcyclists' knowledge of post collision response in the event of a motorcycle collision increases	By attending Biker Down, motorcyclists' confidence in applying knowledge of post collision response in the event of a motorcycle collision increases.	By attending Biker Down, motorcyclists' intentions to apply knowledge of post collision response in the event of a motorcycle collision increases
Conspicuity / 'science of being seen'	By attending Biker Down, motorcyclists' knowledge of the 'science of being seen' whilst riding increases	By attending Biker Down, motorcyclists' confidence in applying knowledge of the 'science of being seen' whilst riding increases	By attending Biker Down, motorcyclists' intentions to apply knowledge of the 'science of being seen' whilst riding increases



The overarching aim of Biker Down is to equip attendee motorcyclists to competently manage the scene of a collision involving another motorcyclist and to increase their conspicuity whilst riding.

METHODOLOGY (3)



■ Analytical Techniques

- The scope of the project has enabled both quantitative change and qualitative insight to be collated (**mixed methods approach***):
- Quantitative analysis:
 - ✓ Pre-versus post changes in answer statements selected; relative changes in proportions of respondents selecting answer fields (net agreement + / net disagreement -)
 - ✓ Statistical testing to assess any *statistical significance* between pre-versus post results for statements relating to the core competencies
 - ✓ Postcode-derived socio-demographic insight utilising CACI's Acorn dataset and the Index of Multiple Deprivation (IMD)
- Qualitative analysis:
 - ✓ Thematic analysis to elicit core themes and overarching patterns within and across open-text responses)
 - ✓ Assessment of attendee perceptions towards the course content (efficacy), its delivery (rollout) and comparative judgement (what is considered to work / not work and what might be improved)
 - ✓ Changes in emphasis and comparison of self-reported behaviour before versus after attendance



SAMPLE SIZE



256 completed pre-survey responses
60 partial pre-survey responses

129 completed post-survey responses
29 partial pre-survey responses



540 attendees (study period)
24% completion rate

**93% of completed responses collected 4
weeks or later after attendance**





FINAL EVALUATION RESULTS (1)







■ Pre versus post comparisons

- Self-reported changes in knowledge, confidence and intentions
- Statements related to the nine competency objectives all saw positive improvements post-attendance, with pre-scores shown first in the brackets (**some of the statements were phrased negatively so a reduction in 'agreement' / increase in 'disagreement' may be positive***).







Scene Management




- Knowledge – agreement with limited knowledge (63% to 7%)* 
- Confidence – agreement with having confidence (22% to 97%) 
- Intentions – agreement to manage scene (82% to 100%)  

First Aid

- Knowledge – agreement with limited knowledge (52% to 2%)* 
- Confidence – agreement with having confidence (33% to 97%) 
- Intentions – agreement to manage scene (57% to 97%)  

Conspicuity

- Knowledge – agreement with good knowledge (75% to 99%)  
- Confidence – disagreement with having no confidence (48% to 89%)*  
- Intentions – agreement with need to make themselves more visible (69% to 79%)  

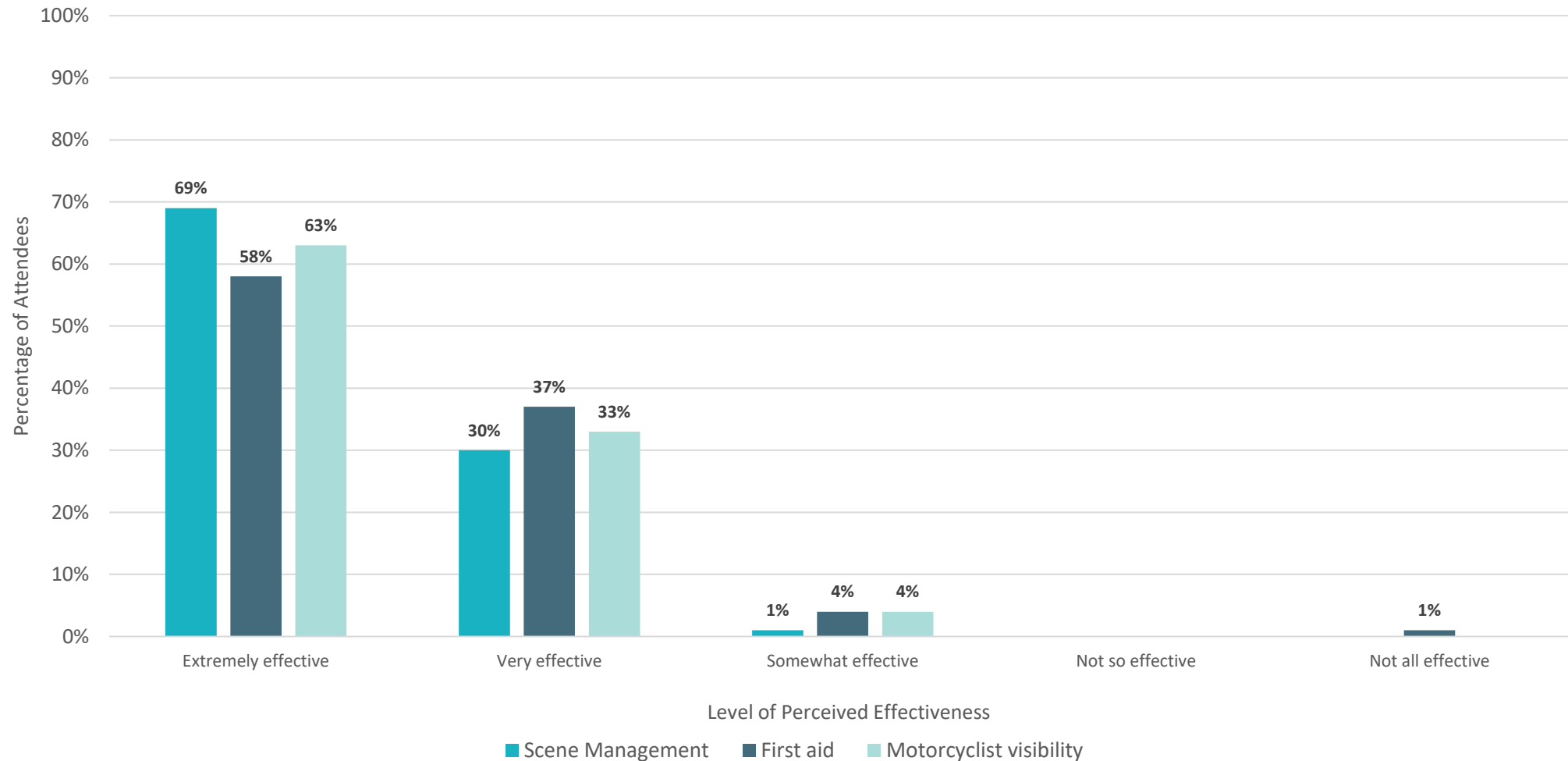
Key	
	Statistically significant
	Not statistically significant
	High pre-survey reported behaviour

FINAL EVALUATION RESULTS (2)



Post-survey: Course (module) effectiveness

'How effective do you feel the overall content of Biker Down was in terms of teaching you about the following?'



FINAL EVALUATION RESULTS (3)



Post-survey: Course (general) effectiveness

98% of respondents agree ...

'Biker Down has increased my general ability to manage the scene if I were to come across a collision involving another motorcyclist'

87% of respondents agree ...

'Biker Down has increased my intention to use relevant clothing and equipment to make myself more visible to the other road users whilst out riding'

96% of respondents agree ...

'Biker Down has increased my overall first aid skills if I were to come across an injured motorcyclist'

94% of respondents agree ...

'Biker Down has made me more likely to adopt safe riding behaviours to make myself as noticeable as possible to other road users'

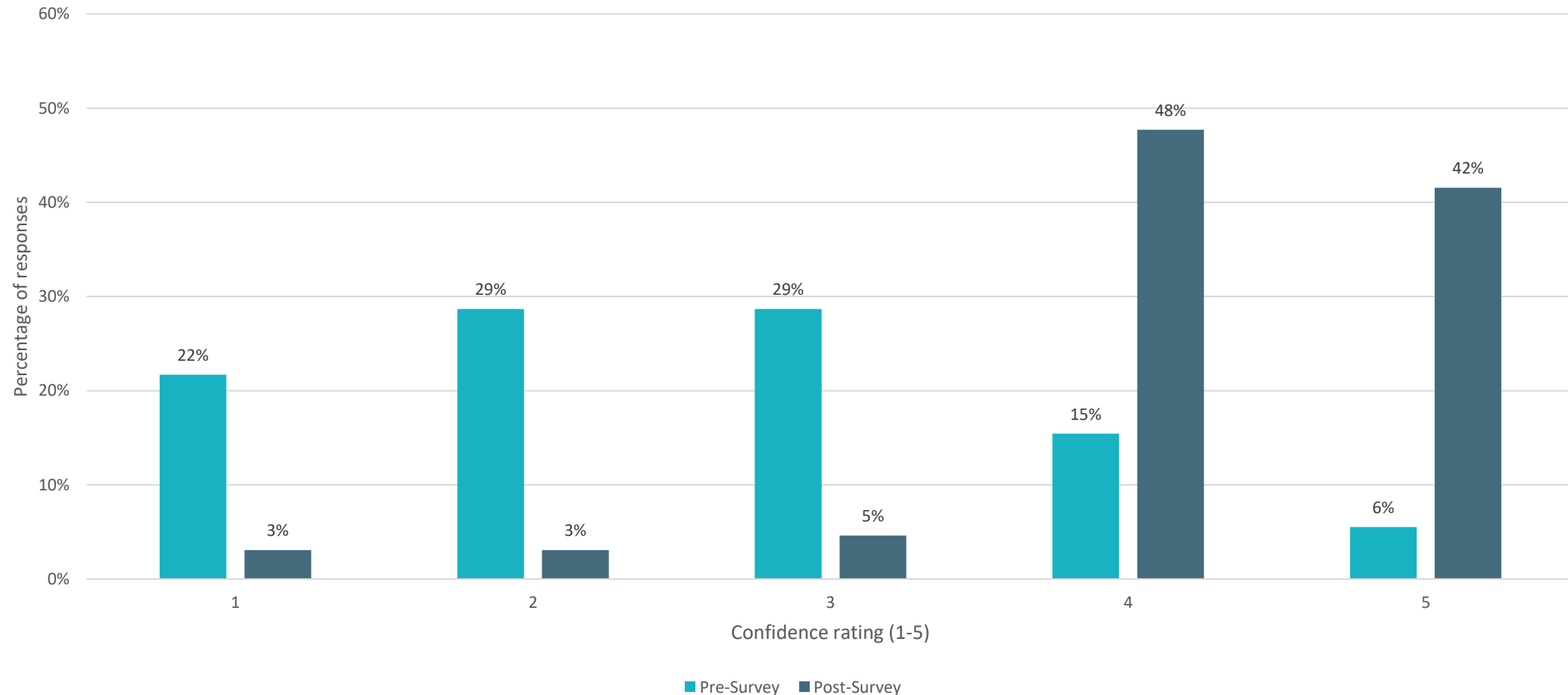
Overall, respondents thought that the quality of delivery of the Biker Down course was of a very high standard, with 90% rating the course delivery as 'excellent'.

FINAL EVALUATION RESULTS (4)



■ Pre versus post comparisons

'Imagine you were on a Sunday afternoon solo ride in the countryside, and you rode around a bend to find a motorcycle in the road and an unconscious rider lying in the verge. How confident would you feel in dealing with this scenario?'



FINAL EVALUATION RESULTS (4)



- Qualitative Analysis – pre-survey
- **Motivations** for booking a place on Biker Down centred on wanting to be prepared when first on the scene of collision involving a motorcyclist.
- **Expectations** were largely based around knowledge, as well as skills and emotional preparedness, with enhanced confidence to deal effectively (and correctly) with such collision scenarios.

"I am a pillion passenger on my husband's bike and want to be well prepared, should anything happen to us or other road users, not just bikers, the more information I learn, the better prepared I am. Also, we are out and about a lot and sometimes ride with other bikers, so as much info as possible could be very helpful."

The safety in knowledge that if I needed it, I could call stay cool in a potentially stressful situation and make everyone safe/feel better"

...Also about to embark on a lengthy road trip/tour and would like to increase my knowledge of first aid should anything happen"

Confidence to handle/manage emergency situations involving collisions or any issue where another biker might need assistance."

Understand better the Do's and Don'ts of first aid. Obtain valuable knowledge that could save a life"

FINAL EVALUATION RESULTS (5)



- Qualitative Analysis – pre-survey
- **Existing actions undertaken by attendee participants before Biker Down** were calling the emergency services, checking injured casualties and looking to intervene (although there were many one-word answers around first aid rather than a structured approach, demonstrating some knowledge but not part of process of understanding)
- **Existing actions on self-visibility as a rider** included using hi viz jackets, daytime running lights, fixing road position to always been seen and wearing appropriate clothing
- Generally, there were real intentions to intervene, but free-text responses suggest that prior to attendance isolated actions and limited knowledge of how to intervene as a process were present

Danger (assess/999/help)

"I ride with my headlight and spotlights on and ensure that I position myself correctly at approaches to all junctions to enable maximum vision."

Always wear hi-viz jacket and bright helmet, signal early and give plenty of space, don't hang out in their blind spots, always expect they won't see you."

Call emergency services, check for breathing and keep warm."

FINAL EVALUATION RESULTS (6)



- Qualitative Analysis – post-survey
- **Key learnings** post attendance were centred around feelings of being able to better control and manage the scene of collisions involving motorcyclists. There was notable recognition of around helmet removal techniques and techniques to support better first aid and self-conspicuity

“About the effect of dazzle camouflage and how a bike can have the same effect because of its shape. That bikes with headlights are not easily seen by other drivers. That yellow Hi-Viz vests can disappear in a rural environment in particular”

Latest CPR techniques have changed a lot since my last 1st aid course.

The importance of how to manage a road traffic collision scene, with safety first being key.”

“Visibility, for example pink is more noticeable than yellow, and yellow 'fog lamps' are also more noticeable to oncoming vehicles and those turning out from side roads, there is a consensus that a logical calm approach is better suited to an emergency situation, someone has to be assertive and control the sequence of events or disposition of assistance as offered”

That is ok to remove a helmet - and how to do it safely”

FINAL EVALUATION RESULTS (7)



- **Qualitative Analysis – post survey**
- **Additional thoughts** post attendance included lots of praise for Biker Down, the content, and the practitioners involved in its delivery.
- **Suggested improvements** were largely about more time being beneficial for first aid and self-visibility, increased course length, increased course promotion in addition to extra consideration for inclusivity for those with additional needs. There were a couple of specific calls for extended information on visibility strategies and using defibrillators.

“The course was pitched perfectly at the audience and the friendly way the instructors dealt with participants made them more willing to engage in the practical lessons in particular”

“I thought it was quite a short course, maybe increase time”

“A little more on motorcyclists’ visibility.”

I found the combination of having a paramedic and the fire service giving their knowledge on the subject of dealing with motorcycle accidents very beneficial.”

“The availability and promotion of courses. I only heard about it through a friend, I may not have discovered it for years otherwise. I would have liked a bit more content on first aid.”

“A fantastic course that every biker should do. Lots of useful information and very well delivered. Thank you!”

FINAL EVALUATION RESULTS (8)



■ Qualitative Analysis

- **Self-reported impact as motorcyclists** included having much greater levels of confidence and awareness of how to take manage and take control of collisions involving a motorcyclist if first on the scene; and greater self-consideration of visibility to other road users and the role of positioning and equipment choices whilst riding.
- **Actions (post-attendance)** reported by attendees if they were to find themselves in such a situation included keeping oneself safe whilst managing the scene and considering situational factors; with notable mention of bike positioning and CPR actions.
- **Adverse impacts reported:** Nervousness and uncertainty on equipment choices / use

"I will be considering my riding, especially road positioning and equipment choices in more detail. I have also added crash cards to my helmets. I would like to do more first aid training and advance rider training."

"Some of the content and discussions made me slightly nervous and feeling like I don't want to be another statistic, but I am trying to educate myself and become the best rider I can. These courses arm you with the confidence and knowledge to help when needed and also raise awareness about your own riding."

"Ensure that I was in a safe position to manage the scene. Use other people to keep the scene safe and call emergency services. After that I would attend to any potential injuries."

"Make sure I'm safe, alert oncoming traffic, make the bike involved in the accident safe (turn engine off, etc), identify/locate all the casualties, involve passersby to help and give them tasks, call or ask someone else to call an ambulance and someone else to call police and if needed fire services, assess the casualties, starting with their breathing and heart rate and administering CPR if needed, stopping bleeding if needed perhaps with a tourniquet, comfort and reassure the casualties, prepare the scene for the arrival of emergency services (e.g. access)."

SUPPLEMENTARY ANALYSIS



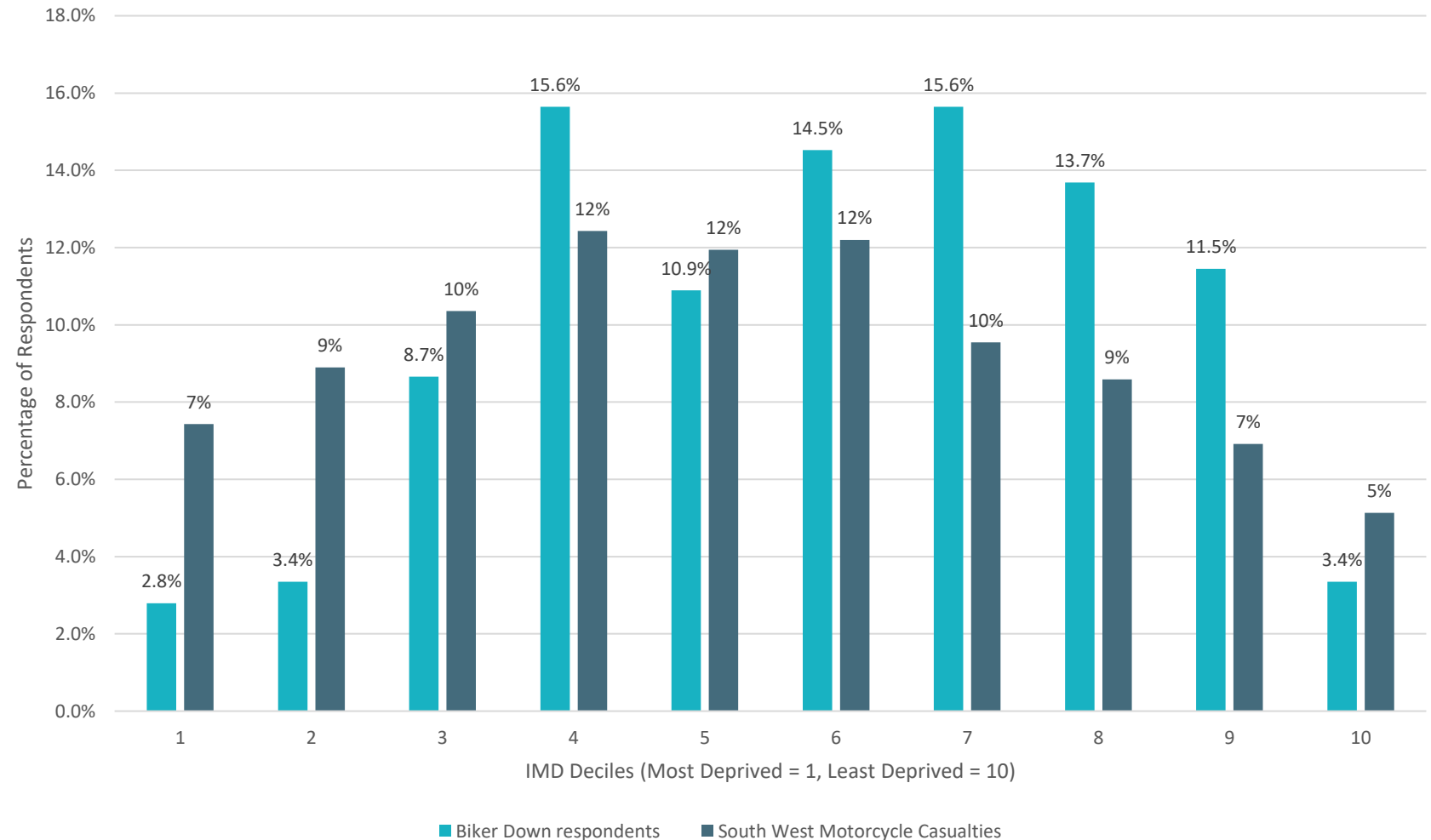
- **Socio-demographic insight**
- Breakdown by area shows the home local authority area for respondents. Whilst almost half live in Devon, there were respondents from across the South West, including as far as field as Gloucestershire and Wiltshire.
- 63% of respondent cohort from Devon and Cornwall

Home Local Authority	Percentage of Respondents
Devon	47%
Somerset	19%
Cornwall	16%
Plymouth	5%
Torbay	4%
North Somerset	4%
Bristol	2%
Bath and North East Somerset	1%
South Gloucestershire	1%
Wiltshire	1%
Dorset	0.5%

SUPPLEMENTARY ANALYSIS (3)



- Socio-demographic insight
- IMD analysis (93% of postcodes matched) suggest greater participation from those from lesser deprived backgrounds although this isn't universal.
- South West Motorcycle Casualties (2019-2023) were more likely to come from more deprived areas.



SUMMARY OF FINDINGS



- This evaluation has found that Biker Down courses, delivered over the last two years in Devon and Cornwall, have had an overall positive impact on attendees' self-reported knowledge, confidence, and intentions to apply learnings acquired should they find themselves at the scene of a collision involving a motorcycle whilst out riding.
- These positive changes were confirmed by the quantitative and qualitative analysis. A small but persistent number of respondents felt that they didn't need to do anything more to make themselves visible to other road users.
- The course was very well received. This evaluation has found that, overall, respondents felt that delivery of Biker Down was very strong in Devon and Cornwall. There was a tangible appreciation for the quality of delivery as well as the knowledge and input provided by trainers.
- There is scope to consider improvements suggested by attendees around additional exploration of some elements of Biker Down that were felt to need more elaboration. Attendees generally are older males aged 45 and above who see the course as a valuable refresher.
- **Intentions were generally high before attendance, with knowledge and confidence much lower, suggesting Biker Down has had real impact in ensuring well-meaning intentions are backed up by sound knowledge and confidence to intervene effectively.**

'Heads Up'

Mobile Phone &
Seatbelt Detection



UK Operational First

July 2024 to date:

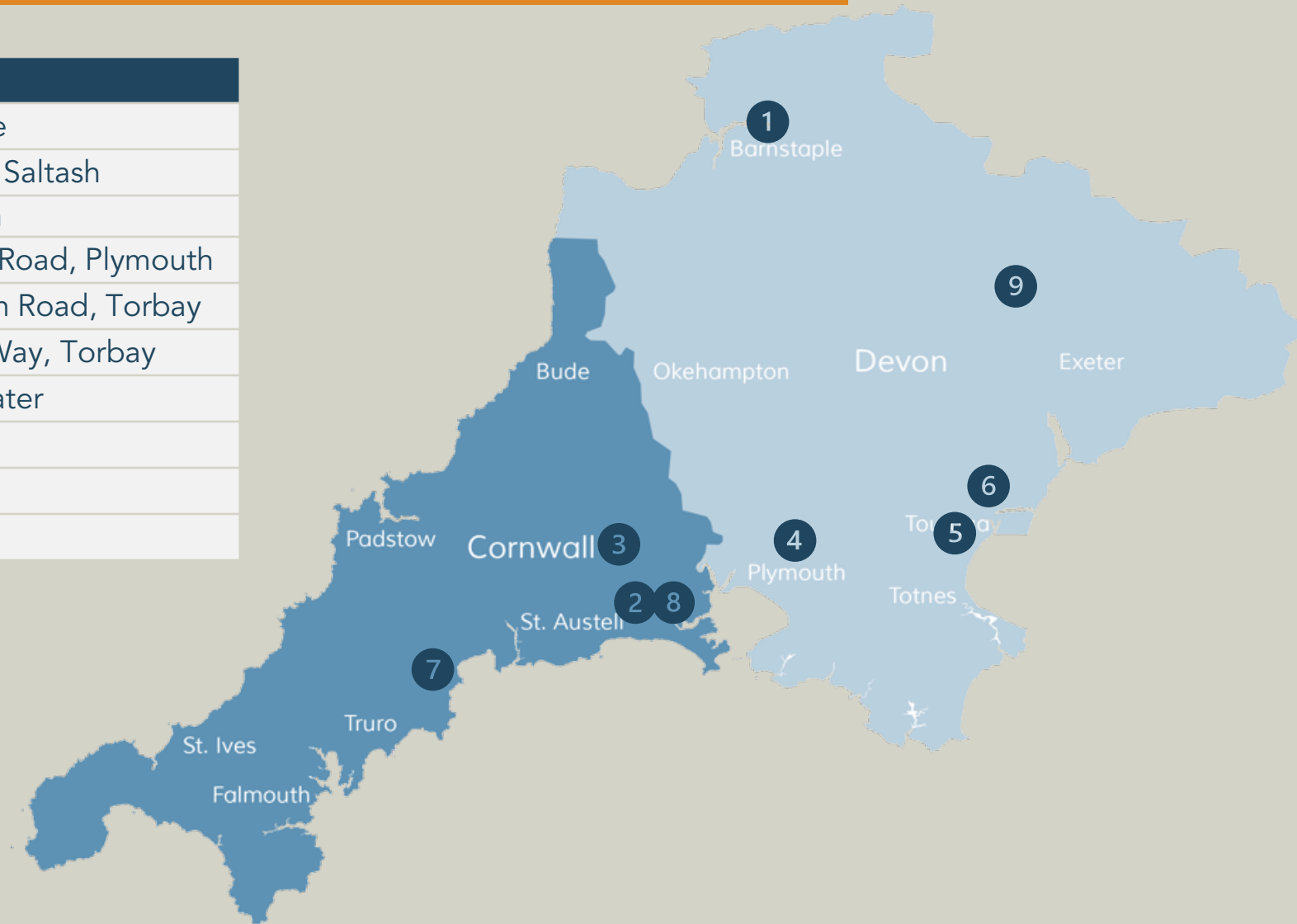
- UK (and Europe) enforcement first!
- Long term operational solution
 - Handheld mobile phone
 - Seatbelt wearing
- Over 7,000 offences processed
 - 2,192 mobile phone
 - 4,963 seatbelt
- We are changing behaviours

"It is the first long-term use of this state-of-the-art equipment outside Australia".



Trailer Locations

No.	Route	Location
1	A361	Barnstaple
2 & 8	A38	Landrake, Saltash
3	A388	Callington
4	A386	Tavistock Road, Plymouth
5	A379	Dartmouth Road, Torbay
6	A380	Hamelin Way, Torbay
7	A390	Hewas Water
9	A377	Crediton
10	TBC	
11	TBC	





A379 Dartmouth Road, Torbay



A377 Crediton



A390 Hewas Water



A386 Tavistock Road, Plymouth



A388 Callington



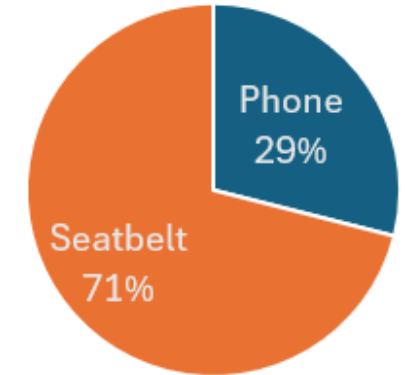
A38 Landrake, Saltash

Detections Made

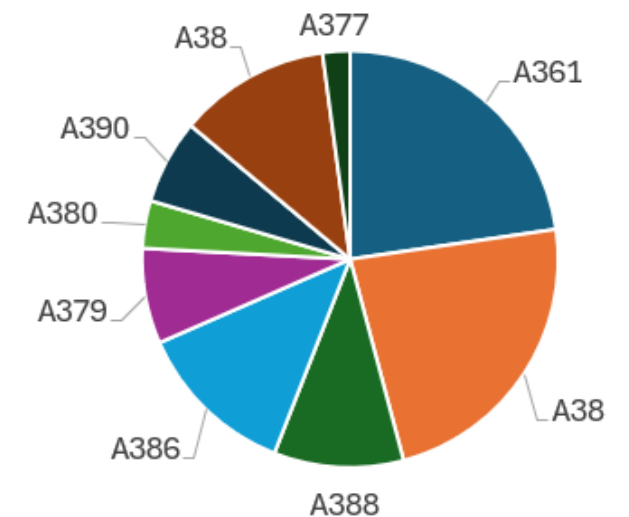
		Vehicles	Phone	Seatbelt	Total Violations	Phone Violations	Seatbelt Violations
A361	Barnstaple	685530	535	1562	0.31%	0.08%	0.23%
A38	Landrake	699254	583	1372	0.28%	0.08%	0.20%
A388	Callington	304214	200	730	0.31%	0.07%	0.24%
A386	Tavistock Road, Plymouth	377476	427	695	0.30%	0.11%	0.18%
A379	Dartmouth Road, Torbay	223645	209	766	0.44%	0.09%	0.34%
A380	Hamelin Way, Torbay	111426	44	148	0.17%	0.04%	0.13%
A390	Hewas Water	198225	218	435	0.33%	0.11%	0.22%
A38	Landrake	355478	311	430	0.21%	0.09%	0.12%
A377	Crediton	64214	56	198	0.40%	0.09%	0.31%
TOTAL			2583	6336			8919

All violations 0.17% - 0.44%
 Phone violations 0.04% - 0.11%
 Seatbelt violations 0.12% - 0.34%

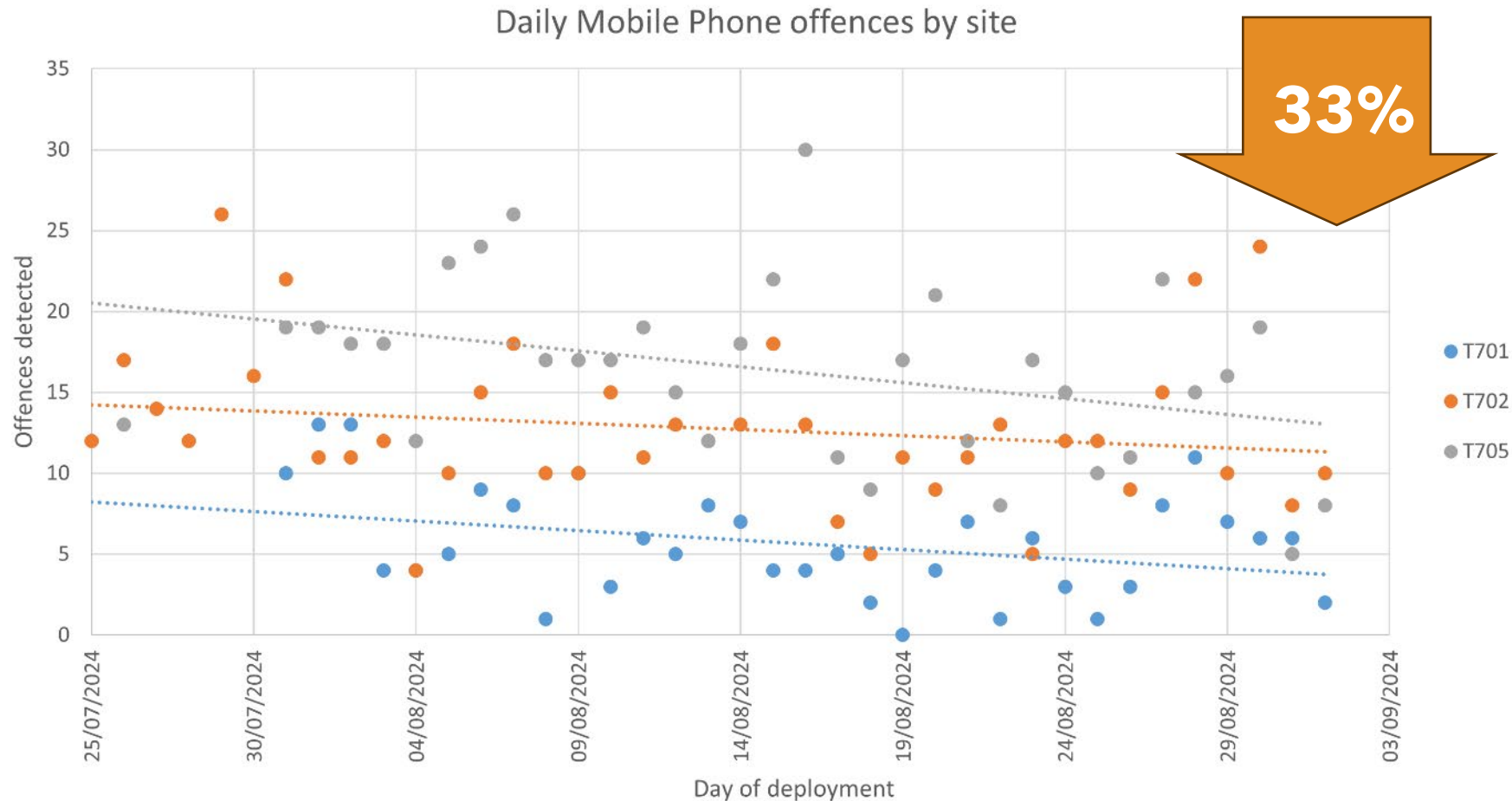
Seatbelt vs Mobile Phone Detections



Vehicles Seen



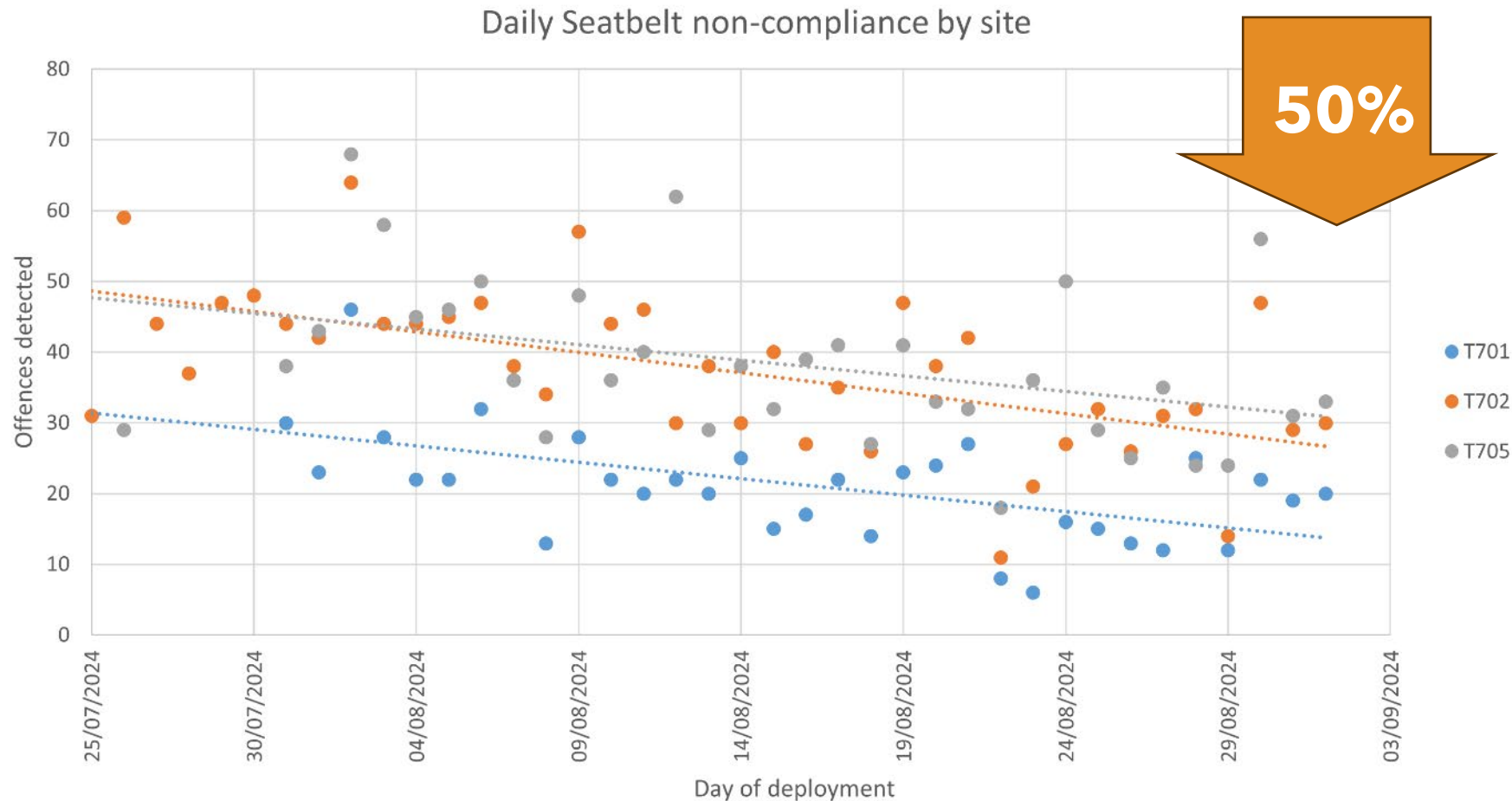
Changing Behaviours?



- August 2024
- 3 locations
- 1.5m vehicles
- 1,239 phone offences



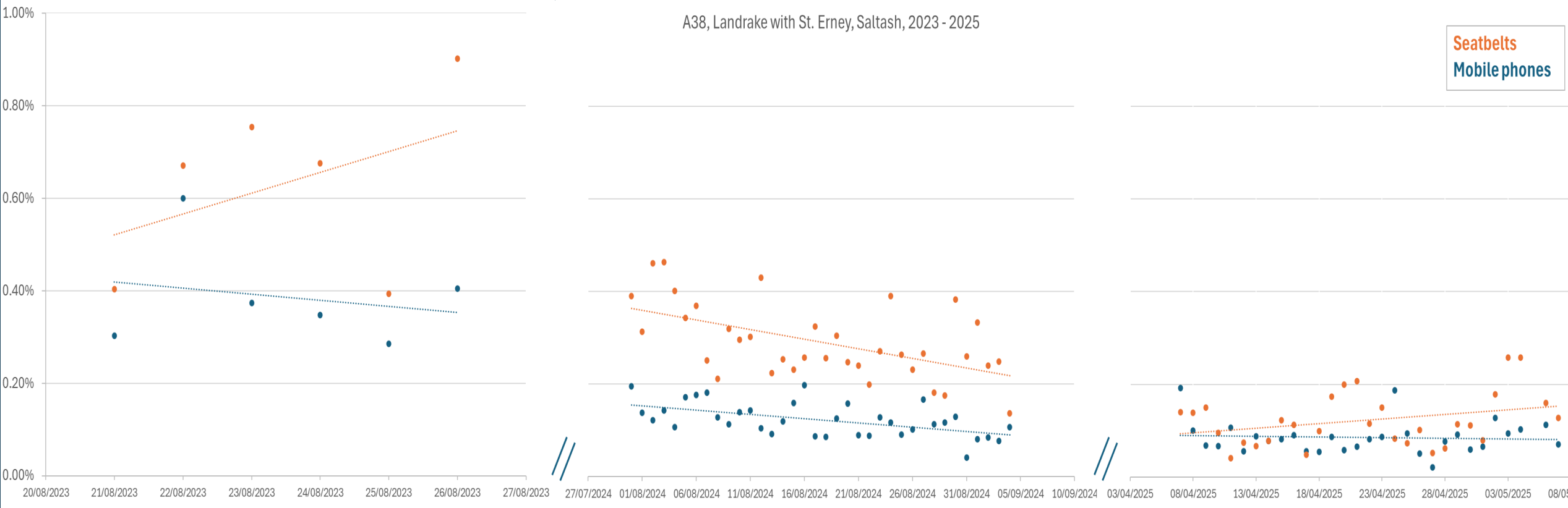
Changing Behaviours?



- August 2024
- 3 locations
- 1.5m vehicles
- 3,467 seatbelt offences



Long Term Change



Violation Examples – Devon & Cornwall

Camera Code: 0048 Direction: Towards Operator: 1007

Location:

Incident Number: 26994 Lane: 1 Offence: Seat Belt Vehicle Speed: 34 mph

Date: Time: 18:28:46.605



Camera Code: 0048 Direction: Towards Operator: 1007

Location:

Incident Number: 26994 Lane: 1 Offence: Seat Belt Vehicle Speed: 34 mph

Date: Time: 18:28:46.953



Camera Code: A0152 Direction: Towards Operator: 622

Location:

Incident Number: 5892 Lane: 1 Offence: Seat Belt Vehicle Speed: 31 mph

Date: Time: 15:04:22.497



Camera Code: A0152 Direction: Towards Operator: 622

Location:

Incident Number: 115100429 Lane: 1 Offence: Mobile Phone Use Vehicle Speed: 30 mph

Date: Time: 12:29:46.793



Camera Code: A0048 Direction: Towards Operator: 1003

Location:

Incident Number: 9018 Lane: 1 Offence: Mobile Phone Use Vehicle Speed: 36 mph

Date: Time: 12:04:27.161



Media Coverage

- High level of interest – generally positive

