MEETING: VZSW Board Meeting	**LOCATION:**	China Fleet, Saltash	
TIME: 1000hrs – 1400hrs	**DATE:**	10th June 2025	

In Attendance:

Alison Hernandez (Chairman)	Police and Crime Commissioner
Jamie Hulland	Deputy Director – Planning, Climate Change, Environment and Transport Directorate, Devon County Council
Ch/Supt Jim Gale	Commander Operations, Devon and Cornwall Police
Tim Bunting	Chief Executive, Cornwall Air Ambulance Trust
Philip Robinson	Service Director for Street Services, Plymouth City Council
NB	Area Manager Service Delivery Risk, Devon and Somerset Fire and Rescue Service
Cllr John Stephens	Chair of Scrutiny Management Board and Vice-Chair of Licensing Committee, Plymouth City Council
Cllr Adam Billings	Cabinet Member for Pride in Place and Parking
Substitutes	Senior Research Coordinator, IMPACT (for Dr Tim Nutbeam)
Dr LR	Transport Strategy Policy & Road Safety Lead, Cornwall Council (for Victoria
RL	Fraser)
BD/AJ	Head of Police/COO, TTC Group
Non Board members & Presenters:	
EC	Senior Accountant, Devon and Cornwall Police
NW	VZSW Partnership Manager
JC	VZSW Comms and Engagement Coordinator
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
AP	Road Safety Lead, Devon and Somerset Fire and Rescue Service
IF	Principal Transport Officer (Road Safety), Cornwall Council
SM	ANPR Manager, Devon and Cornwall Police
IE	Director, New View Consultants (online)
SS	Senior Consultant, Agilysis (online)
PB	Head of Highways, Plymouth City Council
GC	Acusensus, General Manager UK
KW	Collisions, Civil Litigation and Single Justice Procedure Manager, Devon and Cornwall Police
JA	Road Safety Manager, Devon County Council

Apologies:
Cllr David Thomas (TC), Cllr Mark Coker (PCC), Dr Tim Nutbeam (UHP, IMPACT, DAAT), Victoria Fraser (CC), Nicola Allen (OPCC), ACC Nikki Leaper (DCP), LR (DAAT), IT (NH), AB (CFRS), David Marsh (TTC), ADP DSFRS)

ITEM	DETAILS
1.	**Welcome and introductions.** The Chairman welcomed everyone to the meeting. Apologies from absent members were acknowledged, along with appreciation for those attending as substitutes. Cllr Adam Billings was formally introduced as the newly appointed Vice Chairman. The Chairman also expressed sincere gratitude and recognition for the valuable contributions of the outgoing Board members.
2.	**Declarations of interest** No one declared an interest.

3.	**Roll Call of Fatalities** The Chairman read out a roll call of 15 individuals who had lost their lives on Devon and Cornwall's (D&C) road network between 7th March 2025 and 1st June 2025 to focus the minds of Board members as to the purpose of the VZSW partnership.
4.	**Minute's silence.** A minute's silence was held to reflect on those who had died on the roads of D&C since the last Board meeting.
5.	**Minutes of previous meeting** The draft minutes from the Board meeting held on 11th March 2025 were agreed as accurate and true.
5a.	**Action Log Update** Board members were assured of the updates provided; no further clarification was required. Four actions complete and to be formally closed. The Chairman noted that it would be beneficial to share the lobbying document with newly elected members. **Action**: NW to circulate the lobbying documents to all new Board members. Cllr Billings inquired whether, after excluding medical episode fatalities, an assessment had been made of how Devon and Cornwall's highway safety compares to other regions. AL responded that provisional casualty statistics released on 29th May indicated that, while the national number of KSI cases remained static, Devon and Cornwall had experienced a decrease. The Chairman confirmed that once a fatality is officially attributed to a medical episode, it is excluded from the statistical data. Cllr John Stephens raised a question regarding the number of fatal collisions linked to impairment from drugs or alcohol. AL acknowledged that this remains a significant concern and noted that discussions are ongoing within Devon and Cornwall Police regarding enhanced training and improved detection methods.
6.	**End of Year Finance Report** EC summarised the financial position as at 31st March 2025, as detailed in the report circulated to the Board in advance of the meeting. The Partnerships planned outturn, before any capital spending, was originally predicted in the 5-year plan to be a surplus of £103,441. Actual income and expenditure for 2024/25 resulted 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. This was attributed to increased income from accident reports, following a reduction in processing backlogs, higher uptake of additional courses linked to AI camera enforcement and reduced staffing costs due to delays in recruitment. The year commenced with an opening balance of £4,378,136 in the pooled fund. During the year, the Partnership invested £2,081,176. After accounting for the transfer of surplus, the closing balance as at 31st March 2025 stood at £2,466,026. KW highlighted that Hampshire have reduced a proportion of their postage costs by some use of emails. AL confirmed that this approach is currently under consideration. Whilst last chance letters to offenders has increased pressure in terms of postage outlay, it has positively reduced court cases have by 40%. The Board gave thought to this but expressed but that perhaps continuing to send correspondence via traditional postal methods, carried more weight in terms of impact. The Chairman invited Board members to consider the current balance between enforcement and education activities. Jamie Hulland emphasised the importance of a data-led approach in guiding the Partnership's strategy. He noted that data analysis would help determine whether the existing balance is effective. It was suggested that, in the future, a tailored blend of enforcement and education may be required, particularly along high-harm routes. JA observed that, at present whilst Activities A & B are currently accounted for separately, there does appear to be a disproportionate split between Enforcement and behavioural change investment. And that if the current level of post-crash care expenditure within Activity B was excluded, then the remaining level of investment into education and training activities would be very low. MJ noted that more activity is needed for education and training. MJ highlighted that the national implementation of a 20mph speed limit in Wales has been effective in reducing casualties. He attributed this success to the coordinated, nationwide approach and noted that the introduction of Average Speed Cameras (ASC) in Plymouth has led to a reduction in casualties. PB

emphasised the need to highlight the broader benefits of 20mph limits, particularly in terms of road safety and community wellbeing. IF reported that a specialist has been engaged to support communications and public engagement for the 20mph rollout in Cornwall. He noted the importance of Cornwall approach and agreed to liaise with PB to discuss Cornwall's communications and engagement strategy in more detail.

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Action: IF to speak to PB regarding the comms strategy involved in the 20mph rollout

Philip Robinson commented that enforcement plays a significant role in changing driver behaviour and AL advised that it often provides an opportunity for education. AP stressed the importance of the looking at the whole of the Safe System and including for example safe roads, safe vehicles. The Chairman added that understanding local authorities' engineering plans would be valuable, and it was agreed that this should be included as a topic for a future Board meeting.

Action: Presentation of local authority engineering plans to be presented at future Board meeting.

NW reported that the team now has a full complement of analytical support, and work is underway on the Strategic Assessment. This assessment will provide a high-level overview of the areas presenting the greatest risk, which will then be supported by detailed problem profiles. The Strategic Assessment is scheduled for completion by October 2025, with a summary report to be presented to the Board in December 2025

Recommendation: The Board be made aware of the financial position as 31st March 2025
Outcome: The Board were assured of the recommendation as presented and laid out.

NW emailed partners post meeting to seek approval for an extension to the current Purchase Order by up to £30,000 to enable the continuation of the AI monitoring of seatbelts and mobile phone use to continue over the summer.

Recommendation: Partners approve the proposal to extend the existing AI seatbelt and mobile phone contract by up to £30,000 to allow further deployment over the summer whilst phase 2 business case is developed then presented in September.
Decision: The Board approved the recommendation as presented.

7. **<u>Terms of Reference for Delivery Group</u>**

A paper summarising the Delivery Group proposals was circulated to the Board in advance of the meeting. NW emphasised that the group's role would review proposals through the lens of data analysis, evaluation, and alignment with Safe System principles and ultimately provide scrutiny at officer level. NW confirmed that the Development Group would continue to operate, although its structure and function may evolve over time and said that a broader review of the governance structure, specifically the tiers above and below the Delivery Group, would follow.

The Chairman raised the question of whether the Chair of the Delivery Group, rather than VZSW Partnership Manager, should be a signatory to the Memorandum of Understanding (MoU), in order to strengthen the direct connection between the Delivery Group and the Board. Jamie Hulland reflected on a different point of view that the Partnership Manager would provide impartiality and therefore would be appropriate as the Chair. The Chairman also inquired about who would be taking on the role of Chair for the Development Group with the incumbent due to take up a new role. NW advised that she intends to contact contributory partners shortly to invite expressions of interest in chairing the Development Group. The Chairman suggested that whoever agrees to succeed as Chair should also chair the initial meetings of the Delivery Group to provide oversight of both groups to understand of how they operate and where improvements might be made.

JA noted that the smaller financial limit may be overly restrictive and recommended a change to the ToR to reflect the upper cap of £15k per activity.

	Action: NW to contact contributory partners to invite expressions of interest in chairing the Development Group. The Chairman proposed that she, the Vice-Chair of the Board, and the incoming Chair of the Delivery Group work collaboratively with NW to finalise and confirm the wider governance arrangements to be brought back to the Board. **Recommendation:** Partners approve the ToR as laid out which includes approval of the annual financial request capped at £100k (see ToR & section 5) and partners acknowledge the requirement to refresh the Partnership MoU. **Decision:** The Board approved the Terms of Reference as presented, subject to minor amendments. It was agreed that the Chairman, Vice-Chair of the Board, and the incoming Chair of the Delivery Group will work with NW to confirm the wider governance arrangements to be brought back to the Board.
8.	**<u>Annual Progress Report & Performance Monitoring</u>** NW provided a short summary of the Draft Annual Progress Report, which had been circulated to members ahead of the meeting. Partners were invited to review the document and approve it for publication in July 2025. DH delivered a PowerPoint presentation on performance monitoring, which overall reflected a positive outlook. The presentation covered data from January to April 2025, benchmarked against a rolling three-year period to provide context. Decision taken to avoid the 2 years of Covid that could have skewed results. High-risk road user groups were identified for each local authority area. The Chairman thanked DH for the presentation and proposed that, instead of focusing on local authority areas, it would be effective to structure the analysis around high-harm routes and their correlation with the identified thematic areas. DH confirmed that this approach was being explored. ACC Gale highlighted the value of the data in understanding and addressing harm within communities, noting that it is particularly beneficial for neighbourhood policing teams. Philip Robinson also noted that the data was starting to show a much more informed position and thanked DH for the detail provided. **Recommendation:** Partners approve the Annual Progress Report **Decision:** The Board approved the Annual Progress Report as laid out **Recommendation:** The Board be made aware of performance monitoring progress. **Outcome:** The Board were assured on progress.
9.	**<u>Communications and Engagement</u>** JC provided an update on communications and engagement, highlighting top-performing social media posts, overall reach, and media coverage. JC noted that having DN in post over the past 12 months had been immensely beneficial, resulting in a significant increase in output. It was also reported that work is underway to launch a new website, which will include a range of publicly accessible resources. JC proposed the idea of rebranding VZSW to more clearly reflect its focus on road safety. In response, AP shared that she had recently attended a meeting with Avon and Somerset Police, who are in the process of establishing a Road Safety Partnership. She suggested it may be worthwhile to connect with them, as the naming of their partnership had been a key topic of discussion and there could be potential for alignment or collaboration between the two initiatives. **Recommendation:** That Board members acknowledge the progress made thus far. **Outcome:** The Board were assured on progress.
10.	**<u>Culdrose ASC Match Fund Request</u>** IF summarized the paper, which had been circulated in advance, outlining the proposal to match-fund the implementation of an average speed camera system on the A3083 at Culdrose, Helston. The system is intended to support the planned reduction of the current national speed limit to 50mph. Tim Bunting expressed his support for the proposal, noting that CAAT had responded to several collisions along this stretch of road. The Chairman suggested that, when the scheme is being implemented, there may be an opportunity to invite Board members to visit the site. This would allow them to witness the implementation firsthand and

help promote the positive impact of the scheme. IF emphasized the importance of both pre- and post-implementation communications to maximize public awareness and support.

JH suggested that if the match-funding model continues to be used, local authorities should begin identifying and preparing potential schemes for consideration. AL advised that any such proposals could initially be brought to the Speed Enforcement Group for discussion and review.

Cllr John Stephens and Philip Robinson left the meeting

Recommendation: Partners approve a maximum contribution of up to £87,500 to an Average Speed Camera System at Culdrose, near Helston.
Decision: The Board approved the recommendation as laid out

11. **Automatic Number Plate Recognition (ANPR) Presentation**

SM provided a verbal presentation regarding ANPR and how it can help the Police focus on vehicles that may be a risk to law abiding road users.

12. **Learn to Live (L2L) Evaluation**

AP provided attendees with an overview of the Learn2Live (L2L) initiative. The program targets individuals aged 16 to 19, both drivers and passengers, and is primarily delivered to large audiences. Each academic year, between 12,000 and 14,000 young people across Devon and Cornwall participate in the initiative.
IE presented the evaluation findings of L2L, a theatre-based road safety intervention. The program has recently shifted away from testimonial and fear-based approaches, due to concerns about their potential counterproductive effects, and adopted a design grounded in behavioural science. The evaluation, which included both control and intervention groups, revealed that without L2L passengers and drivers could become more willing to engage in unsafe behaviours.

JA emphasized the importance of follow-up sessions to reinforce key messages over time. AP noted that ongoing work with EDF apprentices includes a structured program: the main Learn2Live (L2L) initiative is delivered in one term, followed by Crash Detectives in the next, and concluding with a multi-agency day in the final term.

RL highlighted research by Professor Ian Walker of Swansea University, which explores the concept of motor normativity and how it influences risk-taking behaviours. AP explained that this concept is embedded within the L2L delivery, for example, drawing comparisons between driving and professions like electricians, where zero risk is acceptable, thereby questioning why any level of risk should be tolerated when driving.

The Chairman acknowledged the significant work and effort invested in the evaluation and extended thanks to all those involved.

13. **Biker Down Evaluation Presentation**

AP explained to those within the meeting the Biker Down initiative which is a free four-hour course for members of the public. An evaluation of the course was conducted between 2023 and 2025 to assess its effectiveness. The course covers key areas including how to manage the scene of a collision, post-crash care and understanding vulnerability as a motorcyclist and how to manage it. AP introduced SS from Agilysis who had undertaken evaluation of the initiative. SS summarised how the evaluation was conducted. The results were positive in terms of self-reported knowledge and competence. All measures evaluated were statistically significant and concluded that BikerDown over the last 2 years has had a positive impact on attendees knowledge and confidence should they find themselves at the scene of a motorcycle collision.

The Chairman noted that the College of Policing website features a “What Works” section and suggested it may be worthwhile uploading the evaluation results there to promote the initiative as an evidence-based intervention.

JH raised a question about how individuals are signposted to the intervention. AP emphasised the role of enforcement in this process, noting that some riders can be directed to educational opportunities through enforcement pathways. KW proposed that for motorcyclists who are not referred through enforcement, a link to Biker Down could be included in the final communication letter. AL and KW agreed to explore this further.

Action: AL and KW to explore signposting and links to Biker Down to be included within final communication letter

	The Chairman thanked SS for the evaluation work and remarked that Biker Down represents another positive and impactful initiative.
14.	**<u>Roadside Distracted Driving Trailer Evaluation</u>** GC delivered a presentation on the use of the Acusensus 'Heads Up' Mobile Phone and Seatbelt Detection technology, which has been deployed across the region for over a year. It was noted that nearly one-third of detections were related to mobile phone use while driving, and approximately two-thirds were due to seatbelt non-compliance. The detection rate was observed to vary depending on traffic volumes at each site. Data collected from these locations indicated that the technology is having a positive long-term impact on driver behaviour. The Chairman suggested that potentially the data could be used to lobby government and Cllr Billings agreed. GC said that although data analysis was underway, it was recognised that gaining insights into demographic patterns would be beneficial to support more targeted interventions.
15.	**<u>AOB</u>** NW highlighted the stakeholder event and launch event of IMPACT on the 25th June at Buckfast Abbey between 2pm and 7.30pm. NW to send an email regarding information to Board members. The Chairman thanked everyone for attending and the meeting concluded at 1415hrs **<u>Next meeting</u>**: 10th September 2025, 1000hrs -1430hrs. Roadford Lake Café, Broadwoodwidger