



<b>MEETING:</b> VZSW Board Meeting		<b>LOCATION:</b>	Roadford Lake, Lifton
<b>TIME:</b> 1000hrs – 1400hrs		<b>DATE:</b>	9 <sup>th</sup> September 2025
<b>In Attendance:</b> Alison Hernandez                      Police and Crime Commissioner (Chairman) Jamie Hulland                      Deputy Director – Planning, Climate Change, Environment and Transport Directorate, Devon County Council NB                                      Area Manager Service Delivery Risk, Prevention, Protection and Risk, Devon and Somerset Fire and Rescue Service (Items 1 to 8) Cllr John Stephens                      Chair of Scrutiny Management Board and Vice-Chair of Licensing Committee, Plymouth City Council Cllr Dan Thomas                      Cabinet Member for Highways, Devon County Council IT                                      Programme Development and Stakeholder Relations Manager National Highways South West Antony Bartlett                      Assistant Chief Fire Officer, Cornwall Fire and Rescue Service BD                                      Head of Police, TTC AJ                                      COO, TTC <b>Substitutes</b> Ch/Supt Jim Gale                      Commander Operations, Devon and Cornwall Police - for ACC Nikki Leaper KD                                      Project Co-ordinator, IMPACT for Dr Tim Nutbeam  <b>Non Board members &amp; Presenters:</b> EC                                      Senior Accountant, Devon and Cornwall Police BW                                      OPCC Head of Communications NW                                      VZSW Partnership Manager JC                                      VZSW Comms and Engagement Coordinator HG (minutes)                      VZSW Project Support MJ                                      Senior Engineer, Plymouth City Council and Chair of Activity B AL                                      Head of Road Safety, Devon & Cornwall Police IF                                      Principal Transport Officer (Road Safety), Cornwall Council GE                                      Jenoptik (Item 9 only) CS                                      Safer Travel Officer (Young and Vulnerable Road Users, Devon County Council Items 1-10)  IV                                      VZSW, Strategic Analyst (Items 1-10) CM                                      VZSW, Intelligence Analyst (Items 1-10) EP                                      Criminal Justice & Violence Prevention Officer, OPCC RKW                                      Road Safety Operations Manager, Devon and Cornwall Police (Items 10 to 13)  <b>Apologies:</b> Cllr Adam Billings (TC), Dr Tim Nutbeam (UHP, IMPACT, DAAT), Victoria Fraser (CC), Nicola Allen (OPCC), Frances Hughes (OPCC), ACC Nikki Leaper (DCP), Tim Bunting (CAAT), LT (Torbay Council) VH (SWASFT) LR (DAAT), Cllr Dan Rogerson (CC), MB (DAAT), PB (PCC)			
<b>ITEM</b>		<b>DETAILS</b>	
1.		<b><u>Welcome and introductions.</u></b> The Chairman welcomed everyone to the meeting. Apologies from absent members were acknowledged, along with appreciation for those attending as substitutes. The Chairman requested a review of Board attendance by NW and HG.  <b>Action:</b> Board attendees to be reviewed by NW and HG	
2.		<b><u>Declarations of interest</u></b> No one declared an interest.	

3.	<p><b><u>Roll Call of Fatalities</u></b> The Chairman read out a roll call of 16 individuals who had lost their lives on Devon and Cornwall's (D&amp;C) road network between 2<sup>nd</sup> June 2025 and 31<sup>st</sup> August 2025 to focus the minds of Board members as to the purpose of the VZSW partnership.</p>
4.	<p><b><u>Minute's silence.</u></b> A minute's silence was held to reflect on those who had died on the roads of D&amp;C since the last Board meeting.</p>
5.	<p><b><u>Minutes of previous meeting</u></b> The draft minutes from the Board meeting held on 10<sup>th</sup> June 2025 were agreed as accurate and true.</p>
5a.	<p><b><u>Action Log Update</u></b> Board members were assured of the updates provided; no further clarification was required. Three actions complete and to be formally closed. A short discussion took place regarding the action to secure a new Chair for the Development Group, which Jamie Hulland volunteered to take on, and the Board approved his appointment. This action was also closed.</p> <p>AL noted that there may be a need to review the current governance model given the Delivery Group is established and working well, and it was agreed that NW and Jamie Hulland would meet to discuss this further.</p> <p><b>Action:</b> JH and NW to meet to review current governance model of Development Group</p>
6.	<p><b><u>Finance Report</u></b> EC summarised the financial position as at 31st July 2025, as detailed in the report circulated to the Board in advance of the meeting. The Partnerships planned net expenditure, before any capital spending, was initially projected in the 5-year plan to result in a surplus of £1,615,952. The updated forecast reflects a reduction to the budget due to a decline in speed awareness course participation. Owing to a couple of vacancies staffing costs were lower than anticipated, while running costs and VZSW core team expenses remain in line with projections. As a result, the surplus is expected to be £265,975 lower than originally forecast. EC highlighted that after accounting for expenditure already approved the available balance on the pooled fund is £1,310,919.</p> <p>AL advised that approximately £900,000 of agreed and committed camera orders are still pending. He also noted that the Force now have a Speed Enforcement Strategy, signed off by Force executive. This strategy will be accompanied by an internal operational guidance document. JC enquired whether the Strategy would be made publicly available. AL confirmed that it would be, and JC offered to publish it on the VZSW platform once released. DH has been developing a PowerBI dashboard that shows enforcement rates by officer, area and speed limit and this will be presented at a future Board meeting.</p> <p><b>Action:</b> AL to share the Speed Enforcement strategy once complete with the Board and also JC to allow it to be published online.</p> <p><b>Action:</b> DH to present work carried out to produce a Power BI Dashboard for enforcement rates.</p> <p>The Chairman noted that fines for mobile phone use are higher than for seatbelt offences, despite AI HeadsUp trailer data showing seatbelt non-compliance is more common. It was queried why the fines were not the same with confirmation provided that the seatbelt is currently non endorseable but we wait to see what the new national strategy includes. The Chairman also requested that EC include a 'break-even' line in any graphs produced, to help the Board clearly assess whether costs are being covered.</p> <p><b>Action:</b> EC to add 'break even' line to financial graphs.</p> <p>Jamie Hulland asked whether the increase in camera numbers would naturally result in a higher surplus after operational costs are covered. NW clarified that many of the new cameras are replacements for existing ones, although some are being upgraded to bidirectional models to improve enforcement coverage. This could potentially generate a greater surplus, which could then be reinvested in broader road safety initiatives. Camera locations are determined based on evidence, including speed and casualty data. However, as driver compliance improves, future maintenance costs will become a more significant consideration. Therefore, it will be important to identify and pursue alternative or additional funding sources. The desire would be for the government to provide revenue grant to support road safety activities.</p> <p>IT highlighted that road traffic collisions resulting in road closures cost the UK economy £250k per hour.</p>

	<p><b>Recommendation:</b> The Board be made aware of the financial position as 31<sup>st</sup> July 2025</p> <p><b>Outcome:</b> The Board were assured of the recommendation as presented and laid out.</p> <p><b>7. Strategic Assessment</b></p> <p>IV and CM presented work carried out for the development of the Strategic Assessment highlighting that it is structured around the vulnerable road user groups and considers the Fatal 5. Trends in term of KSI's and purely fatal collisions both regionally and nationally were looked at and highlighted that the in the last three years nationally it has been fairly stable but regionally there has been a reduction; indicative that this is potentially a downward trend.</p> <p>CM provided an example to illustrate that, rather than focusing on casualties within specific road user groups, it considers casualties resulting from collisions involving other road users. For instance, it examines the proportion of KSI casualties that occur in collisions involving older drivers. CM noted that there is a common narrative suggesting that collisions in Devon and Cornwall often involve visitors, particularly during the summer months. However, initial analysis shows that only 6–10% of collisions involve individuals with postcodes outside the region. The data reveals strong seasonal patterns, with KSI collisions rising from April, peaking during the summer, and declining in the autumn. Saturdays consistently show the highest number of collisions, with the busiest period occurring from midday to late afternoon.</p> <p>Ch/Supt Jim Gale emphasised the importance of harm reduction and the need to communicate that this is a locally relevant issue. He expressed his belief that sharing this information with local officers and teams is essential. CM confirmed that he could compile relevant information to present to TTCG</p> <p><b>Action:</b> CM to produce slide for TTCG to highlight issues relating to local road users.</p> <p>The proportion of D&amp;C's KSI casualties coming from older driver collisions is increasing and appears to be increasing at a disproportionately high rate compared to other road user groups. The Chairman emphasised the importance of a well-connected transport network, particularly in rural areas, to ensure that older drivers have viable alternative travel options. AL reported that an operation has been launched to raise awareness among officers regarding the requirements for conducting eyesight tests; AL suggested that the lead for this initiative be invited to present their work at a future Board meeting</p> <p><b>Action:</b> Lead for work associated with health and fitness to drive be requested to present work carried out so far and findings at a future Board meeting</p> <p>The proportion of D&amp;C's KSI casualties coming from young driver collisions are also increasing at a disproportionately high rate compared to other road user groups. Key issues identified with young driver collisions are - young male drivers, inexperience and over-confidence.</p> <p>The Chairman informed the group that she had been approached by an organisation regarding an under-17 driving initiative, designed to help young people better understand and manage road safety risks. It was suggested that this initiative be considered for discussion at a future meeting</p> <p><b>Action:</b> Initiative for under 17 driving to be presented at a future Board.</p> <p>For motorcyclists, in 2024, 39% of all Stats 19 collisions involving a motorcycle resulted in a KSI casualty. This is more than double the proportion of non-motorcycle related collisions which resulted in a KSI casualty (17%). It was highlighted that motorcycle related collisions are most likely to injure younger riders, reflected in a spike in KSI casualties aged 16 to 22, as well as the fact that the Road Safety Factor - 'Driver/rider inexperienced or learner'. It was also shown that there is an increase in motorcycle casualties around middle ages. NW highlighted the vulnerability issues associated with motorcyclist not protected by a metal box, and that there are initiatives under review to target younger riders on smaller bikes (to be discussed later in the agenda).</p> <p>With regard to business drivers, it was noted that this area requires further research and analysis to better understand the nature of risk across different types of business drivers, including those operating within the gig economy. Cllr John Stephens reported that in Plymouth, he had engaged with fast food franchises to explore the possibility of providing high-visibility clothing for riders. AL agreed, highlighting that the gig economy appears to be largely unregulated.</p> <p><b>Action:</b> AL to investigate the potential for initiating work in partnership with fast food outlets</p>
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The Chairman raised the question of whether a meeting with the Traffic Commissioner was necessary to discuss issues related to HGVs. AL noted that a Commercial Vehicle Unit exists and suggested that an update on its work be presented at a future Board meeting.

**Action:** Commercial Vehicle Unit to provide update of their work at a future Board meeting .

The Chairman enquired whether there was any existing support within the Driving for Better Business (DfBB) programme for the gig economy, and if not, whether there might be an opportunity to incorporate it. IT confirmed he would investigate further.

**Action:** IT to liaise with colleagues at National Highways to determine whether the gig economy is currently addressed within the DfBB programme.

It was noted that there was a steep decline in pedestrian KSI casualties during the pandemic. Since 2021, there has been a year-on-year increase to 2024. However, these have not reached the pre-pandemic average. Noted that pedestrian KSI casualties are younger and aged 10 to 20.

Cllr John Stephens asked about the proximity of collisions to schools. CM responded that while data on school locations and collision incidents is available, analysing this would require a dedicated project. Cllr Stephens also noted that if School Streets schemes were considered, it would be important to assess their impact on casualty figures.

**Action:** CM to consider analysis of child pedestrian casualty alongside their proximity to schools.

The presentation highlighted that in terms of cyclists in Devon and Cornwall that they pose different challenges for urban and rural areas. In urban areas, there are more issues surrounding gig economy cyclists and e-bikes. Cyclists in rural areas face challenges such as narrow roads and more varied terrain and road condition.

CM highlighted the proportion of KSI casualties for each casualty group and how a scoring exercise was conducted to help better inform prioritization, objectives and projects. CM provided examples for each of the road user groups.

The Chairman noted that while there is a strong focus on reducing KSIs, one area that appears to be underrepresented is compliance and suggested that it would be helpful to outline a rationale for when and why compliance should be prioritised in areas, beyond speed, such as adherence to legal requirements for business drivers and other relevant laws.

**Action:** CM/IV to consider research and analysis for themes areas relating to compliance

The Chairman considered if a course for the parent for young drivers would be good. BD advised that elsewhere a trial through TTC was made for an update on the Highway Code, which lasted 1 1/2hrs and was offered on social media; BD noted that over 800 people registered over 4 days. AL asked for a plan and costings for this initiative to be sent to him. The Chairman added that this may also be an opportunity for people to sign up to the Road Safety Pledge.

**Action:** BD to send information to AL regarding the course that was on the Highway Code update.

After reviewing all the data, CM invited the Board to consider that, since much of the proposed work focuses on education and enforcement, it may be beneficial to target three specific user groups: motorcyclists, older drivers, and younger drivers. A number of objectives were highlighted, and the Board was asked whether they were content to delegate the development of a delivery plan to the relevant thematic group. Jamie Hlland supported the concept, noting the importance of continuing existing work and initiatives for other road user groups. The Board agreed to delegate the task to the Delivery and Thematic groups to develop initiatives further. AL advised that, a delivery plan would be developed to outline what is planned, what is ongoing, and other relevant activities. This plan could incorporate a RAG (Red-Amber-Green) status to support periodic review by the Board.

**Action.** Planning day with Thematic groups to be set up to shape future Road Safety Delivery Plan and set up performance indicators.

Ch/Supt Jim Gale praised the simplicity of the concept and felt it could be effectively shared with the Road Policing Team. The Chairman noted there had been a request to identify hotspot locations and suggested it

would also be beneficial for the Fire Service to be made aware of these areas, enabling them to allocate resources effectively.

**Action:** CM and IV to ensure that Fire Services be made aware of 'hotspot locations' for theme areas to allow them to allocate resources.

CM advised that once finalised the Strategic Assessment will be published on line

**Recommendation:** The Board be made aware of the progress made thus far.

**Outcome:** The Board were assured on progress.

## 8. **RDSP Prevention Activities**

**Walkability** - CS presented a proposal requesting £100,000 over the next two years to support the continuation and expansion of the Walkability programme. It was noted that £50,000 for the first year could be covered by the VZSW underspend, effectively making the funding request £50,000 specifically for Walkability. The trial for Walkability was originally focused in Exeter but aims to expand to cover four area in Devon where child KSI's are located. The new proposal aims to reach 9,000 children across 66 schools. Ch/Supt Jim Gale queried whether the course included high-visibility equipment. CS confirmed that each child receives a hi-vis keyring. The Chairman suggested exploring opportunities to distribute additional hi-vis merchandise, particularly in the lead-up to the winter months. NW highlighted that there is ongoing conversations with pedestrian/cycling thematic group with what work can be done to lobby government to provide funding or include it within the national curriculum.

MJ asked how much time is typically spent with pupils during the Walkability sessions. CS responded that sessions generally last around two hours (similar to Bikeability) and are primarily targeted at primary school children. CS also noted that options are currently being explored to adapt the programme for delivery in secondary schools and that the model provides a scalable solution which does not rely on Council staff to deliver and can be adopted by other Councils in the VZSW area

**Recommendation:** Approve a two year extension of Devon's Walkability proposal (£50,000 per annum)

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

**Biker Down** - IF advised that there was ambition to engage over 1,600 bikers over the next five years, building on previously positive evaluations. A funding request of £43,000 was presented to the Board. It was noted that £27,000 could be covered by VZSW underspend, reducing funding request to £16,000. Cllr John Stephens queried whether a refresher course was available, potentially in an online format. It was confirmed that this is something that could be explored further.

**Action:** NW to question with the motorcycle engagement coordinator whether a refresher course for Biker Down is available or could be considered.

The Chairman asked whether attendee data was being collected to enable follow-up communications. IF responded that he would raise this with the Motorcycle Engagement Coordinator.

**Action:** IF to query with the motorcycle engagement coordinator whether collected data could be used for further engagement.

**Recommendation:** Approve a 5 year delivery programme for Biker Down (£43,000 overall)

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

**Gear Up** - NW presented an initiative between DocBike and Devon and Cornwall Police looking at targeting younger riders which aims to work with around 100 riders and focus on areas of maintenance of motorcycle, PPE, first aid and riding skills. The £2,500, for 12 months, was approved at the Delivery Group in August 2025 is for road safety resources that they will provide riders. Initially it will be piloted and evaluated to see what impact it is having.

The Chairman acknowledged that although this was aimed at colleges whether there was also a referral process. NW advised she would raise this with the Motorcycle Engagement Coordinator.

**Action:** NW to make contact with Motorcycle Engagement Coordinator regarding a referral process for the Gear Up initiative.

**The Honest Truth** - NW advised that further funding for an additional year for The Honest Truth was being sought to continue the initiative for an additional year. Although the proposal had been taken to the Delivery



	<p>Group and feedback from instructors was positive, feedback from students remained limited. To address this, a targeted survey is being developed to gather valuable insights directly from the students</p> <p><b>Recommendation:</b> Acknowledge progression of Gear Up £2,500 and The Honest Truth £3,500 agreed by the Delivery &amp; Development Groups.</p> <p><b>Outcome:</b> The Board acknowledged both updates.</p>
9.	<p><b><u>Jenoptik Noise Trial</u></b></p> <p>GE delivered a presentation on the recent noise trial, which focused on issues such as excessive acceleration, engine revving, and modified exhausts contributing to antisocial behaviour. In other areas of the country, Public Space Protection Orders (PSPOs) have been used to address these concerns. However, while PSPOs help disperse the problem, they often shift the disturbance to neighbouring areas. The Exmouth trial utilised an advanced microphone system designed to detect loud vehicles, paired with Automatic Number Plate Recognition (ANPR). The equipment is capable of filtering out non-vehicle noise and can be deployed either as a fixed installation or in a mobile format for rapid response. Legal enforcement options were discussed, with Section 59 considered the most appropriate tool, potentially preceded by warning letters and educational outreach where necessary. The Chairman requested that costings be prepared and shared with her and relevant local authority partners.</p> <p><b>Action:</b> When collated AL to provide costing to The Chairman and local authority partners.</p>
10.	<p><b><u>Communication &amp; Engagement</u></b></p> <p>JC provided an update on communications and engagement, highlighting top-performing social media posts, overall reach, and media coverage. JC drew attention to campaigns over the summer that focused on motorcyclist safety and BRAKE Victim Support. Additionally, JC shared an overview of a seatbelt campaign aimed at young drivers, which includes a series of short videos and is now nearing completion. JC also introduced the new VZSW website, which features improved functionality, including a downloadable resources section. IT suggested the development of a resource pack to support young drivers and riders after they've passed their tests. JC acknowledged this suggestion and confirmed it would be considered. AL mentioned the set up of Devon and Cornwall Police Road Safety Team Facebook page.</p> <p><b>Action:</b> JC to explore the development of a resource pack for young drivers, to be distributed after passing driving/riding test</p> <p><b>Recommendation:</b> That Board members acknowledge the progress made thus far.</p> <p><b>Outcome:</b> The Board were assured on progress.</p>
11.	<p><b><u>Heads Up AI Trailer Phase 2</u></b></p> <p>AL summarized the paper, which had been circulated in advance, outlining the proposal to continue monitoring and enforcing mobile phone and seatbelt offences using the Head Up AI Trailer. Three options were provided in the paper; i. Do Nothing, ii. Contract with Acusensus/Aecom for Phase 2 for 12 months iii. Delay Phase 2 to enable emerging market options to be reviewed. The Board agreed that option 2 was the best option and approved £251,930 to be added to the financial plan to continue activity</p> <p><b>Recommendation:</b> Approve £251,930 to be added to the financial plan to continue monitoring and enforcing mobile phone and seatbelt offences for a further 12 months.</p> <p><b>Decision:</b> The Board approved £251,930 to be added to the financial plan to continue monitoring and enforcing mobile phone and seatbelt offences for a further 12 months</p> <p>The Chairman advised that she would present the work that is underway to the South West Collaboration Board and its potential applicability in other areas. She requested that data relating to the equipment be sent to her in advance</p> <p><b>Action:</b> AL to send data and information relating to the Head Up AI Trailer to the Chairman</p>
12.	<p><b><u>Camera Investment Programme Phase 2</u></b></p> <p>RKW summarised the circulated paper proposing the progression to Phase 2 of the safety camera investment programme. Prior to the formal establishment of VZSW in August 2021, the Partnership had committed to replacing outdated technology. Phase 1, with a £1.5m budget and an additional £150k allocated in 2024/25, successfully delivered 30 upgraded sites using HOTA technology. In addition each local authority has nominated a priority site for the annual programme 2025/26.</p> <p>RKW noted that Phase 2 prioritisation was based on traffic and collision data, alongside professional judgement from local highways representatives. The four options considered for each site were to i. do</p>

13.	<p>nothing, ii. refurbish, iii.remove or iv. Upgrade, the costs of which are detailed in the recommendation of the paper.</p> <p>RKW highlighted that the market continues to evolve, noting that Redspeed has recently obtained Home Office Type Approval for a spot speed device. This development introduces opportunities for alternative technologies and increased price-point competition. VZSW has agreed to trial Redspeed equipment at two sites providing an opportunity for testing and comparison.</p> <p>A number of options were presented to the Board for consideration - 1. do nothing, 2. complete the commitment in one year 3. split the cost over 2 years 4. split the cost over 3 years. RKW recommended pursuing option 3 for cost effective road safety benefits. The Board agreed with the recommendation made but also gave a nod to acceleration of timescales where viable. Cameras sites identified for refurbishment are subject to further review and clarification prior to progression. It was also agreed that budgets would need to be closely monitored throughout, this will happen in March 2026 alongside end of financial year projections.</p> <p>RKW said following delivery of Phase 2, there would be a Phase 3 that would review any final Cubic Gatso sites and determine when these will require removal or upgrade. assets to be reviewed.</p> <p><b>Action:</b> Update to be provided to the Board in March 2026 of the financial position and update on the cameras identified for refurbishment.</p> <p><b>Recommendation:</b> The Board approve to advance phase 2 of the safety camera investment programme under Option 3, £922,500, funded over two financial years.</p> <p><b>Decision:</b> The Board approved to advance phase 2 of the safety camera investment programme under Option 3, £922,500, funded over two financial years but with acceleration permitted where viable.</p> <p><b>AOB</b></p> <p>The Chairman thanked everyone for attending and the meeting concluded at 1425hrs</p> <p><b>Next meeting:</b> 9<sup>th</sup> December 2025 via Teams</p>
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