

VZSW ANNUAL ROAD SAFETY DELIVERY PLAN 2025/26 – NB: number not sequential, activity combine or complete have been removed from plan, abbreviations at the end of the table

MONITORING & ENFORCEMENT

| PRIMARY ROAD USER GROUP: ALL | | | | SAFE SYSTEM PILLAR: SAFE SPEEDS & SAFE ROAD USERS | | |
|--|--|--|--|--|--|---|
| Ref & date | Initiative | Justification | Output | Measure | Projected Reach | Expenditure |
| VZSW A001 07.02.22 | Static and mobile camera enforcement | Speed and/or inappropriate speed are contributory factors in collisions resulting in serious or fatal injury. Enforcement is undertaken to reduce the risk of speed related collisions and visible of activity has a wider deterrent effect. | Positive interaction with a driver/rider with approx. 60% offered a driver NDORS | No's of :- <ul style="list-style-type: none"> Hours of enforcement activity Offences detected, NOIPs issued & NDORS completed Court prosecutions | 2025/26: <ul style="list-style-type: none"> 236,000 NOIP issued 107,000 NSAC completed | Built into annual financial plans |
| VZSW A002 07.02.22 | High risk routes, targeted activity | There are five main causes of serious injuries and deaths on the region's roads, referred as the 'Fatal 5' (1. Careless driving, 2. Drink and drug driving, 3. Not wearing a seatbelt, 4. Using a mobile phone and 5. Speeding). Visible enforcement has a wider deterrent effect and over time helps towards driving positive behaviour change. | Tasking is evidence led. Positive interaction with a driver/rider with approx. 60% offered NDORS | No's of :- <ul style="list-style-type: none"> Hours of enforcement activity Offences detected, NOIPs issued & NDORS completed Court prosecutions | >5000 NDORS combined course completions for SCD, WDU, YBYL, NRRAC, NMAC | Total Approved £50,000 (annually) |
| VZSW A005 07.02.22 | Community Speed Watch schemes operated across D&C - | Primarily monitoring drivers exceeding 20mph and 30mph speed limits. Evidence from CSW activity reflects that the majority of people who were detected speeding lived locally. CSW enables communities to be involved in helping to address speeding in their area. CSW groups supported with speed detection officers as required. | Positive interaction with drivers via a warning letter. Persistent offenders are then targeted by Police assets. | <ul style="list-style-type: none"> No' of: CSW schemes/ Volunteers Sessions undertaken Speed offences detected Warning letters issued | Annual averages: <ul style="list-style-type: none"> 200 active CSW groups >3,000 sessions > 21,500 letters issued > 500,000 vehicles monitored | Built into annual financial plans. |
| VZSW A008 07.02.22 <i>Value increased 29.09.22</i> | Operation Snap (online submission portal for the public) | Poor driving behaviour increases the risk of collisions; online portal provides a means for submissions captured via dashcam or camera (motorcycle, cyclist and horse riders). Offender drivers referred into driver education courses (where applicable) to minimise future risk by changing behaviour. Activity supported by regular comms. | Positive interaction with a driver/rider with approx. 60% offered a NDORS course or other disposal option | <ul style="list-style-type: none"> Submissions sent in by public NDORS completed Greater public awareness of poor driving, seen & actioned | Annual submissions expected to reach circa 6000 with > 2750 result in positive action | Built into annual financial plans |
| VZSW A084 | Annual Camera Upgrade | Speed and/or inappropriate speed are factors in collisions resulting in serious or fatal injury. Enforcement is undertaken to reduce the risk. | Will link in with activity A001. | Will link in with activity A001. | Will link in with activity A001. | £150,000 p.a. |
| VZSW A090 | Culdrose Average Speed Camera | The road topography and layout mean further engineering opportunities are limited or cost abortive, a number of KSIs have occurred and a proportion of vehicles are driving in excess of 60 and 70mph. | Change driver behaviour, reduction of speed limit to 50mph | <ul style="list-style-type: none"> Reduction in frequency and severity of collisions. Drivers travelling at a lower speed limit. | Will link in with activity A001. | Total Approved £87,500 (match funding) |
| VZSW A094 | Phase 2 Safety Camera Programme | All fixed cameras have a finite life and phase 2 completes the original commitment made to upgrade legacy sites. Upgrading / removing / refurbishing existing aging infrastructure | Positive interaction with a driver/rider with approx. 60% offered a driver NDORS | Will link into activity A001 for reporting | Will link into activity A001 for reporting | Will link into activity A001 for reporting |
| VZSW A095 | Heads up Phase 2 | National data in 2021 indicated 1 in 3 fatalities, occupant/s were not restrained. Wearing belt is a legal requirement and reduces risk of death by around 50%. Using a phone whilst driving, increases risk of crash/injury by 4 times. AI technology provides means to monitor and reduce these behaviours, supported by comms. | Change driver behaviour, reduce incidences of mobile phone use or seatbelts not worn | <ul style="list-style-type: none"> Submissions reviewed YBYL or WDU course completions (where eligible) – points and fine maybe taken | Based on pilot, expect AI to circa 5000 mobile & 8000 seatbelt detections for review and action | Total Approved £251.930 |

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| PREVENTION – EDUCATION & TRAINING | | | | | | |
|---|--|--|---|---|---|--|
| MOTORCYCLES | | | | SAFE SYSTEM PILLAR: SAFE ROAD USERS | | |
| Ref & date | Initiative | Justification | Output | Measure | Projected Reach | Expenditure |
| VZSW B013 07.02.22 | Biker Down: Delivery | Motorcycles represent a small percentage of vehicles on the road but are over represented in casualty numbers. Biker Down offers riders the ability to train in essential life skills and help to cope should they encounter/be involved in a collision. | Life skills and knowledge gained. Funding covers 12 courses | Number of courses run and riders trained | Up to 20 places per course – so reach overall is up to 240) | Total Approved £9,000 |
| VZSW B057 14.03.2023 | Doc Bike Sign Pilot | D&C have seen a disproportionate number of junction collisions; signage is simple way to raise awareness to road users of higher risk junctions – to be evidenced led on where. | 96 signs following Dorset, for SW consistency | Collisions and KSIs measured pre-post sign adoption | Used on popular routes with motorcyclists. Use social media around initiative to widen reach | Total Approved £5,000 |
| VZSW B059 14.03.2023 | NYRF Membership | To retain cross partnership working, best practice and resource sharing aimed at targeting a reduction in KSI collisions with our young riders. This is an issue that remains in sharp focus both locally and nationally. | Membership secured for 12 months | Quarterly meetings attended Materials/resources/ best practice shared/learned | N/A this is linked to sharing of best practice and materials potentially used at events and or available at dealerships | Total Approved £2,000 |
| VZSW B060 14.03.2023 | Simulator Pilot (behaviour change programme) | An innovative approach to motorcycle safety and education of our highest risk road user group. The simulator can replicate in real time any road environment, weather situation and lighting scenarios (without the need to be on the road). | 18 month pilot for educational delivery and evaluation. | Following evaluation complete, future activities to be shaped | Continue to used at events, colleges, dealerships and as a training tool circa 1500 reached in 2024 | Total Approved £100,000 (match) NB: DfT contributing £210,000 |
| VZSW B061 14.03.2023 | Bike Safe Expansion (inc Streets Ahead skills check) | Bikesafe is a subsidised national police led motorcycle initiative aimed at working with riders in a relaxed environment to raise awareness of the importance and value of progressing on to accredited post-test training. | Increases skills and knowledge of riders | Number of Bikesafe or Skills Check events Number of riders per event | Circa 350 trained in 2025 | Total Approved £30,000 |
| VZSW B096 | Biker Down 2026-2031 | Motorcycles represent a small percentage of vehicles on the road but are over represented in casualty numbers. Biker Down offers riders the ability to train in essential life skills and help to cope should they encounter/be involved in a collision. Planned to target 310 riders annually across Devon and Cornwall. | Life skills and knowledge gained. Funding covers 12 courses | Number of courses run and riders trained | Up to 20 places per course – so reach overall is up to 240) | £43,000 |
| YOUNG DRIVERS | | | | SAFE SYSTEM PILLAR: SAFE ROAD USERS | | |
| Ref & date | Initiative | Justification for Activity | Output | Measure | Projected Reach | Expenditure |
| VZSW B019 14.03.24 10.09.24 11.03.25 | Survive the Drive | Education to mitigate risks of inexperience, impulsive actions, and peer pressure is considered as a primary intervention. Comprises a mix of films featuring armed services personnel who have been involved in a road traffic collision, as well as live speakers who share their own personal experiences. | Survive the Drive is delivered across D&C military bases on a targeted basis. | <ul style="list-style-type: none"> • StD sessions delivered • Bases attended • Audience members. | 8 x bases Devon 3 x bases Cornwall Up to 3000 attendees | linked into budget below |
| VZSW B085 14.03.23 10.09.24 11.03.25 | Learn to Live Delivery & CPD Events | Education delivered to equip young drivers with the necessary skills and knowledge and embed positive safe behaviours as they embark on their journey. Those aged 16 to 24 are more strongly over-represented as casualties; especially young male car drivers who according to national statistics are 4 times as likely to be killed or seriously injured compared with all car drivers 25+. | Positive interaction with students delivering vital road a suite safety messages. | <ul style="list-style-type: none"> • L2L main theatre sessions delivered • L2L delivered at schools/colleges • Schools opting for online resources • Parents L2L events run | Delivery to 12,000+ Key Stage 5 school/college pupils across Devon & Cornwall 10 schools opting for virtual delivery | Total Approved £40,000 (annually) |

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| VZSW B067 05.09.23 | Young Driver engagement vehicle (electric Ford Mustang) | Intervention has been designed to fill target audience knowledge deficits and deliver intention/behaviour change directly related to Safe Road Vehicles, and Safe Speeds. As a result of improving risk reduction knowledge and the adoption of more positive on road behaviours, by target the audience aim is to reduce KSIs through road traffic collisions for young drivers, their passengers and other road users. | Attendance to engagement events . Number receiving target intervention (e.g. Reaction Timer, VR goggles) | Number of engagement vehicle attends. Questionnaire capturing impact of changes in knowledge, attitude & intended behaviour | Per Annum: • 50 x engagement events • 500 young people to have interactive element (e.g. Reaction timer, VR goggles) • 3,000 engaged with vehicle. | Total Approved £30,000 |
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| PEDESTRIANS | | | | SAFE SYSTEM PILLAR - SAFE ROAD USERS | | |
| Ref & date | Initiative | Justification for Activity | Output | Productivity Measure | Projected Reach | Expenditure |
| VZSW B022 07.02.22 11.03.25 two year extension | Child Pedestrian Training (CPT) Pilot for Primary Schools | Children access cycling training but not walking training, yet all children are pedestrians. Evidence show effectiveness of the training programme, pilot initially focused on selected Plymouth schools (most deprived areas). Walking to school (when ready to do so), is good for children's mental and physical health and reduces car journeys to and from school. | CPT programme (based on existing ones such as Kerbcraft and Walkwise) | A decrease in child pedestrian casualties. Increase in children walking to school | Estimated reach of 1,800 children over 3 years (based on Plymouth pilot) Up to 1200 in two year extension | Total Approved £210,000 to March 2026 ¹ 2 year extension £174,049.89 To March 2028 |
| VZSW B068 05.09.2023 | Provision of Pedestrian Training (Devon) | A child pedestrian training programme to reduce collisions resulting in KSIs. Training is split into two 1-hour sessions 1) Theory Session which covers road signs, green Cross code, safe crossings, and benefits of walking and 2) Practical Session covering real-world road crossing practice near schools, focusing on independence and situational awareness. | Address lack of national funding for pedestrian training Reduce child pedestrian Build a scalable, cost-effective model | A decrease in child pedestrian casualties. Increase in children walking to school | Focus on high-risk areas such as Exeter, Barnstaple, Bideford and Newton Abbot and projected to reach 9,000 children by March 2028. | £100,000 to March 2026 09.09.25 Governance Board meeting – additional £100,000 agreed to extend to March 2028. |
| CYCLISTS | | | | SAFE SYSTEM PILLAR: SAFE ROAD USERS | | |
| Ref & date | Initiative | Justification for Activity | Output | Productivity Measure | Projected Reach | Expenditure |
| VZSW B073 | Behaviour Change messaging & evaluation | | | | | |
| VZSW B092 11.03.25 | AI conflict analysis for cyclist cluster sites | To help address the lack of understanding about vulnerable road user conflict with vehicular traffic in complex highway environments like busy intersections or routes. | Increased knowledge on conflict behaviours to shape interventions | Positive behavioural change & casualty reduction | 8 new sites reviewed | Total Approved £30,600 |
| OLDER DRIVERS | | | | SAFE SYSTEM PILLAR: SAFE ROAD USERS | | |
| Ref & date | Initiative | Justification for Activity | Output | Productivity Measure | Projected Reach | Expenditure |
| VZSW B029 07.02.22 | Older Driver Events | Older driver collisions resulting in serious or fatal injury is increasing. The aim is to provide professional up to date | • Interaction/advice • Distribution of resources | Number of events People interacted with | Estimated reach 1,000 annually | Through existing budgets |

¹ Value increased utilising approved funds of other ped schemes not progressing 28.09.22

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| | | information with a view to driving safer for longer. Events could include test reactions, health checks and presentations. | • Health checks | Signposting referrals to training or assessments | | |
| VZSW B031 | Free Older Driver Assessments | | • | | | |
| VZSW B033 07.02.22 | Driving Safer for Longer | We have an ageing population with many continuing to drive into their 80's and 90's which requires regular review and adjustments to driving techniques to reduce risk of harm. Provision of ongoing workshops at both physical locations and online aimed at helping older drivers to remain safe. | Positive engagement to provide information and training | No of workshops held Assessments completed with feedback | Up to 24 workshops Potentially circa 600 assessments completed | Total Approved £30,000 |
| BUSINESS DRIVERS | | | | SAFE SYSTEM PILLAR: SAFE ROAD USERS | | |
| Ref & date | Initiative | Justification for Activity | Output | Productivity Measure | Projected Reach | Expenditure |
| VZSW B037 07.02.22 | DVSA -Standards for Commercial Vehicles | Support DVSA with targeted enforcement activity in relation to vehicle standards, in particular, commercial vehicles. DVSA identifies vehicles that have defects and offences such as mechanical, construction, load, use and driver's hours and ensure issues are rectified reducing risk and improving safety. | This will compliment Activity A subgroup and tactical tasking arrangements. | See Activity A | Reach to be determined as part of project evaluation. | N/A |
| POST CRASH RESPONSE AND CARE | | | | SAFE SYSTEM PILLAR: POST CRASH | | |
| Ref & date | Initiative | Justification for Activity | Output | Productivity Measure | Projected Reach | Expenditure |
| VZSW B040 07.02.22 & 28.09.22 | TXA (tranexamic acid) Pilot | TXA saves lives through reducing bleeding – more lives will be saved if administered earlier. New research has shown that it can be just as effective when administered into a muscle by injection (like an "EpiPen") – which would be more suitable for non-health care professionals, often at the scene of a collision before paramedics. Importantly - there is also benefits for patient recovery and need for blood product transfusion. This requires a change in legislation and support from central Government, in particular the Dept for Health and Social Care. | Development of the TXA pilot, findings detailed in a report with presentation of findings to VZSW Board. | Derivation of a bystander triage tool Identification of barriers and enablers to the administration of immediate care by professional bystanders | There is a huge opportunity to improve outcomes of injured patients by enabling the administration of TXA early and equitably following an incident. | Total Approved £100,000 (total over 3 years) |
| VZSW B041 07.02.22 & 28.09.22 | Post Crash Support | Road crashes are violent, sudden, and often end and devastate lives far too prematurely. The traumatic grief suffered can be overwhelming and, in some instances, lead to long-term, negative outcomes such as developing depression and post-traumatic stress disorder). As well as traumatic grief, a death on the road can cause serious financial hardship because someone who earns money for the family has died. The death can irrevocably alter a family's future in many ways. | The provision of bespoke road victim support commissioned by the OPCC as lead partner for victim care services. | Number of people support through an advocate support worker, and additional specialist support as on a case by case basis. | Case worker 100-150 per year Triage co-ordinator up to 50 per year | Total Approved £300,000 |
| VZSW B042 07.02.22 | Road Injury Prevention Panel | A panel of partner organisations conducts a deep dive into the overall intelligence and data to develop new interventions. VZSW will be working with Road Safety Trust and others to develop. | Draft terms of reference provided. Panel members trained | Quarterly panels expected to review prior 3 months of fatal records | N/A | N/A |
| VZSW B043 07.02.22 & 28.09.22 | Road Death Cold Case Review | Detailed review of coronial records for fatalities in D&C looking at cause of death and interaction for clinical. The objective of this review would be to identify improvements in clinical practice and approach to treatment - achieved by reviewing: • Cause of death of those injured in road traffic collisions • Trends and areas for system focus / change | Report contextualising vehicle collision related deaths and offering guidance on interpretation and action plan. | Data sharing agreement developed and agreed (Coroners and Hospital) Review undertaken. Report published presented to VZSW Board | N/A | See VZSW B040 – combined contract |

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| | | <ul style="list-style-type: none"> Comparison to other available data | | | | |
| VZSW B083 11.03.25 | Road-Injury Programme Manager (DAAT) | The role will be pivotal in ensuring that the ROAD-Injury Programme is delivered effectively, achieves its objectives, and has a lasting impact on road safety and post-collision care. | Programme delivery, data lake created stakeholder relations | Pilot running in Plymouth | Initially 250-300 patients with consent obtained | Total Approved £54,000 per annum (2-years) |
| VZSW B091 19.06.2024 | IMPACT | To match fund creation of a Centre for Post-Collision Research, Innovation and Translation. It will be the first of its kind, bringing together multidisciplinary expertise in clinical care, operational delivery, data science, psychology, ethnography, behavioural science, educationalists, and others to provide a fertile ground for innovation, impact and translation. | <p>Phase 1 (2024-2027) the Centre will be 'virtual' and primarily involved</p> <p>Phase 2 by 2027, establish Centre within the national framework for post-collision response and care</p> | Delivery of a detailed programme of research and translating this into positive impact. | Local to global. | £400,000 overall (3-year programme) |
| OTHER (INCCOMMUNITY PROGRAMMES) | | | | SAFE SYSTEM PILLAR: SAFE SPEEDS, SAFE ROAD USERS | | |
| Ref & date | Initiative | Justification for Activity | Output | Productivity Measure | Projected Reach | Expenditure |
| VZSW B075 05.09.23 | Call for Ideas - Phase 2 | <p>Community Element - Empower communities to make a difference locally, through provision on road safety resources</p> <p>Pedestrian – A vulnerable road user group that between 2018-2022 represented 21% of fatalities and 11% of serious injury with 72% within 9 miles of their home address.</p> <p>Mobile Vehicle activated sign (VAS) AS – where need is highlighted through Local Authority assessment match funding to be made available.</p> | <p>Communities feel engaged, VAS deployed</p> <p>Delivery of pedestrian interventions</p> | <p>Range of residents or communities supported and up to 5 VAS signs</p> <p>Pedestrian safety increases</p> | <p>Range of residents or communities supported, and 5 locations supported by VAS</p> <p>Pedestrian comms campaign and education school training programme/s</p> | <p>Total Approved £100,000 Pedestrian Focused</p> <p>£25,000 community projects & £25,000 Mobile VAS both complete</p> |
| VZSW B093 | VZSW Delivery Group Initiative Fund | Following Board approval, the Partnership Delivery Group can approve escalation of activity that meets the Partnerships aims and objectives upto a maximum value of £15,000 but no more than £100,000 cumulatively. All reporting will continue via Board and published for auditability | Activities that meet strategic priorities, influence behaviour change and work towards casualty reduction | Projects will vary between enforcement, education, potentially minor engineering pilots and engagements | Will vary on activity from small numbers where it's a focused activity or potentially larger social media reach for campaigns | £100,000 maximum annual value |

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| COMMUNICATIONS AND ENGAGEMENT | | THEME LEAD: VZSW Comms & Engagement Lead with support of all Partners | | | | |
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| Ref & date | Initiative | Justification for Activity | Output | Productivity Measure | Projected Reach | Expenditure |
| COM 052 19.05.22 | Focus RS engagement vehicle | Many cars are modified poorly with dangerous modifications by amateurs and the idea behind the Focus RS is to film a series of videos to show how to modify a car safely and legally - targeting young drivers (16-24 over-represented in KSI stats) and modified car community. It is the most successful police social media project. It also fits with current behavioural change techniques. At the end of the project the vehicle can be sold with funds returned and/or reinvested. | Connecting with a very hard to reach VRU. Police engagement Creating knowledge on modifications and increasing safety | For the target age group (16-24): Reduction of KSIs, dangerously modified vehicles and/or other driving offences Increased engagement Improved road safety awareness & positive behavioural change | Views/subscribers annually: TikTok 250 million with 500k followers YouTube xx and xx followers Instagram xx and xx followers | TOTAL APPROVED £45,000 |
| VZSW COM 055 10.02.23 VZSW COM 065 14.03.22 | Engagement Bikes (BMW M1000RR & Entry Level 500cc Honda) | In 2022, motorcycle fatalities accounted for 25% of all deaths on our roads a significant cause for concern. Motorcycles over 500cc and young riders are over-represented. Use proven educational approaches such as Biker Down and Doc Bike to influence a wide cohort of riders and potential riders. At events and 'Bike Nights' the machine would act as a conversation starter, and link to wider behavioral change work. | Two engagement bikes to be used to encourage behavioural change | Number of: <ul style="list-style-type: none"> Bike meets/ bike nights County shows Colleges attended Social media videos | Reach: Up to 20 events / bike nights (circa 1,500 riders engaged) county shows attended with ride reach up to 10 colleges, potential 100 student | TOTAL APPROVED £25,000 TOTAL APPROVED £10,000 |
| COM-076 05.09.2023 17.12.24 | Co-Pilot membership 2025 | This national road safety initiative provides well-researched, effective content created by behaviour change experts across a number of targeted themes. Content will be across numerous platforms including print and digital, public facing and B2B. | Well-produced, VZ-branded assets for social media, online, print physical advertising. | Number of people reached and engaged Money and time saved by outsourcing content creation | 1 million people reach | TOTAL APPROVED £20,000 |
| COM-077 05.09.2023 | Pedestrian-themed publicity campaign | Our strategic assessment 22/23 has identified an increase in KSI collisions involving pedestrians and this intervention will aim to create a targeted, behaviour change campaign to help overcome some of the barriers which may be putting them at risk. | Largely a pilot campaign using local people in Plymouth | Number of target audience members reached and influenced | Whilst localised could reach a wider audience | TOTAL APPROVED £20,000 |
| VZSW COM-081 12.03.2024 | Engagement Van | Primarily for the Road Casualty Reduction Officer team to transport heavy or bulky assets, tow trailers and A-frames engagement events so an operational need. Also provides opportunity to creating new video series on legal van conversion/ modification. | Engagement van acquired | Videos created seeking to engage and educate a new audience from a variety of demographics. | TBC | TOTAL APPROVED £56,000 (purchase and comms) |

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| VZSW COM-082 | Lift Legend | Campaign led by Devon and Cornwall Police as a road safety initiative to educate regarding drink and drunk driving during the festive season. | Campaign materials provided to participating venues. | Circa 200 venues engaging in Christmas 2025 / 25 campaign. | Will vary from venue to venue. | £10,000 |
| VZSW COM-086-089 11.03.25 | Annual Events & Engagement | This includes activity that falls within the remit of: <ul style="list-style-type: none"> • Communications • Engagement & Events (inc merchandise) • Match fund pot for bids | Dedicated messaging on behaviour change | PR, adverts, social media messaging, attendance at key events to meet with target audience supported with focused merchandise | Will vary - figures to be published in annual plan | £100,000 2025/26 and £120,000 p.a. until 2029/30 (inc Co-Pilot) |
| Abbreviations: NOIP Notices of intended Prosecution NDORS National Driver Offender Retraining Scheme NSAC National Speed Awareness Course WDU What's Driving Us SCD Safe and Considerate Driving YBYL Your Belt Your Life NRAC National Rider Risk Awareness Course NMAC National Motorway Awareness Course KSI Killed and Seriously Injured | | | | | | |