



# Introduction

The purpose of the VZSW Annual Progress Report is to provide the VZSW Governance Board assurance regarding progress of activities funded or supported by the Partnership. It also communicates to our communities the breadth of activity delivered by Partners to reduce casualties on our roads.

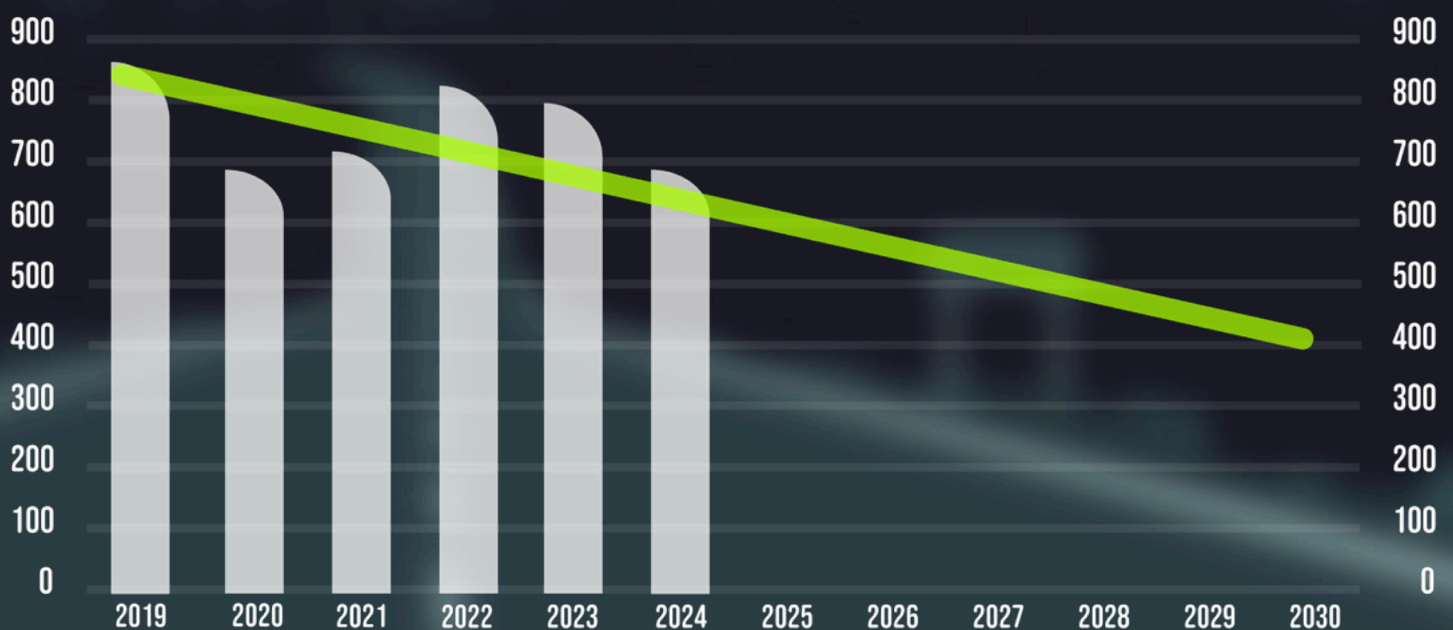
Activity delivered within the Partnership includes a combination of preventative education and training to make people as safe as they can be, comprehensive and targeted communications to encourage positive behaviour change and to communicate risk and dangers, as well as enforcement, to deal with non-compliance.

This second Annual Progress Report highlights just how much the Partnership has achieved over a 12 month period, (either calendar, academic or financial year depending on activity) and includes a forward-looking section to highlight some activities already planned or underway.

Since setting our baseline figures\* for those killed and seriously injured (KSI), when comparing 2024 with 2019 we have seen KSI casualties decrease by 20.14% (see figure 1). This is a 6.7% reduction in fatalities and 13.6% reduction in serious injuries. This is showing a positive downward trajectory, the two years of 2020 and 2021 are linked with the impacts of Covid and limited movement.

\*3-Year average 2016 - 2018

## KSI CASUALTIES



 KSI CASUALTIES

 TARGET CASUALTIES KSI

# Introduction

As a Partnership we acknowledge progress to our 2030, 50% casualty reduction target will not be achieved in equal measures and that random highs and lows are likely; especially where fatalities occur.

Road safety is multifaceted and complex, but we will continue to be evidence led with regards to where investment is required to tackle the change we want to see.

Our Annual End of Year Financial Plan is published separately, but figure 2 below highlights the level of investment made within 2024/25.

Detailed Road Safety Delivery Plans are also available on our website, providing transparency to our communities on activity funded by the Partnership that work towards the achievement of our aims and objectives.

## FINANCIAL INVESTMENT 2024 / 25

### EDUCATION & TRAINING (INCLUDING POST-CRASH)

£726K

### ENFORCEMENT

£1.209M

### COMMUNICATION & ENGAGEMENT

£110K

# Training & Education

Training and education are crucial aspects in delivering effective road safety outcomes. Mutual respect and cooperation by everyone, helps to improve safety for road users and our road environment.

The following sections outline activities that the Partnership has delivered to make safe, those most vulnerable on our roads, split into the six thematic groups of motorcyclists, young driver, pedestrians, older drivers, cyclists, and business drivers.

Additionally, we also review activity in the area of post-crash care in terms of learning and change to reduce future injury.



First up is a look at the Partnership's collaborative activity for post-crash care and response. As a Partnership, we want to enhance collision survivability through expedient emergency medical care, create a safe working environment for first responders and support those who have experienced collisions or lost their loved ones.

## Post-Crash Care Partnership Achievements

**Post-Collision Support** – Brake continues to support families and individuals following a Road Traffic Collision (RTC) where a fatal or serious injury occurs. A total of 194 referrals (122 involved fatalities) have received support since July 2023. The support service has also worked with 17 witnesses showing the importance for emotional support, the impacts are quite often far reaching.

**Coroner Fatal Report** - The Road Accident In-Depth Studies database is being utilised to identify patterns of preventable death and work to incorporate anonymised post-mortem data into the Road Injury project is developing to support a broader understanding of collision fatalities.

**Tranexamic Acid (TXA) Pilot Project** - an intramuscular TXA feasibility study at the University of Exeter took place during Road Safety week (Nov 2024). Analysis demonstrated clear benefits from photographic support in locating anatomical landmarks which has informed the development of a larger project aimed at ensuring equitable access to TXA following road collisions.

**S-BATTS Bystander Triage Tool** - published in January 2025, designed for bystanders to enable rapid identification of serious injury without medical equipment. The tool shows promise in outperforming existing triage methods in preliminary testing.



**IMPACT Centre** for Post-Collision Research, Innovation and Translation was informally launched in September 2024. Since then, it has become a focal point for research and innovation in post-crash care, supporting multiple projects and producing tools such as the Road Injury Chain of Survival. The Centre has already established strong local, national, and international partnerships.

## What's Next?

### **Coroner & Post-Mortem**

Data Integration - continued engagement with coronial services will be paired with a new effort to securely integrate post-mortem insights into the Road Injury dataset. This work will underpin regional safety learning and help identify missed opportunities for care.

### **IMPACT Centre Development**

Will continue to grow as a regional and national hub for post-collision care innovation. A stakeholder event will take place in June 2025 to showcase progress and strengthen engagement. The Road Injury Project Manager will also support the delivery of the Centre's expanding programme of work.

### **TXA Project**

The next phase will test the ability of lay responders to draw up and administer intramuscular TXA in simulated settings. Development of a digital tool (e.g. an app) to guide safe delivery and ensure consistent access to this life-saving intervention across all patient groups is advancing.

### **Validation of the SBATTS Tool**

Next steps are to Test sensitivity and specificity in uninjured patients; Evaluate usability and performance in the hands of bystanders (simulation & real-world scenarios) and Explore integration with other early warning systems.

# Younger Driver



Education is well recognised as an important part of a collaborative road safety response and prevention is always better than cure. Helping road users understand what is expected of them and consequences of choices is critical. Young drivers' exposure to risk is elevated through relative inexperience and research tells us that young males feature more so in our collisions due to propensity to take risks linked to slower frontal brain development. VZSW continues to deliver activities towards this vulnerable road user group.



## Partnership Achievements

### LEARN 2 LIVE EVENTS

36 EVENTS WITH 9,313 PARTICIPANTS

### LEARN 2 LIVE FOLLOW UP EVENTS

9 EVENTS WITH 585 PARTICIPANTS

### COLLEGE FAIRS

6 EVENTS & AN ESTIMATED 3,700 STUDENTS

### YOUNG FARMERS

6 EVENTS WITH 132 PARTICIPANTS

**Supported ADIs** – through continued funding of The Honest Truth programme, a suite of messages to support conversations during driving licences, over 3,000 ‘truths’ have been delivered.

**RS Ford** – continues to be used as an educational asset both through an online presence with messages targeted to the young driver cohort or at events to attract the target audience and for meaningful discussions to follow.

## What's Next?

- Completion of the Learn2Live comprehensive evaluation to review effectiveness of the current delivery model.
- Continued engagement with military organisations to encourage continued delivery of Survive the Drive.
- Development of a seatbelt campaign.

## Pedestrian

Everyone starts their journey as a pedestrian. As a Partnership we recognise that education, especially for children and young people is important if we want to reduce casualties.

Equipping all children and young people with the necessary knowledge and skills to navigate roads safely in every school will require this to be embedded within the school curriculum and will require significant and sustained funding for authorities and Partnerships. VZSW has targeted a number of activities over 12 months, including:

- **Torbay school training programme** – a further 21 schools received training.
- **Plymouth Child Pedestrian Training (CPT)** – will have been delivered to 1,200 children in the vicinity of Plymouth during the 2024/25 academic year. Excellent feedback from schools, teachers, children, and parents. Data suggests 79% feel more confident, 70% have more knowledge, just over 40% would like to walk more and encourage family to do the same.
- **Walkability Pilot** (Devon's CPT) launched in June 2024 for schools in Exeter and surrounding areas and so far has successfully trained 2,284 children.
- **Cornwall Year 6 project**: Programme developed for delivery in year 6 and year 7 supporting transition to secondary school and independent travel.

## School Feedback

**“AS OUR SCHOOL IS RIGHT NEXT DOOR TO A BUSY MAIN ROAD AND A NUMBER OF PUPILS WALK HOME THEN THE WALKABILITY PROGRAMME HAS BEEN IDEAL FOR US TO REINFORCE THE MESSAGES OF ROAD SAFETY. WE HAVE NOTICED PUPILS SEEM TO HAVE A GREATER AWARENESS OF CROSSING.”**

## What's Next?

- **Plymouth Pedestrian Pilot** - a media focused campaign with supporting soft engineering enhancements to be delivered on a key route of pedestrian casualty concern within Plymouth.
- **Cornwall Year 6/7 pedestrian project** – utilising staff at wholetime fire stations to deliver to schools with the highest child pedestrian casualty profile. During the initial phase this will train a total of 100 students and help to shape the development of the Year 7 package, beginning September 2025.
- **Pedestrian problem profile** - completed to guide future activity.

## Older Driver

Risks in relation to older drivers are very different to those involving younger drivers. Collisions are less about inexperience but more about increased fragility of the body, health conditions, defective vision and slower reaction times. This is an area we are seeing steady casualty increases and based on forecasting, with people living longer and relocating to our region to retire, it is expected to continue to rise. As a Partnership, this is an area where we are reviewing how to lobby Government on the national changes we need and continue to deliver initiatives locally to support change.

## Partnership Achievements

- **Driving Safer for Longer (DSFL)** – Cornwall Mobility has delivered a small number of sessions with training aimed at overcoming issues or concerns to keep older drivers safer on the road.
- **Older Driver Events** – Police have engaged with circa 180 older drivers at popular locations, included some eye sight testing and using a reaction timer. Events continue to be well-received.
- **Skills Day** – supported by local groups such as IAM, held at Perranporth Airfield to train smaller cohort of older drivers through a series of skills stations.
- **Eyesight checks** through Force to detect non-compliance with 20m requirement.

## What's Next?

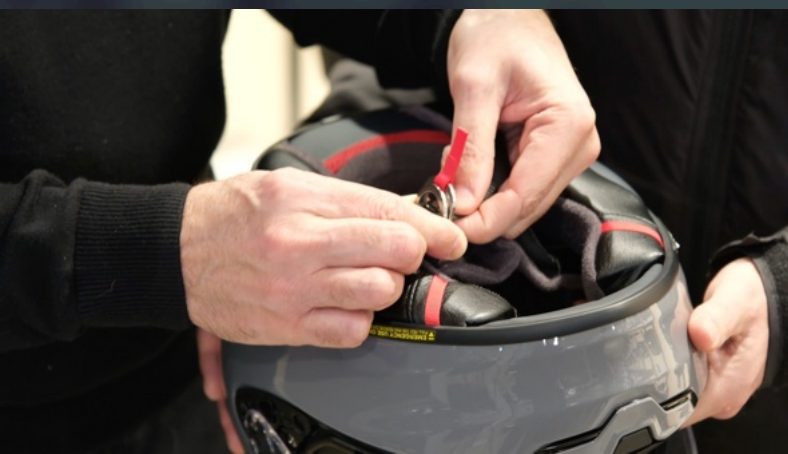
- Skills day to be replicated: 3 in Cornwall and 3 in Devon in planning stage.
- Problem Profile to understand the issues to be completed and links into national forum for guidance and support to shape activity moving forward.
- Focus groups planned to better understand effective interventions.
- Focused operations planned in June shaped by insights shared by National Highways and Agilysis.
- Forth coming county shows will target being 'fit to drive' focusing on many aspects of safety for older drivers and other user groups.

## Motorcyclists

Due to vulnerability of not having a metal box for protection, motorcyclists continue to be an area of focus for the Partnership. Between 2019 – 2021 fatalities and serious injuries when averaged, equated to 11 & 189 respectively. Given the known vulnerabilities of limited protection in the event of a collision, along with evidence suggesting a rising concern, the Partnership approved significant investment towards a suite of measures which have continued to deliver throughout the last 12 months.

## Partnership Achievements

- **Motorcycle signage** – circa 100 signs deployed to highlight 'Think Bike' and 'Collision Hotspots'.
- **Engagement** – over 50 hours linked to bike nights and daytime visits to dealerships.
- **Bike Safe courses** – 14 delivered over 100 riders trained, included first ladies only event.
- **Bike nights** – circa 15 attended over 1,000 riders engaged resulting in wider course take up.
- **Motorcycle Communications** – creation of range of PPE videos at Bridge motorcycles, multi-agency attended and supported.
- **Streets Ahead** – materials delivered to dealerships linking into free taster rides.
- **Streetwise** – 5 colleges attended with up to 40 students involved.



- **Motorcycle Simulator** – Continued to be used at events, now engaging wider Forces, asset for longer-term training underway.
- **National RSGB and Powered Two Wheeler** – Conferences supported by Partners who presented.
- **Suite of new videos** – Launched ahead of biker season with key safety messages.

# BIKER DOWN

REACHES 2,000<sup>TH</sup> MILESTONE

**MAY 2025 SAW A MONUMENTAL MILESTONE REACHED - SINCE STARTING IN JUNE 2015 DEVON & SOMERSET FIRE SERVICE WELCOMED THEIR 2,000TH ATTENDEE TO BIKER DOWN**

**2,000 ATTENDEES SINCE 2015**

**BIKER DOWN ENABLES PARTNERS TO SAVE LIVES THROUGH PREVENTION WORK AND LIFESAVING SKILLS TAUGHT DURING THE SESSIONS.**

**DELIVERY CONTINUES THROUGHOUT DEVON & CORNWALL VIA BOTH FIRE RESCUE SERVICES.**

**CIRCA 215 RIDERS HAVE BEEN TRAINED IN THE LAST 12 MONTHS.**

**215 RIDERS TRAINED THROUGHOUT DEVON & CORNWALL IN THE LAST 12 MONTHS**

## What's Next?

- Bike Safe events, 16 in total confirmed (includes further 3 ladies only day courses).
- Military focused motorcycle events, 3 confirmed up to 12 riders per event.
- Streetwise training day in Cornwall colleges (July).
- Powered Two Wheelers road safety event (June) targeting young riders, gig economy, e-scooters & 'born-again' bikers.
- Assisting with Op Cossett and 'eye in the sky' which is to be enforcement focused.
- Train the Trainers CPD day (for external charity providers) to provide training consistency.
- Wider motorcycle engagement - Martin Jennings memorial ride, county shows, bikers' breakfast days (funding to be arranged) and targeting young rider CBT+ days.
- Target of high harm routes to be targeted in June engaging bikers daily across 2 weeks.



# Cyclists

As with motorcyclists, with limited protection cyclists remain a key focus area for the Partnership. Encouraging safety in numbers and safer cycling are two areas that go hand in hand. Whilst local VZSW local highway authority Partners continue to deliver on/off road based improvements to encourage safer more active journeys, the Partners continue to support a range of Partnership activities.

## Partnership Achievements

- **Cameras** – funded a number of bicycle cameras to support Op Snap submissions to evidence poor, unsafe and illegal driving behaviours.
- **Look Out for Cyclists (LOFC) signage** – phase 2 installed signage at four more locations.
- **Behaviour change** – completion of behaviour change and LOFC evaluation project. Benefits includes:
  - Evidence-based recommendation for new cyclist safety signage that can be trialled by Councils in VZSW areas.
  - Research backed methodology for future signage design, testing and evaluation.
  - Collision Cluster Analysis – single site in Devon using technology with near miss module – findings to supplement collision cluster analysis and provide a means of monitoring effectiveness of casualty reduction interventions.
- **Vehicles Activated Signs** – 3 sites delivered supporting local highway authority partners and their communities.

## What's Next?

- Artificial Intelligence (AI) conflict analysis for cyclist collision cluster sites as an extended pilot to provide analysis of cyclist and pedestrian vulnerable road user conflict at identified collision cluster sites.
- Reviewing options for cross modal cycle empathy training and potential benefits for future funding opportunity.

## Business Driver

Work related road risk primarily focuses on driving for work, but also risks involved whilst driving to and from work. This is an area of the Partnership where activity continues to grow between the agencies involved.

## Partnership Achievements



CVU Team at Lands End for Operation Tramline

- **Road Safety Presentation** – adapted a road safety presentation developed by the Met Police to suit local engagement with smaller local companies.
- **Little Changes, Change Everything** – national Highways campaign with supporting tool kit aiming to improve everyone's driving experience.
- **Local Road Safety Partnership Toolkit** – developed, launch date imminent.
- **Guide to Driver Roadworthiness** – launched in March 2025.
- **Targeted Operations** with other forces with focusing on areas such as organised crime and also educational prevention days using a trailer, pull up signs, leaflets and road safety handouts.
- **Gig Economy** – conducted an Op in Plymouth with a range of Partners to focus on gig economy with delivery riders on illegal electric bikes and mopeds. Seized 7 illegal electric bikes and a moped, every rider stopped was at various stages of seeking asylum.

## What's Next?

- Car driver tool kit to be launched on 29th April at Commercial Vehicle event at the NEC also to include Van Driver Tool kit recently refreshed
- Manager's Guide to Driver Mental Health and Wellbeing – tool kit & guidance for managers - launch date upcoming.
- Deliver road safety presentation to 3 large organisations, support DVSA with any engagement days and target engagement with business drivers, and the greater commercial vehicle community (Exeter and Cornwall Services planned as priority locations initially).
- Researching collaborative opportunities with organisations, such as Deliveroo, Just Eat and Uber Eats to target gig economy around delivery riders on illegal electric bikes and mopeds.

## Community Road Safety

Our residents and communities play an important role within road safety. Road safety is incumbent on each and everyone of us that uses the road network; it's a mutual respect for one's own safety and that of everyone around us. We have continued to support communities in a number of ways.

## Partnership Achievements

- **Road safety resources** – issued residual resources such as dash cams, reflective clips / tabards to support communities and school banners and parking buddies for Local Authorities to reduce inappropriate parking outside of schools.
- **Neurodiverse seatbelt covers** – resources secured, guidance produced and support video in development to inform public and emergency services.
- **Child Car Seat Training** – provided to a number of officers to support public engagement events. Recent event in March in Redruth, Cornwall actively engaged with 38 people offering advice and information.
- **Subsidised motorcycle training offer** – administered through local groups, covered over 90 training sessions and helped update communications.
- **Young driver video** – created and supported by Cornwall Advanced Motorists to showcase benefits of advanced driver training.

## What's Next?

- **Neurodiverse seatbelts** – Issue resources as soon as supporting materials are ready.
- **Community grant funding programme** – given successes seen over the last 12-15 months, develop next round for approval.
- Consider community groups involvement regarding child car seat training.

## Enforcement

Education and training is primarily aimed at prevention in the form of increasing knowledge and skills to encourage positive and safe behaviours. Some aspects of enforcement activity deliver on this, but importantly provides means to detect and prosecute non-obeyance with traffic laws. Growing our enforcement posture across the region using a range of tools has been aimed at creating a fear of detection to foster greater levels of compliance. Whilst data shows us that the level of detections are still rising, it is important to reflect that the high-end offences that go straight to court is in decline; an indication that some of the worst levels of behaviour is potentially changing.

## National Driver Offender Retraining Scheme (NDORS)

NDORS is a scheme whereby certain drivers found committing a driving offence can be offered a training course as an alternative to prosecution. Each course offered that has been developed is based on latest research and is evaluated, offering the opportunity for offenders to receive education and change future behaviours. Post course delivery, attendees complete a questionnaire with approximately 97% rate overall course and course content as good or excellent and 98% reported a positive change in their behaviour on the road.

We have been trialling new technologies such as artificial intelligence to detect offences with seat belts and mobile phones. The table below shows the uplift in courses (not related to speed) and how the significant uplifts in What's Driving Us and Your Belt, Your Life are linked to our ability to monitor our roads.

MONTH	WHAT'S DRIVING US	YOUR BELT, YOUR LIFE	SAFE & CONSIDERATE DRIVING	NATIONAL RIDER RISK AWARENESS COURSE
24/25 TOTAL	3825	1149	683	87
23/24 TOTAL	2125	244	671	67
% CHANGE	79%	371%	2%	30%

## Speed

In 2024/25 proceedable speed totalled 215,598 - an uplift of 37.6% on previous year. Prosecution outcomes can include the offer of a course, fixed penalty notice and court.

In relation to course completion on the national speed awareness course in 2024/25 this totalled 103,435 and uplift of 19.3% in 2023/24. Approximately 20 safety camera sites have either been upgraded or implemented as new locations and will be linked to the proceedable speed offence increase. However, it is important to acknowledge that we are seeing greater numbers of overall vehicles complying with the speed limit. So despite the increase in those detected we are showing an overall positive change in behaviour.

## New Safety Cameras

In 2024/25 circa 20 sites were either installed as an upgrade to an existing site or new sites to address safety concerns. Phase 1 of Partnership investment is nearing completion.

## Seat belt & mobile phone

- In July 2024 VZSW began a 12 month deployment using AI to detect non-compliance of both seatbelt and mobile phone. Over 6 deployments to date, the technology has **monitored in excess of 2.4m vehicles with circa 2,000 phone and 5,400 seat belt offences highlighted**. Around 70% became prosecutable offences with education offered.
- Reassuringly whilst numbers appear high, non-compliance overall is less than 0.5% of the total vehicles monitored. We want to eliminate these poor behaviours so remain committed in our use of technology.
- AI provides an ability to monitor way beyond what humans can do and is a means to provide education to offenders via course completions.

## What's Next?

- Continued deployment of AI trailer to detect phone & seat belt offences.
- Continued investment in safety camera technology for both fixed and mobile devices reviewing all market options.

- Use of new technologies to track a range of offences via a single device.
- Development of problem profiles for high harm routes.
- Trialling technology for moving speed enforcement vehicle.
- Increased use of ANPR intelligence.

## Op Dragoon

Op Dragoon is designed to make the road safer for all through a targeted programme of education, engagement and enforcement. It aims to identify individuals that create risks to themselves or others by their use of the road network.

### 98 TARGETS CREATED 35 POSITIVE OUTCOMES

26 ARRESTED, 6 REPORTED 3 STOPPED AND GIVEN WORDS OF ADVICE

#### COURT RESULTS:

£3,499

TOTAL IN FINES

3

COMMUNITY ORDERS

497 MONTHS

TOTAL DRIVING BANS

260 HOURS

TOTAL UNPAID WORK

42 WEEKS TOTAL

SUSPENDED CUSTODIAL SENTENCES

28 WEEKS TOTAL

CUSTODIAL SENTENCES

## Op Snap

A portal for public online submissions which continues to see increased submissions. VZSW is grateful for support by members of public to help provide 'anywhere, anytime' detection potential.

# DRIVING LIKE THIS PUTS LIVES AT RISK



## OP SNAP SUBMISSIONS BY THE PUBLIC

### 6,272 TOTAL SUBMISSIONS

### 3,474 RESULTED IN POSITIVE ACTION\*

APPROXIMATELY 55% RECEIVING EDUCATION, FIXED PENALTY NOTICE OR TAKEN TO COURT

\* Not all submissions can be actioned and there are various reasons for this including lack of evidence and/or poor quality and in some cases where submitter actions have been considered a factor.

CSW



VZSW is proud to have a large number of volunteers continuing to support the monitoring of speed within their local communities. Not only does this help to educate and encourage positive compliance but where this is not the case, provides evidence of where Police support maybe required.

Stats comparison dates are Apr '24 to Mar '25 and Apr '23 to Mar '24.

## 539,146 VEHICLES MONITORED

APRIL '24 TO MAR '25 (107,431 MORE THAN IN THE SAME PERIOD IN (23/24)

## 25,295 SPEEDING VEHICLES DETECTED

3,337 MORE THAN IN THE SAME PERIOD IN '23/'24

EQUATES TO 4.7% OF MONITORED VEHICLES  
DETECTED AS SPEEDING DURING APR '24-MAR '25

APR '23 - MAR '24 SAW 5.1% OF MONITORED VEHICLES DETECTED AS SPEEDING  
0.4% DECREASE FOR '24/'25

## LETTERS SENT APR '24-'25

1ST STAGE - 21,023 (4,432 MORE THAN THE SAME PERIOD IN '23/'24)  
2ND STAGE - 1,355 (569 MORE THAN THE SAME PERIOD IN '23/'24)  
3RD STAGE - 176 (78 MORE THAN THE SAME PERIOD IN '23/'24)

## Comms & Engagement

Communication and engagement with residents, communities, businesses and visitors remains a golden thread between all of the Partnerships activities. We continue to communicate key messages regarding what is expected of road users and how we all play a part in keeping one another safe. Road safety is harnessing greater levels of mutual respect for one another and reducing poor behaviours known to cause injury, including drink or drug driving, not wearing a seat belt, mobile phone use whilst driving, non-obeyance with traffic laws and many more.

## Partnership Achievements



- 'Road To Zero' national lobbying document launched at Westminster showcase event.
- The Partnership's first 'Road Safety Week of Action' took place during National Road Safety Week – including targeted enforcement, education and messaging.
- World's first AI Impairment Camera trial receives national publicity.
- All-new 'Tales from the Other Side of the Road' motorcycle campaign launched for 2025 season - featuring local bikers and promoting targeted rider safety techniques.
- New motorbike videos launched with RiderCamTV YouTube channel – following journey of a learner to advanced rider.
- PPE videos launched explaining importance of safety equipment and helmet security.
- Lift Legend scheme taken over by VZSW and sees record number of pub sign-ups across Devon & Cornwall.

- Road Safety Shows supported in Devon, Cornwall, Plymouth and Torbay.
- Collision victims remembered in heartfelt video to mark World Day of Remembrance.
- Op Snap promotion continues to drive record submissions, 20,000 milestone achieved.
- Social media – over 600 safety messages delivered.





# VZSW PARTNERSHIP REACH

3.4M FACEBOOK VIEWS, 168,000 INSTAGRAM VIEWS & 252,000 YOUTUBE VIEWS  
APRIL '24 TO MAR '25 ( 107,431 MORE THAN IN THE SAME PERIOD IN '23/'24 )

# VZSW FOLLOWERS

6,538 ON FACEBOOK (UP 1,638 PREVIOUS YEAR), 1343 COMBINED INSTAGRAM & YOUTUBE  
(UP 545 ON PREVIOUS YEAR).

# ROAD SAFETY PLEDGE

(NOW SWITCHED TO FORCE NEIGHBOURHOOD ALERT PLATFORM).

SIGNED BY MORE THAN 1,450

## What's Next?

- **New User-Friendly Vision Zero website** - to be launched with new sections, including a Resources page for local councils and community groups.
- **Mutley Plain Plymouth** - deliver pedestrian safety improvements and behaviour change campaign.
- **Older Drivers** - develop a data-led campaign - targeting prompted by an increase in KSIs.
- **Lift Legend** - develop a scheme for larger-scale roll-out across more venues.
- **Young Drivers** - pilot a comms scheme aimed at parents to leverage their influence.
- Develop and grow our Road Safety Week of Action.

## Closing Summary

Since the last VZSW AGM in June 2024, all Partners have been actively delivering initiatives focused on casualty reduction outcomes. The overall KSI reduction since our baseline was set has reduced by just over 20%; we still have some way to go to achieve our 50% interim reduction target, however, we are seeing seeds of positive change. The Strategic Assessment is currently undergoing a refresh and is likely to be published later this year to provide oversight and guidance to our key areas of concern.

In the meantime, we will continue to develop initiatives based on existing known issues and will utilise evidence to shape future delivery plans.