



'Our shared vision is for the road network of Devon, Cornwall and the Isles of Scilly to be free from death and serious injury.'

VZSW BOARD MEETING

9th December 2025 10am – 1pm

TEAMS [Click here to join the meeting](#)

AGENDA

Meeting objectives:-

- Pay respects to those who have lost their lives in order to encourage change to try and prevent further deaths on our roads
- Provide assurance through financial report
- Approval of 5-year Business Plan
- Assurance updates with regards to Performance, Fitness to Drive, Comms and Motorcycle Engagement and coordination

1.	Welcome, apologies & introductions See attached attendance list	Chairman	Verbal	1000 (5 mins)
2.	Declarations of Interest	All	Verbal	
3.	Roll Call of Fatalities (<i>Standing item</i>) <i>Roll call of all those who have died since our last meeting.</i>	Chairman	Verbal	1005 (5 mins)
4.	Minute's Silence to reflect on those who have died and their loved ones			
5.	Minutes of Previous Meeting (<i>09.09.2025</i>) <i>Standing Item for Approval</i>	Chairman	Paper	1010 (5 mins)
5a.	Action Log Update - <i>Standing Item for Progress Assurance</i>	Chairman	Verbal	
6.	Finance Report – for Assurance	EC	Paper	1015 (15 mins)
6a.	5 Year Business Plan - <i>Standing Item for Approval</i>	EC	Paper	1030 (15 mins)
7.	Motorcycle Engagement and coordination – for Assurance	DB	PPT	1045 (30mins)
Comfort Break 1115 – 1125				
8.	Performance Reporting - <i>for Assurance</i>	DH	Verbal	1125 (50 mins)
9.	Health and Fitness to Drive – for Assurance	DR/NW/JC	PPT	1215 (30 mins)
10.	AOB	Chairman		1245 (10 mins)
	Time and Date of future meetings:- <ul style="list-style-type: none"> • 10th March 2026 - Teams Meeting • 16th June 2026 – China Fleet Club 			



MEETING: VZSW Board Meeting	LOCATION:	Teams
TIME: 1000hrs – 1300hrs	DATE:	9 th December 2025
<p>In Attendance:</p> <p>Alison Hernandez (Chairman) Police and Crime Commissioner</p> <p>Cllr Dan Thomas Cabinet Member for Highways, Devon County Council</p> <p>Cllr Dan Rogerson Portfolio Holder for Transport, Cornwall Council</p> <p>Cllr John Stephens Chair of Scrutiny Management Board and Vice-Chair of Licensing Committee, Plymouth City Council</p> <p>Cllr Adam Billings Cabinet Member for Pride in Place and Parking, Torbay Council</p> <p>Jamie Hulland Planning, Climate Change, Environment and Transport Directorate, Devon County Council</p> <p>SY Devon and Somerset Fire and Rescue Service (Item 1-7)</p> <p>LR Head of Marketing and Communications, Devon Air Ambulance (Item 1-part Item 9)</p> <p>PB Head of Highways, Plymouth City Council</p> <p>IJ Head of Highways, SWISCo, Torbay (Item 1-7)</p> <p>Tim Bunting Chief Executive, Cornwall Air Ambulance</p> <p>Substitutes</p> <p>CI Simon Jenkinson Devon and Cornwall Police for ACC Nikki Leaper/C/Supt Jim Gale</p> <p>ED South Western Ambulance Service for Vicky Howard</p> <p>BD TTC for Anna Jackson</p> <p>RL Cornwall Council for Victoria Fraser</p> <p>KD Devon Air Ambulance Trust for Dr Tim Nutbeam</p> <p>Non Board members & Presenters:</p> <p>EC Senior Accountant, Devon and Cornwall Police</p> <p>SC Management Accountant, Devon and Cornwall police</p> <p>NW VZSW Partnership Manager</p> <p>JC VZSW Comms and Engagement Coordinator</p> <p>HG (minutes) VZSW Project Support</p> <p>PP VZSW Administrative Assistant</p> <p>MJ Senior Engineer, Plymouth City Council</p> <p>JA Road Safety Manager, Devon County Council</p> <p>AL Head of Road Safety, Devon & Cornwall Police</p> <p>DB Motorcycle Activity Engagement Coordinator</p> <p>DH Planning and Performance Manager (Item 1- 8)</p> <p>DR Constable, Devon and Cornwall Police, (Part of Item 7 to 9)</p> <p>Apologies: Dr Tim Nutbeam (UHP, IMPACT, DAAT), Victoria Fraser (CC), Nicola Allen (OPCC), Frances Hughes (OPCC), ACC Nikki Leaper (DCP), VH (SWASFT), MB (DAAT), IT (NH), Anna Jackson (TTC). NB (CFRS)</p>		
ITEM	DETAILS	
1.	<p><u>Welcome and introductions.</u></p> <p>The Chairman welcomed all attendees to the meeting, acknowledged apologies from those unable to attend, and extended a warm welcome to the new members. Appreciation was expressed to Antony Bartlett of Cornwall Fire and Rescue Service for his valuable contributions to VZSW. The Chairman also conveyed deep sadness at the recent passing of a colleague from National Highways and paid tribute to her significant and longstanding dedication to road safety.</p>	
2.	<p><u>Declarations of interest</u></p> <p>No one declared an interest.</p>	

3.	<p><u>Roll Call of Fatalities</u> The Chairman read out a roll call of 20 individuals who had lost their lives on Devon and Cornwall's (D&C) road network between 1st September 2025 and 30th November 2025 to focus the minds of Board members as to the purpose of the VZSW partnership.</p>
4.	<p><u>Minute's silence.</u> A minute's silence was held to reflect on those who had died on the roads of D&C since the last Board meeting.</p>
5.	<p><u>Minutes of previous meeting</u> The draft minutes from the Board meeting held on 9th September 2025 were agreed as accurate and true.</p>
5a.	<p><u>Action Log Update</u> NW advised that several actions on the log were awaiting progression but had been delayed due to the imminent publication of the Government's Road Safety Strategy. NW noted that, once the Strategy is published, key points will be collated and shared with the Board. A number of actions have now been completed and closed. NW drew attention to one outstanding action relating to the engineering work undertaken by (LAs). NW suggested that the Board could receive updates on such engineering work through the inclusion of a summary within each annual report. The Board agreed with this recommendation.</p>
6.	<p><u>Finance Report</u> EC summarised the financial position as of 31st October 2025, as detailed in the report circulated to the Board in advance of the meeting. Overall, a surplus of £1,139k is now forecast, £477k lower than predicted in the 5-year plan and £211k movement since the last report. Income reduced by £496k, mainly due to the number of speed awareness courses. However, court cost income is still expected to be on budget and other driver educational course income is higher than anticipated, largely linked to the AI (artificial intelligence) cameras.</p> <p>Staffing expenditure is slightly underspent due to vacancies, offset by the confirmed pay award of 4.2%. Running costs are slightly overspent, due to the development of a robotic process. VZSW core costs are underspent due to lower staffing and data consultancy costs.</p> <p>Recommendation: The Board be made aware of the financial position as 31st October 2025. Outcome: The Board were assured of the recommendation as presented and laid out.</p>
6a	<p><u>5-year Business Plan</u> EC summarised the paper circulated which showed the 5-year running costs plan now that the restructure has been imbedded into the Road Safety Team. It is still anticipated that an annual surplus of approximately £1.1m will be achieved in each financial year to be reinvested into road safety initiatives by the partnership.</p> <p>EC confirmed the risk register contingency has been reduced in the first two FY due to the agreed investment in the phase 2 cameras agreed at the previous Board, although this is expected to be increased back to the £1m contingency by 28-29. £300k has been included for the RSDP but this will be agreed in detail during each FY.</p> <p>Jamie Hulland queried the proportion of staffing costs and suggested that it would be helpful to have clarity on the staffing budget, including its structure and breakdown by roles. EH confirmed that this information can be prepared and shared at the next Board meeting. AL added that a PowerPoint presentation outlining the structure could also be circulated following the meeting. The Chairman noted that PWC has been engaged by the force to undertake priority-based budgeting, which will include the VZSW Road Safety Team and proposed that the findings and any potential efficiencies to be presented.</p> <p>Action: Staffing structure to be shared at the next Board meeting and AL to arrange for circulation of a PowerPoint outlining structure post meeting.</p> <p>Action: Summary of efficiencies to be presented</p> <p>Recommendation: The Board approve the 5-year financial plan Decision: The Board approved the 5-year financial plan as laid out.</p>
7.	<p><u>Motorcycle Engagement and Coordination</u> DB provided an overview of the role of the motorcycle activity engagement Coordinator covering numerous aspects such as Bike Safe, working with Doc bike. DB also highlighted aspects from a recent strategic</p>

assessment that the key issues involved in motorcycle KSI's are the lethality of motorcycle collisions, over confidence resulting in excessive speed and dangerous manoeuvres (particularly for younger riders) poor observation and awareness from other road user and the recommended objectives of educating motorcyclists and other road users on safe riding and safe use of the roads, creating a visible deterrence to speeding and dangerous riding and reducing the lethality of motorcycle collisions

Cllr Jon Stephens thanked Dave Burrows for his presentation and noted that the L2L initiative primarily targets car drivers and queried whether there was an opportunity to incorporate a motorcycle element. DB explained that one of the Force's motorcycle instructors participates in L2L and that additional elements could be considered, provided they align with the DVSA approach to avoid confusion. Cllr Stephens raised the issue of the gig economy in Plymouth, noting that McDonald's in the area is highly engaged with motorcycle safety, training, and duty of care for its contractors. He expressed interest in connecting with DB for further discussions.

Action: Cllr Stephens and DB to arrange a discussion on the gig economy in Plymouth

Cllr Stephens asked about DB's engagement with motorcycle instructors. DB reported that he had recently received information from the South West Regional Chair of motorcycle trainers and is developing a 'Train the Trainers' scheme to improve consistency and quality of training, addressing current variations. Both Cllr Stephens and the Chairman suggested that this initiative could be supported by a PR campaign and potentially an accreditation from Vision Zero South West. The Chairman also proposed exploring whether the Road Safety Pledge could be adapted to include specific commitments for motorcyclists.

Action: JC to explore whether the Road Safety Pledge can be adapted to include specific commitments for motorcyclists

Jamie Hulland emphasized the importance of using a range of techniques to address HHR. He queried whether the use of PRIME markings, which apply nudge psychology to help motorcyclists navigate bends, could be considered. NW advised that this initiative has already been discussed with the DfT, who are supportive of VZSW exploring it further. A meeting with Professor AS, who played a key role in the Scottish project, has been scheduled for the end of January. Following this, a submission will be prepared and sent to the DfT.

The Chairman suggested that the motorcycle simulator could be deployed in areas where motorcycles are used responsibly and not associated with anti-social behaviour and encouraged local authorities to contact DB if they are aware of suitable locations and provide this information to him. DB to make LAs aware of planned motorcycle engagement events for them to support where possible.

Action: Local Authorities to contact DB if they are aware of suitable locations and provide this information to him for use of motorcycle simulator. Also, DB to make LAs aware of planned motorcycle engagement events for them to support where possible.

Cllr Billings questioned whether there was a coordinated system for the booking of the motorcycle simulator. DB advised that the intention is for it to be used on a 6-week rotation, 3 weeks in Devon and 3 weeks in Cornwall to engage with as many colleges and events as possible. The Chairman advised that the local councillors would within their area so that they can support. DB advised that he could make the Councillors know.

Cllr Billings asked what factors were contributing to collisions on HHRs. DB advised that this is currently under investigation. AL explained that funding for the simulator was provided by the government on the condition that it could be shared with other forces. However, ongoing costs such as maintenance and fuel is intended to be covered by future loan agreements.

Tim Bunting advised that CAAT were happy to support wherever they could with the simulator as they have good contacts with the local colleges.

8.

Performance Reporting

DH provided update on Performance Plan focusing on the different thematic areas. The latest the latest quarter (which was compared to previous 3 years) was presented and significant changes were highlighted. Individual thematic performance plans will be presented at the March Board.

Cllr Dan Rogerson raised the issue with older drivers being involved in collisions and highlighted not just the physical degeneration of some but also the cognitive ability and what can be done to help in term of junction improvements and how data can help with potential investment. The Chairman highlighted that the Peninsula Transport Board may be able to connect with VZSW Board to help build the evidence base to help and any potential bid processes.

DH also discussed a number of risks on the risk register, including those that were new, that is Failure to meet KSI targets, limited allocated court slots for D&C Police, removal of Commercial Vehicle Unit, removal of No Excuse Team.

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

Outcome: The Board were assured on progress.

DH spoke about risk management, and four points were highlighted, these were failure to meet KSI targets, limited allocated courts slots for Devon and Cornwall for the police to prosecute road traffic offences. Disbandment of the commercial vehicle unit and the impact that this has on enforcement, gaps in intelligence, occupational road risk, organised crime, especially organised immigration crime. Removal of the No Excuse Team which would reduce proactive enforcement of road traffic offences and therefore lower coverage of HHR.

The Chairman advised that although the No Excuse Team had been disbanded it had increased the capacity of the Roads Policing Team and now allowed for 24hr/365 day coverage.

Jamie Hulland questioned the location of the HHRs and noted the need for strategic thinking for a targeted approach along identified routes in terms of enforcement, education and engineering measures etc. AL advised that problem profiles were being created for the HHR's but there was a need to prioritise the HHR's.

The Chairman requested a short presentation within the March Board on what is believed to be the HHR's so that it can be shared and how it informs all initiatives.

Action: A short presentation within the March Board on what is believed to be the HHR's to be provided.

9. Health and Fitness to Drive

NW provided a summary of the initiatives delivered in 2025, which included older driver events, the Driving Safer for Longer presentation by Cornwall Mobility, and skills days held at Perranporth Airfield. Looking ahead to 2026, additional skills days are planned, and partnerships with England Golf are being developed, which will create more opportunities for these events. Furthermore, regular local radio talks and podcasts in Cornwall are being developed to raise awareness and provide information for older drivers.

DR talked through the Safer Driver initiative, focusing on fitness to drive. Over the past few months, just over 550 cases have been reviewed with ages range 16 to 98, with the average age being in the early 40s.

RL queried whether there was evidence that some individuals continue driving after their licence has been revoked. DR advised that it is too early to provide data on this, but older drivers tend to be more law-abiding compared to those involved in drug misuse. He confirmed that driving without a valid licence constitutes a criminal offence and can lead to prosecution and a potential driving ban.

JA asked whether there was a geographic, age, or demographic breakdown of those referred to the DVLA. DR confirmed that such data is available.

Cllr Adam Billings asked whether certain trades had higher incidences than others, which could present opportunities for targeted roadside enforcement. DR noted concerns regarding some industries with a high proportion of individuals using cocaine recreationally. AB suggested that this could provide a positive PR opportunity. JC confirmed that discussions on this matter were ongoing with DR.

JC presented the Board with an overview of the older driver communications campaign, highlighting common issues such as pedal confusion, difficulty identifying or reacting to hazards, challenges in 'reading the road,' and physical or visual impairments. The proposed campaign will focus on improving outcomes and reducing collisions involving older drivers by signposting to training courses, encouraging the reporting of medical conditions, promoting alternative transport options, and delivering targeted messaging to families and friends of older drivers.

10.	<p>JA requested an update on the delivery of DSFL in Devon over the last year. NW advised that she will make contact with DL and advise.</p> <p>Action: NW to provide update to JA regarding the delivery of DSFL in Devon over the past year</p> <p>Recommendation: That Board members acknowledge the progress made thus far.</p> <p>Outcome: The Board were assured on progress.</p> <p><u>AOB</u></p> <p>MJ notified the Board that there have been discussions on 20mph speed limits and asked the group of their thoughts. Chairman wondered if enhanced signage and/or communications could be introduced to increase driver awareness.</p> <p>The Chairman thanked everyone for attending and the meeting concluded at 1307hrs.</p> <p>Next meeting: 10th March 2025 via Teams</p>
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Item 6

Vision Zero South West

October 2025 Financial Update

9th December 2025

Author Name:	EC - Senior Accountant, Devon & Cornwall Police
Sponsor Name:	Nicola Allen
Sponsor Role:	VZSW Treasurer - Office of the Police and Crime Commissioner for Devon, Cornwall, and the Isles of Scilly

<u>Reports may be submitted for one or more of the following purposes:</u>	<i>Tick which apply:</i>
<i>For decision:</i>	
<i>To provide assurance regarding progress, process and/or performance:</i>	x
<i>To seek direction/guidance from regarding a course of action or arising issue:</i>	
<i>To advise in order to inform wider strategic decision making:</i>	
<i>To seek approval for a particular course of action or change of direction:</i>	

1. Purpose of the report/Strategic issue for consideration

- 1.1 Present the Vision Zero South West (VZSW) financial position as at 31st October 2025.

2. Recommendation

- 2.1 To inform the board of the financial position as at 31st October 2025.

3. Salient Points

- 3.1 The Office of Police & Crime Commissioner (OPCC) serves as the lead financial entity for the Vision Zero South West collaboration. A balance of £2.47m was held in a ringfenced reserve at the start of the financial year.

Vision Zero South West Forecast – Running Costs

- 3.2 The Partnerships planned net expenditure, before any capital spending, was initially projected in the 5-year plan to result in a surplus of £1,615,952. The table below summarises the most recent forecast of income and expenditure and shows a reduction on the surplus compared to budget of £477,188. A decrease of £211,213 since the last report, mainly due to lower-than-expected speed awareness courses.
- 3.3 A full detailed breakdown of this can be found in Appendix A.

	Budget VZSW 2025/26 £	Forecast 2025/26 £	Actual at 31/10/2025 2025/26 £	(Under)/ Overspend 2025/26 £
Income	(9,832,603)	(9,336,319)	(4,621,536)	496,284
Expenditure:-				
Staffing	5,313,118	5,298,185	2,937,708	(14,933)
Running Costs	1,466,061	1,473,789	855,730	7,728
VZSW Core Costs	1,437,471	1,425,580	605,875	(11,891)
Net (Surplus)/Deficit	(1,615,952)	(1,138,765)	(222,223)	477,188

- 3.4 During the first seven months of the financial year, income generated from Speed Awareness Courses of £4,038,344 is lower than budget expectations by £645,669 but currently exceeds last year's income at this point by £829,482. The phased reduction in threshold completed in January 2025 has not resulted in the number of course completions budgeted.
- 3.5 Appendix B presents a graph illustrating monthly income levels, including a breakdown of the additional income received by the partnership from the training provider TTC due to increased course fees. Forecast income for the next two months is based on current levels of referrals.
- 3.6 Speed awareness course income has been forecasted using current trends of referrals and considering the investment in cameras between now and the end of the financial year. The forecasted income has been added into appendix B, alongside a breakeven line to show the level of running costs recovered.
- 3.7 Court costs recovered are expected to end the financial year on budget. The courts currently have a backlog of cases which has led to the spend to date returning less than anticipated for the beginning of the year. However, from November 2025 the team will move to an increased number of court slots causing additional recovery towards the end of the financial year.
- 3.8 Income generated from Accident Reports is currently exceeding initial projections, with a forecast of £296,935 and £175,199 being received so far. This is driven by reductions in backlogs and more efficiencies within the team.

- 3.9 Other driver education course income is trending higher than budget this financial year. The Roadside AI Trailers (artificial intelligence cameras) are continuing to be deployed, resulting in an increase in seatbelt and mobile phone offences. Of the 13 deployments to date, phase one has monitored over 4 million vehicles, detected 3,968 mobile phone and 8,402 seatbelt offences.
- 3.10 Staffing expenditure is forecast to underspend by £14,933, mainly caused by vacancies within the offence processing team, offset by additional allowance costs in the operations team and the confirmed pay award of 4.2%.
- 3.11 Running costs are projected to be £7,728 higher than the budget due to development of a robotic process to improve efficiencies, offset by updated postage processes.
- 3.12 VZSW core costs are expected to be £11,891 lower than budget due to slightly lower staffing and data consultancy costs.

Vision Zero South West Forecast – Pooled Fund

- 3.13 At the start of the financial year the opening balance of the reserve was £2,466,026. The Partnership is expecting to invest a spend of £2,069,904 during the financial year; including the transfer of surplus of £1,138,765 this will result in an expected closing balance on 31st March 2026 of £1,534,887.
- 3.14 The remaining previously approved expenditure will fall into future years. This includes expenditure of £1,168,430 approved at the prior board and the surplus for this financial year being £211,213 lower than previously anticipated.
- 3.15 The following table includes the surplus from the 5-year plan and expected expenditure profiled across the next four years.

5 Year Plan	Forecast 2025-26 £	Budget 2026-27 £	Budget 2027-28 £	Budget 2028-29 £	Budget 2029-30 £
Opening Reserve Balance	-2,466,026	-1,534,887	-800,843	-942,490	-1,487,982
Transfer to/(from) Revenue	-1,138,765	-1,124,719	-1,148,917	-1,189,142	-1,259,943
Vehicle Investment	80,437	54,563	0	0	0
Mobile Speed Camera Upgrade / New Cameras	399,794	353,000	150,000	150,000	150,000
Phase 2 Camera Upgrades / New Cameras	200,000	500,000	150,500	0	0
Camera Equipment	503,360	161,930	0	0	0
Tasking Budget	50,000	50,000	50,000	50,000	50,000
Education & Training Activity	661,029	306,525	224,025	10,905	8,000
Comms & Engagement	175,284	132,745	132,745	132,745	132,745
Future Road Safety Delivery Plans		300,000	300,000	300,000	500,000
Estimated available Pooled Fund	-1,534,887	-800,843	-942,490	-1,487,982	-1,907,180
Risk Register Contingency	1,000,000	750,000	900,000	1,000,000	1,000,000
Estimated available Pooled Fund	-534,887	-50,843	-42,490	-487,982	-907,180

3.16 Investment in vehicles of £80,437 is forecasted for the financial year, with spend to date of £65,145.

3.17 The Board agreed to hold £1,500,000 to fund the upgrading of camera stock, with the £452,794 remaining split across the next two financial years. This budget also includes the £150,000 annual camera equipment budget as agreed in the previous 5-year plan.

3.18 The phase 2 camera programme is due to take place over the next three years, with a total investment of £850,500, of which £200,000 is expected to be delivered in the current financial year.

3.19 £503,360 of camera equipment is planned this year, mainly for the Roadside AI Trailer, which continues to be deployed, the Carkeel to Trerulefoot spot speed system and the match-funding for the implementation of an average speed camera system on the A3083 at Culdrose, Helston.

3.20 Education & Training Activity spend of £661,029 is expected this financial year. This includes the following as detailed in the Road Safety Delivery Plan.

- £231,325 on Post Crash Response and Care
- £121,000 on Pedestrians
- £100,000 Delivery Group
- £60,981 on Cyclists

- £49,705 on Younger Drivers
- £47,600 on Call for Ideas Phase 2
- £27,867 on Older Drivers
- £22,551 on Motorcyclists

3.21 £175,284 of the Comms and Engagement budget is expected to be spent this financial year.

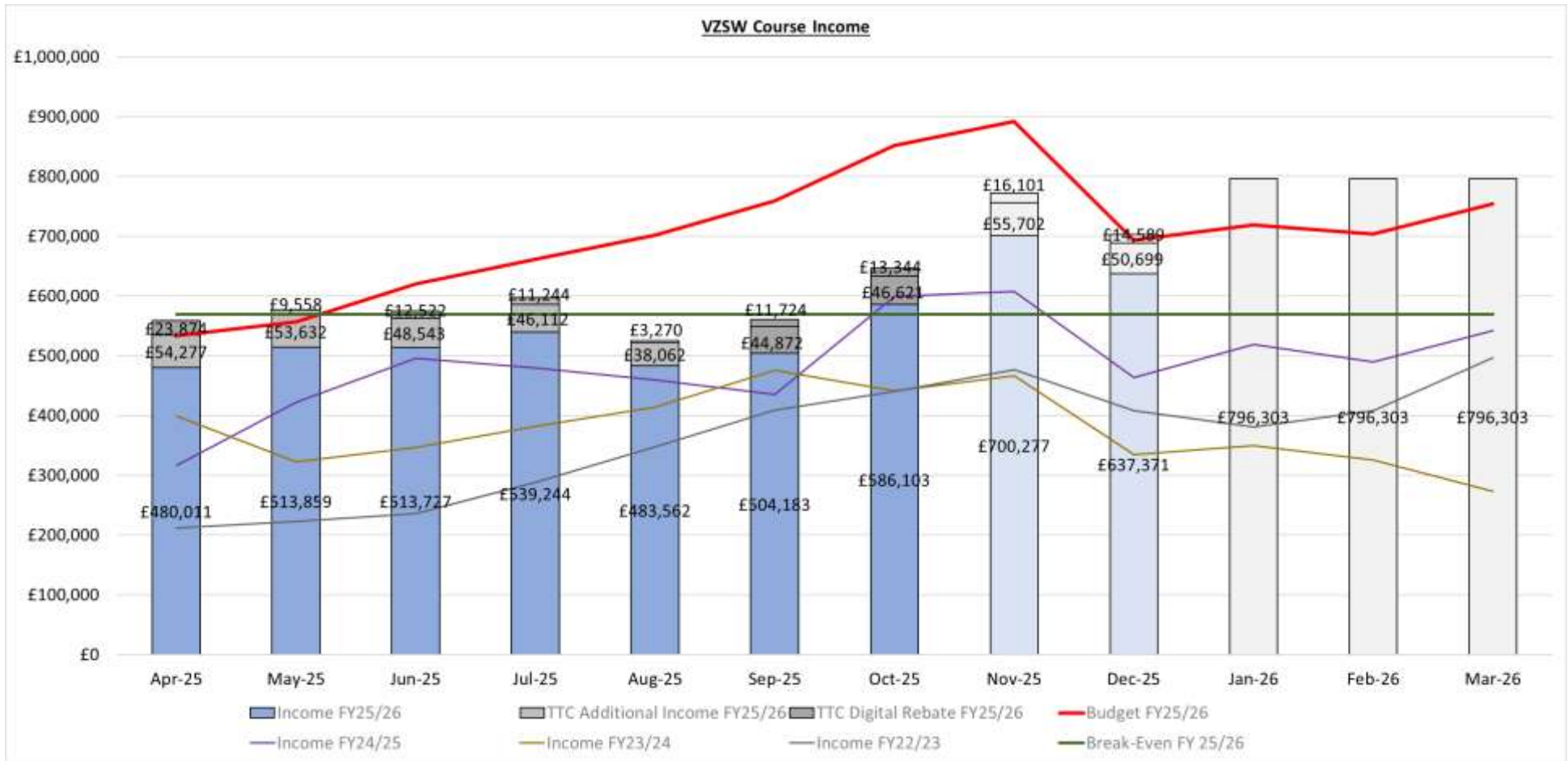
4. Conclusion

- 4.1 Income for the first seven months of the financial year is £645,669 lower than budget expectations, mainly caused by lower speed awareness course completions. However, court cost income is still expected to be on budget and other driver educational course income is higher than anticipated, largely linked to the AI (artificial intelligence) cameras.
- 4.2 A surplus of £1,138,765 is forecast although this is lower than budget by £477,188.
- 4.3 After investing an expected spend of £2,069,904 during the financial year, the partnerships available balance on the Pooled fund at 31st March 2026 is £1,534,887.

Appendix A

	Revised Budget VZSW	Forecast	Actual at 31/10/2025	(Under)/ Overspend to Budget
	£	£	£	£
Income				
Speed Awareness Courses	(8,271,689)	(7,504,897)	(3,806,705)	766,792
Court Costs	(1,086,081)	(1,086,081)	(407,993)	0
Accident Reports	(248,422)	(296,935)	(175,199)	(48,513)
Highways Camera Income Stream	(51,311)	(51,311)	0	0
Other driver education course income	(175,100)	(397,095)	(231,639)	(221,995)
Total Income	(9,832,603)	(9,336,319)	(4,621,536)	496,284
Expenditure				
Staffing				
Operations Team	1,043,221	1,153,853	651,822	110,632
Collisions, Civil Litigation and Single Justice Procedure Team	1,980,636	1,987,906	1,116,735	7,270
Offence Processing, Communications, and Investigations Team	2,289,261	2,156,426	1,169,151	(132,835)
Total Staffing Costs	5,313,118	5,298,185	2,937,708	(14,933)
Running Costs -				
Photocopy Rental & Printing	28,114	28,114	0	0
Vehicle Expenditure	24,231	19,131	9,696	(5,100)
Insurance/Tax	8,137	6,237	3,100	(1,900)
Accommodation Charge	129,711	136,111	69,679	6,400
Telephones/Mobiles	2,076	2,376	1,176	300
Equipment Purchase, Repairs & Calibration	133,373	137,373	94,896	4,000
Postage	902,679	898,679	564,825	(4,000)
Stationery	32,624	11,824	7,375	(20,800)
Existing Software Licences	138,231	138,231	77,690	0
Miscellaneous	20,136	51,700	8,860	31,564
Training	13,636	18,800	11,252	5,164
Conferences	13,917	9,717	667	(4,200)
Uniforms	19,195	15,495	6,514	(3,700)
Total Running Costs	1,466,061	1,473,789	855,730	7,728
Vision Zero Core Costs:				
Core Team	682,743	671,995	379,448	(10,748)
Core Team Training	8,343	9,700	4,309	1,357
Core Team Travel	9,167	11,767	3,887	2,600
Speed Maintenance Contract & Maintenance	667,751	667,751	216,057	0
Data/IT Consultancy	41,097	35,997	0	(5,100)
RSS Support	26,370	26,370	2,173	0
Road User Survey	2,000	2,000	0	0
Total Core Costs	1,437,471	1,425,580	605,875	(11,891)
Total Expenditure	8,216,651	8,197,554	4,399,313	(19,096)
Net Expenditure before transfers to reserves	(1,615,952)	(1,138,765)	(222,223)	477,188

Appendix B



Item 6a

Vision Zero South West Governance Board Meeting
5 Year Financial Plan

9th December 2025

Author Name:	EC - Senior Accountant, Devon & Cornwall Police
Sponsor Name:	Nicola Allen
Sponsor Role:	VZSW Treasurer - Office of the Police and Crime Commissioner for Devon, Cornwall, and the Isles of Scilly

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<i>To seek direction/guidance from regarding a course of action or arising issue:</i>	
<i>To advise in order to inform wider strategic decision making:</i>	
<i>To seek approval for a particular course of action or change of direction:</i>	x

1. Purpose of the report/Strategic issue for consideration

- 1.1 Present the revised Vision Zero South West (VZSW) five-year financial model, based on projected enforcement activity, subsequent income and, after the deduction of operating costs, estimates for the pooled budget.

2. Recommendation

- 2.1. Consider and approve the VZSW five-year financial plan.

3. Salient Points

- 3.1 The VZSW financial plan is largely based on current trends and course analysis, brought up to date with known changes.
- 3.2 The plan includes assumptions around the number of speed awareness courses, staff pay award, contractual inflation increases and other known movements.

3.3 The phased reduction in threshold completed in January 2025 has not resulted in the increased number of course completions that were originally expected, although in October 2025 income from Speed Awareness Courses is £829,482 higher than the same point the year before.

3.4 The below table shows the number of estimated course numbers expected in each financial year. Income assumptions are calculated by course type and adjusted for investments in upgraded / new camera schemes over the 5-year plan.

	Estimated Course Numbers	% Increase
2026-27	151,011	3%
2027-28	155,542	3%
2028-29	160,208	3%
2029-30	165,014	3%
2030-31	169,964	3%

3.5 All Speed Awareness courses providers are required to pay the NDORS Police Force Cost Recovery Fee which is subsequently returned to the partnership. This fee increased from £45 to £50 from February 1st 2025.

3.6 We have assumed the remaining 70% of courses will continue to be provided by our current supplier TTC, with whom we have an existing arrangement where the benefit of any additional speed awareness course fee is passed onto the partnership. The net effect of this is an extra £5.67 per course due to the reprocured more cost-efficient contract.

3.7 Additional income of £151,032 is expected from the TTC digital rebate in 2026/27, this was included as part of the reprocured contract and will give the force additional cost recovery for Speed Awareness courses completed online.

3.8 Expenditure budgets have been updated to reflect previously agreed expenditure and in line with speed awareness course estimates. The additional expected expenditure includes:

Staffing –

3.9 The 5-year plan includes the staff restructure already implemented, with the Road Safety team being redesigned into the following functions:

- Operations
- Offence Processing, Communications, and Investigations
- Collisions, Civil Litigation and Single Justice Procedure

3.10 The partnership staffing structure currently includes four Police Officers, it is proposed that one of these Police Officer positions is moved to a Police Staff Investigator PIP 2 post.

- 3.11 All staff budgets in outer years assume a pay award in 2026/27 of 3% and 2.5% in each year thereafter. The pay award has now been confirmed from September 2025 and included in the 5-year plan at 4.2%.
- 3.12 As a result of the tri-annual review of the LGPS pension scheme, Police Staff Superannuation is now included at 16%, a decrease on the 18.9% in 2025/26, reducing pension staffing costs in 2026/27 by £129,600.

Running Costs –

- 3.13 The budgets for running costs have been prepared considering current expenditure and inflation. The postage contract was reprocured, causing additional efficiencies and some postage processes moving to an external supplier, this also created further savings within stationary costs.

VZSW Core Costs –

- 3.14 The core costs of operating VZSW are shown separately from the running costs and overheads of the driver education income. These core costs consist of direct posts attributable to the partnership which are currently fully established.
- 3.15 Increases to the Speed Maintenance Contract costs are expected which have been increased with inflation and continuing support costs to enhance data security.

5 Year Financial Plan

- 3.16 A summary of projected income and expenditure using the assumptions above is shown in the following table. This shows an anticipated annual surplus of over £1m is expected each financial year. This can be reinvested into road safety initiatives aligning to the Vision Zero partnership goals.
- 3.17 A full detailed breakdown of the budget plan is also attached in Appendix A.

5 Year Plan	Budget 2026-27 £	Budget 2027-28 £	Budget 2028-29 £	Budget 2029-30 £	Budget 2030-31 £
Income	(9,599,772)	(9,887,760)	(10,184,390)	(10,489,930)	(10,804,628)
Expenditure:-					
Staffing	5,475,936	5,649,825	5,818,084	5,963,705	6,142,616
Running Costs	1,481,332	1,520,311	1,560,450	1,601,800	1,645,831
VZSW Core Costs	1,517,785	1,568,707	1,616,714	1,664,482	1,714,416
Net (Surplus)/Deficit	(1,124,719)	(1,148,917)	(1,189,142)	(1,259,943)	(1,301,765)

Pooled Budget (Reserve)

- 3.18 The Pooled Budget (Reserve) funds (through an annual Road Safety Delivery Plan) activity aimed at achieving the VZSW interim target to reduce fatal and seriously injured road casualties by 50% by 2030.
- 3.19 Any surplus or deficit across the five-year financial plan will be incorporated within the Pooled Fund.
- 3.20 The forecasted balance on the reserve at the end of 2025/26 is £1,534,887. The VZSW Partnership Board have approved spend against several activities in future financial years. The following table shows the anticipated expenditure over the 5-year plan including the outturn surplus position leaving an expected closing balance of £800,843 for 2026/27.

5 Year Plan	Budget 2026-27 £	Budget 2027-28 £	Budget 2028-29 £	Budget 2029-30 £	Budget 2030-31 £
Opening Reserve Balance	(1,534,887)	(800,843)	(942,490)	(1,487,982)	(1,907,180)
Transfer to/(from) Revenue	-1,124,719	-1,148,917	-1,189,142	-1,259,943	-1,301,765
Vehicle Investment	54,563	0	0	0	0
Mobile Speed Camera Upgrade / New Cameras	353,000	150,000	150,000	150,000	150,000
Phase 2 Camera Upgrades / New Cameras	500,000	150,500	0	0	0
Camera Equipment	161,930	0	0	0	0
Tasking Budget	50,000	50,000	50,000	50,000	50,000
Education & Training Activity	306,525	224,025	10,905	8,000	0
Comms & Engagement	132,745	132,745	132,745	132,745	132,745
Future Road Safety Delivery Plans	300,000	300,000	300,000	500,000	500,000
Estimated available Pooled Fund	-800,843	-942,490	-1,487,982	-1,907,180	-2,376,200
Risk Register Contingency	750,000	900,000	1,000,000	1,000,000	1,000,000
Estimated available Pooled Fund	-50,843	-42,490	-487,982	-907,180	-1,376,200

- 3.21 Estimated Road Safety Delivery Plans have been included for future years, although these will need to be finalised and approved annually by the partnership.
- 3.22 Further to current commitments, the table includes an assumed Risk Register Contingency fund of £750,000 for 2026/27, increasing back to £1m from 2028/29. The reduction in the Risk Register Contingency is due to the investment in the Phase 2 Camera Upgrades agreed at the previous board.

- 3.23 The previous Tasking budget remains at £50,000 per annum and £150,000 is ringfenced each year for camera equipment.

Future Governance

- 3.24 The 5-year plan is based on several assumptions and estimates. Any changes and updates to the plan during the financial year will be tracked via the financial report, showing all income and expenditure against budget together with associated variances to the VZSW Governance Board.
- 3.25 Any new major revenue spend/adjustments will require approval by the VZSW Governance Board.

Appendix A

VZSW - 5 Year Financial Plan	Forecast Budget 2026-27	Forecast Budget 2027-28	Forecast Budget 2028-29	Forecast Budget 2029-30	Forecast Budget 2030-31
	£	£	£	£	£
Income					
Speed Awareness Courses	(7,610,171)	(7,838,480)	(8,073,630)	(8,315,840)	(8,565,315)
Court Costs	(1,118,663)	(1,152,220)	(1,186,790)	(1,222,390)	(1,259,062)
Accident Reports	(305,509)	(314,670)	(324,110)	(333,840)	(343,855)
Other driver education course income	(565,429)	(582,390)	(599,860)	(617,860)	(636,396)
Total Income	(9,599,772)	(9,887,760)	(10,184,390)	(10,489,930)	(10,804,628)
Expenditure					
Staffing					
Operations Team	1,109,781	1,144,444	1,175,058	1,204,024	1,240,145
Collisions, Civil Litigation and Single Justice Procedure Team	2,036,606	2,104,288	2,166,071	2,219,796	2,286,390
Offence Processing, Communications, and Investigations Team	2,329,549	2,401,093	2,476,955	2,539,885	2,616,082
	5,475,936	5,649,825	5,818,084	5,963,705	6,142,616
Running Costs -					
Vehicle Expenditure	25,061	25,816	26,594	27,390	28,212
Insurance/Tax	8,381	8,633	8,887	9,160	9,435
Accommodation Charge	134,111	134,107	134,111	134,110	134,110
Telephones/Mobiles	2,138	2,200	2,270	2,340	2,410
Equipment Purchase, Repairs & Calibration	137,375	141,496	145,732	150,110	154,613
Postage	947,729	976,157	1,005,446	1,035,610	1,066,678
Stationery	12,591	12,968	13,357	13,750	14,163
Existing Software Licences	128,200	130,610	133,090	135,640	139,709
Miscellaneous	36,256	37,348	38,467	39,620	40,809
Training	14,045	14,466	14,897	15,350	15,811
Conferences	14,335	14,770	15,200	15,660	16,130
Uniforms	21,110	21,740	22,399	23,060	23,752
Sub Total Running Costs	1,481,332	1,520,311	1,560,450	1,601,800	1,645,831

VZSW - 5 Year Financial Plan	Forecast Budget 2026-27	Forecast Budget 2027-28	Forecast Budget 2028-29	Forecast Budget 2029-30	Forecast Budget 2030-31
	£	£	£	£	£
<u>Vision Zero Core Costs</u>					
Core Team	748,030	775,849	800,079	823,342	848,042
Core Team Training	9,369	9,650	9,940	10,240	10,547
Core Team Travel	9,442	9,728	10,018	10,320	10,630
Speed Maintenance Contract	687,784	708,419	729,669	751,560	774,107
Data/IT Consultancy	36,000	37,082	38,192	39,340	40,520
RSS Support	27,160	27,979	28,816	29,680	30,570
Sub Total Vision Zero Core Costs	1,517,785	1,568,707	1,616,714	1,664,482	1,714,416
Total Expenditure	8,475,053	8,738,843	8,995,248	9,229,987	9,502,863
Net Expenditure before transfers to reserves	(1,124,719)	(1,148,917)	(1,189,142)	(1,259,943)	(1,301,765)

Appendix B

VZSW - 5 Year Financial Plan	Forecast Budget	Forecast Budget	Forecast Budget	Forecast Budget	Forecast Budget
	2026-27	2027-28	2028-29	2029-30	2030-31
	£	£	£	£	£
<u>Enforcement Activity</u>					
Phase 1 Upgrade Camera Stock	353,000	150,000	150,000	150,000	150,000
Phase 2 Camera Stock	500,000	150,500	0	0	0
Camera Equipment	161,930	0	0	0	0
Vehicle Investment	54,563	0	0	0	0
Tasking Budget	50,000	50,000	50,000	50,000	50,000
<u>Education & Training Activity</u>					
Motorcyclists	17,000	16,000	10,905	8,000	0
Younger Drivers (16 to 24)	46,000	46,000	0	0	0
Pedestrians	137,025	137,025	0	0	0
Cyclists	0	0	0	0	0
Older Drivers (over 60)	2,500	0	0	0	0
Post-Crash Response & Care	104,000	25,000	0	0	0
Call for Ideas Phase 2	47,600	0	0	0	0
Delivery Group	0	0	0	0	0
Future Years Road Safety Delivery Plan	300,000	300,000	300,000	500,000	500,000
<u>VZSW - Comms & Engagement</u>	132,745	132,745	132,745	132,745	132,745
Total Activities	1,858,763	1,007,270	643,650	840,745	832,745
Estimated available Pooled Fund Opening Balance	(1,534,887)	(800,843)	(942,490)	(1,487,982)	(1,907,180)
Surplus / Deficit	(1,124,719)	(1,148,917)	(1,189,142)	(1,259,943)	(1,301,765)
Total Activities	1,858,763	1,007,270	643,650	840,745	832,745
Estimated available Pooled Fund Closing Balance	-800,843	-942,490	-1,487,982	-1,907,180	-2,376,200
Risk Register Contingency	750,000	900,000	1,000,000	1,000,000	1,000,000
Estimated available Pooled Fund	-50,843	-42,490	-487,982	-907,180	-1,376,200

MOTORCYCLE ACTIVITY ENGAGEMENT COORDINATOR



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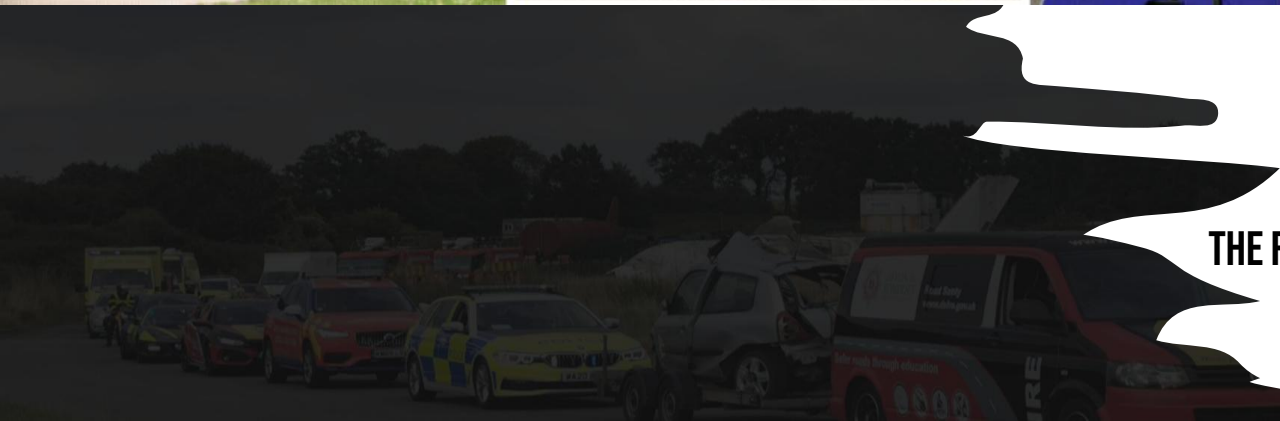




vision zero

Driving down road deaths in Devon & Cornwall

SOUTH
WEST



IN PARTNERSHIP

THE ROAD SAFETY PARTNERSHIP WORKING HARD TO DRIVE DOWN DEATH AND SERIOUS INJURY

MY ROLE AND THE PARTNERSHIP



My role as the Motorcycle Activity Engagement Coordinator is an integral part of improving motorcycle safety and reducing casualties, through the coordination and delivery of targeted road safety interventions alongside partners.

- ❖ The identification of data led collision trends / hotspots.
- ❖ The inclusion of partner agencies in engagement activities.
- ❖ To forward plan and present a future delivery plan for VZSW.
- ❖ To develop and coordinate the delivery of future road safety relevant to VZSW Strategic Assessment for motorcyclists, including the national priority for young riders as members of the NPCC working group.
- ❖ Coordination of police officers / staff for all motorcycle related activities, (bike nights, bike safe, Gear Up, Shows).
- ❖ The management of those staff, administration of time sheets and payroll.
- ❖ Health and Safety management of VZSW assets.
- ❖ The writing of loan policy agreements for asset protection for VZSW.
- ❖ Management and coordination of the motorcycle simulator £265,000 and ongoing technical support.
- ❖ Introduction of loan charging of simulator for self sufficiency and burden relief for VZSW.
- ❖ Representing the whole partnership at National events and conferences.
- ❖ The coordination of speed detection colleagues for enforcement purposes.
- ❖ The coordination of police drones for motorcycle road safety initiatives (Op Cossett).
- ❖ Attending all motorcycle related meetings (NYRF, Bike Safe, Road Safety GB, VZSW, BRAKE, local groups).

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OUR STRATEGIC ASSESSMENT



KILLED & SERIOUS INJURIES (KSI)

Motorcycle remains to be a thematic priority of the Partnership to reduce KSIs

Key Issues Outlined

- Lethality of motorcycle collisions (i.e. high proportion of collisions that result in a KSI).
- Over confidence, resulting in excessive speed and dangerous manoeuvres particularly in younger riders
- Poor observation and awareness from other road users

Objectives Recommended

- Educating motorcyclists and other road users on safe riding and safe use of the roads
- Creating a visible deterrence to speeding and dangerous riding
- Reducing the lethality of motorcycle collisions

Following slides confirm activities we deliver towards objectives – by March we will identify any opportunities or gaps to seek further support to progress

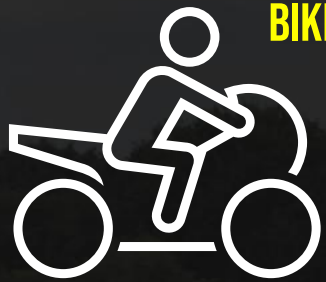
Summary of Stats 2019 -2024:

- 481 M/C collisions average per year) - resulting in 41.8% KSI casualty
- Account for 16.8% of all collisions and 30.5% of KSI collisions
- M/C casualties are over-represented – account for only 1-2% of traffic.

In 2024 17.2% of all collisions involved a M/C, 38.8% were KSI.

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2025 ACTIVITY



BIKE SAFE COURSES

29 DELIVERED
406 STUDENTS



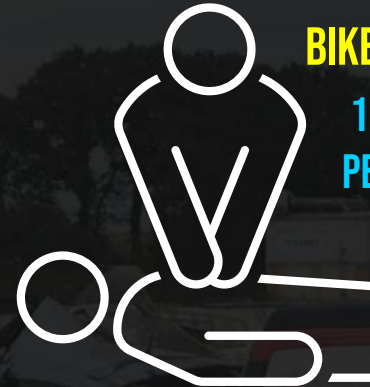
WORK EXPERIENCE

3 DAYS IN SCHOOLS



ENGAGEMENT

5 MAJOR EVENTS
2500+ PEOPLE
400 CRASH CARDS



BIKER DOWN

10 COURSES DELIVERED
193 PEOPLE TRAINED.



BIKE NIGHTS

20 ATTENDED

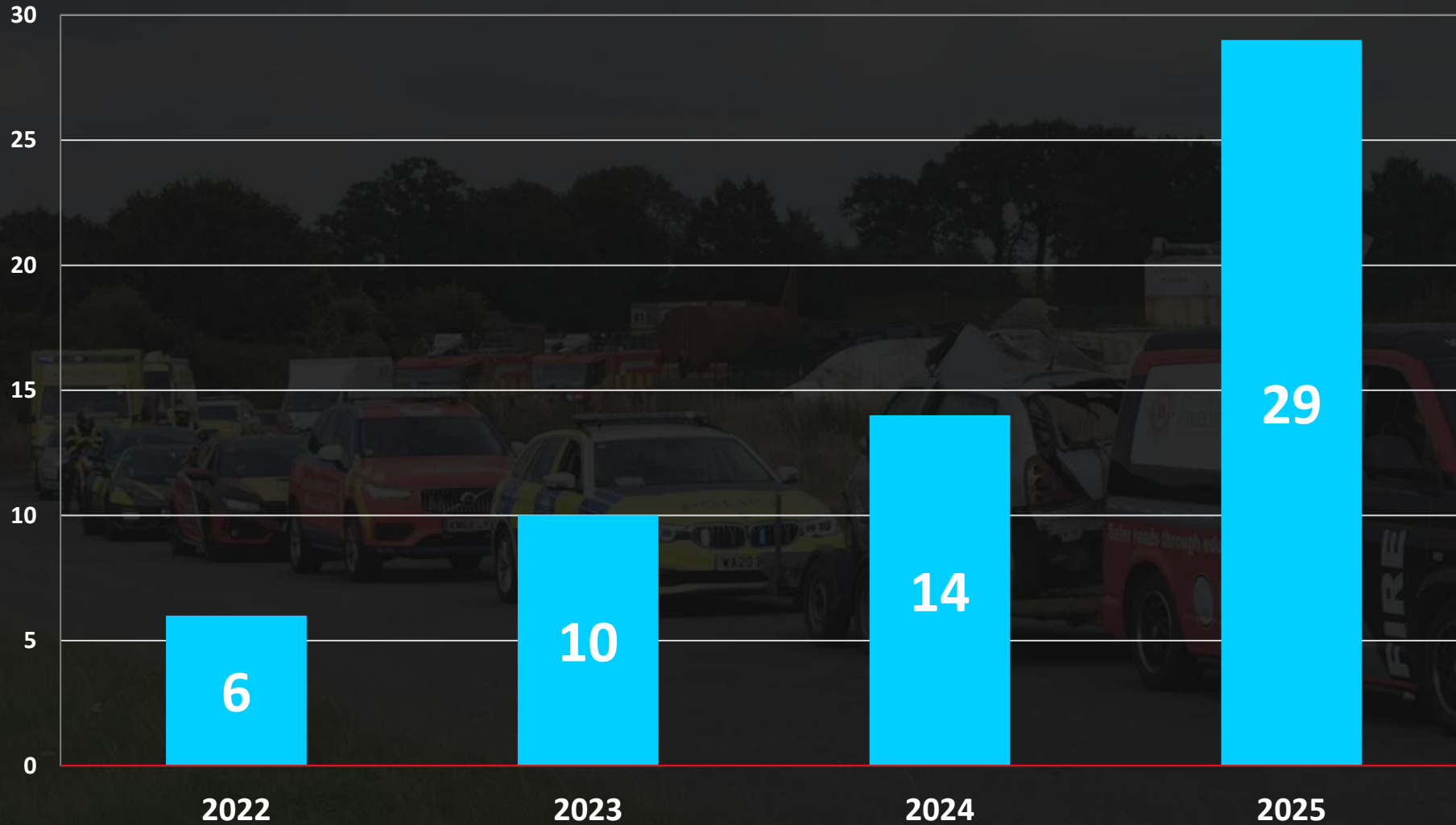


SIMULATOR

1000 STUDENTS
3 MONTHS OF REPAIRS
LOANED TO 6 EXTERNAL FORCES

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BIKE SAFE COURSES DELIVERED



383% INCREASE

2022 TO 2025

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MOTORCYCLE SIMULATOR



- ❖ The Strategic Assessment and recent collisions indicate vulnerability with younger riders.
- ❖ The main focus of the simulator is to provide a safe learning environment for students to experience hazards whilst riding a motorcycle in a controlled manner
- ❖ Used at 3 colleges so far this year reaching over 60 students

OPERATION COSSETT



- ❖ Helping reduce the number of serious and fatal road traffic collisions involving motorcycles and other road users by identify offenders whose behaviour on the road falls far below acceptable and legal levels and would therefore require prosecution with video footage.
- ❖ The drone unit locates and identifies high harm routes and deploys drones which observe drivers or riders behaving in an erratic or dangerous manner who would benefit from further training.
- ❖ Drivers or riders are then stopped and given options varying on the nature of their offence or behaviour, ranging from education programmes or courses up to prosecution and going before the courts.
- ❖ The placement of warning signage and social media coverage for deterrence purposes.
- ❖ The coordination with speed detection colleagues in high-risk areas and communities to enforce warnings in our force area.



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GEAR UP PORTFOLIO

THIS IS AN INTEGRAL PART OF OUR STRATEGIC ASSESSMENT FOR YOUNG RIDERS



- ❖ A brand-new pilot initiative for 2026 to deliver comprehensive days training both at local colleges and community locations specifically for 16- to 24-year-olds.
- ❖ This covers all aspects of basic motorcycle safety / road worthiness checks, oil, tyres, lights, followed by rider safety input and practical observations and a fun quiz.
- ❖ This is in partnership with VZSW, Doc Bike Devon and Devon Advanced Motorcyclists.

GEAR UP RIDER SKILLS



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BIKE NIGHT PORTFOLIO



Devon and Cornwall receive over 14 million day-trip visitors each year, all sharing 13,000 miles of roads across the force area many of these visitors are motorcyclists enjoying the stunning scenery.

Bike night evenings have provided the space for us to give out over 400 crash cards to the public and we have received many Bike Safe course bookings as a direct result of attending these evenings.

We have entered these events at our own expense to help build those relationships that are growing year in year out. We are bikers and the money always goes to good local charities.

Many photo opportunities have taken place with attendees and their children.

Attendance has also promoted a high visibility deterrent to those motorcyclists who wish to disrupt or risk road safety of themselves or others.

Speed enforcement staff have been located on high harm routes to support engagement on some events.



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BIKE SAFE



- ❖ Formed as a national programme to enable motorcyclists to receive police led training in a relaxed environment 25 years ago. Devon and Cornwall police have been proud members from the start.
- ❖ We have delivered 2 dedicated Ladies only days which have received fantastic feedback.
- ❖ Riders attend a discounted day long course with 3 hours of interactive classroom presentations and then a 3-hour observed ride out with police staff.
- ❖ We have delivered road safety training and observed over 400 people in 2025.
- ❖ We have further delivered 5 dedicated military Bike Safe courses as a direct link to fatalities from HM forces.
- ❖ We have delivered over 29 Bike Safe courses to the general public across the force area.
- ❖ Devon and Cornwall police / VZSW run these courses throughout the whole year unlike most other forces and have been the only force to be inclusive of small capacity motorcycles (learners).
- ❖ We delivered 1 course (24 staff) from Devon and Cornwall police and Vision Zero South West.



RIDERCAMTV actively support, follow and attend Devon and Cornwall police on all motorcycle activities and have more than 28,000 subscribers and 46,000 hits on bike safe alone.

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BIKE SAFE 2025

EXETER

BARNSTAPLE



FALMOUTH



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**THE ROYAL MARINES
THE ROYAL NAVY
THE ROYAL AIR FORCE
THE POLICE
VZSW STAFF**

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LADIES DAYS 2025

PLYMOUTH



EXETER



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ENGAGEMENTS



TAVISTOCK



COUNTY SHOWS WITH PCC

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COMMUNITY SPEED WATCH



CSW CONFERENCES



Community speed watch engagement groups primarily comprises of retired members of the community, and engagement has proved useful in delivering a presentation on motorcycle types for identification.

Working with driving organisations such as RoSPA and IAM gives a perfect opportunity to deliver training about older drivers / riders and the optical illusions caused by saccadic masking (Sorry Mate I Didn't See You).

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SCHOOLS AND BUELL UK LAUNCH



BOVEY TRACEY SCHOOL EVENT



BUELL MOTORCYCLE ASHBURTON



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SOCIAL MEDIA SUPPORT

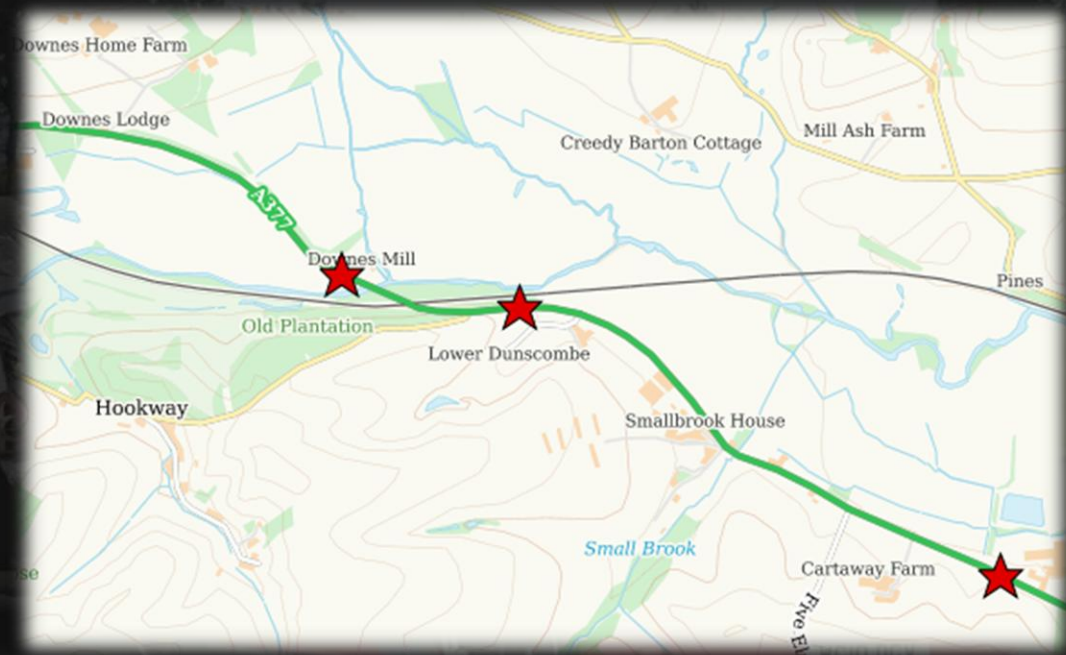
- ❖ Motorcycle Personal Protective Equipment video production aimed specifically at 16 – 25-year-old riders.
- ❖ The video was produced at Bridge motorcycles in Exeter and was attended by Devon Air Ambulance, SWAST Critical Care Team, Doc Bike, Devon and Somerset Fire Rescue Service, Devon and Cornwall Police, RoSPA and the I.A.M
- ❖ The video has since aired on social media and has had a significant following with over 30,000+ views.

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USING OUR DATA PROACTIVELY



- ❖ We have access to a large data set of collisions resulting in KSIs. We want to use this data to identify hotspots for incidents involving motorcycles, and role out community engagement events in these areas to reduce the number of future accidents.
- ❖ For example, between January 2020 and December 2024, there were 3 fatal collisions within a 2-mile stretch on the A377 involving motorcycles.
- ❖ We want to use venues such as golf clubs, motorcycle dealerships and police stations, where we can use the venue free of charge to promote the safety of their local communities.
- ❖ Building strong working relationships with business owners in accident hotspots is a way we can reach many members of the public in a positive setting.



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EXISTING MOTORCYCLE DELIVERY PLAN



Activity	Partner Delivering	Total VZSW Cost	Partner Cost
Biker Down to March 31 courses	DSFRS & CFRS (with external support)	£43,000 (over 5 years)	Staffed resources
Bike Safe 32 courses	D&C Police	£0	Income from course bookings – self funds
Gear up (pilot phase)	D&C Police	£2500 - funds m/c giveaways	
M/C Simulator	D&C Police	£100,000 match fund (small sum left for maintenance)	To be evaluated
Bike Nights	D&C Police	£0	In kind
Social Media	Multiple	Existing annual budget	
Engagement, Events, Other (including signage)	Multiple	£5,000	In kind

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5 YEAR M/C PLAN



Work is ongoing to review resource and cost implications of:

- Upscaling BikeSafe to 36 course per annum potentially (as resource/funding allows)
- Developing full educational programme with simulator (staffing costs to be worked up)
- Developing a response to challenges with young riders and gig economy
- Continue Gear Up if pilot proves effective in targeting young riders
- Utilisation of Op Cosset
- Increase in motorcycle engagement activities

Motorcyclists by virtue will always be vulnerable and we believe that it is key to maintain levels of prevention, increasing where we can but also targeting distinct areas of threat such as young riders and gig economy.

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HEALTH FITNESS TO DRIVE

NW, VZSW PARTNERSHIP MANAGER
MPC DR, DEVON & CORNWALL POLICE
JC, VZSW COMMUNICATIONS & ENGAGEMENT MANAGER

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death and serious injury.

vision
zero
SOUTH WEST



HEALTH AND FITNESS TO DRIVE



NOW THE 5TH ELEMENT OF THE FATAL FIVE

Covers all of the driving community who may have restricted mobility, poor eyesight, cognitive and/or health issues.

Following slides pick up on current and future activity, some of which is linked back into Older Driver specifically following the Strategic Assessment



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OLDER DRIVER INITIATIVES/ENGAGEMENT



DELIVERY IN 2025 :

- **8 Older Driver Engagement Events** at garden centres
- **12 Driving Safer for Longer** presentations given by Cornwall Mobility between 12 and 20 in numbers - 6 to date have signed up for assessment.
- **Skills Day** – Perranporth airfield – 22 in attendance, 8 have gone onto extra training.
Good news story from last years skills day, 1 participant in particular went on to do Institute of Advance Motorists and has since become an IAM instructor.

FOR 2026

- More older drivers Skills days. 4 ideally.
- Work with England Golf to hold engagement sessions at golf courses. Average age of members is 55-80. Also opens more options for skills days participants.
- Taking part in a regular local radio talks and podcasts in Cornwall with a viewership of 500k+

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OLDER DRIVER COMMS CAMPAIGN



KNOWN ISSUES FROM STRATEGIC ASSESSMENT:

- Increasing older population
- Physical/visual impairment
- Inability to identify/react to hazards or 'read the road'
- Medical issues – poor eyesight, illness, tiredness
- Poor weather/dazzling sun
- Pedal confusion
- Older drivers usually harm themselves rather than others

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OLDER DRIVER COMMS CAMPAIGN



CAMPAIGN AIM:

To improve outcomes and reduce the number of collisions Older Drivers are involved in by:

- Signposting to training courses
- Encouraging reporting of medical conditions
- Signposting to transport alternatives
- Messaging to Families/Friends of Older Drivers

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OLDER DRIVER COMMS CAMPAIGN



MESSAGING

In order for the campaign to land with this audience, the messaging needs to be:

- Empowering, positive & friendly
- Show Older Drivers in a positive light
- Not focused on reducing independence – but finding freedom in new forms
- Not wagging a finger – but providing helpful solutions

MEDIA

- Facebook – particularly local community groups
- Television news media – ITV Westcountry & BBC Spotlight
- Print media with older demographics – Devon/Cornwall Life & Local magazines
- Commercial radio stations

Next are a couple of examples

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OLDER DRIVER COMMS CAMPAIGN



Good drivers never stop learning.



The Vision Zero South West road safety partnership is offering **FREE** spaces on Cornwall Mobility's 'Drive Safer For Longer' course to drivers aged 60 and over.

The course is open to groups or associations based in Devon & Cornwall and includes:

- ✔ A presentation tailored to older drivers
- ✔ An enhancement drive for one member
- ✔ Useful hints & tips about safer driving techniques
- ✔ Information on the impact of health conditions & medications on driving

For more information

VISIT:
tinyurl.com/drivesaferforlonger
EMAIL:
info@cornwallmobility.co.uk
CALL:
01872 672318



**Drive Smarter
Drive Safer
Drive Longer.**

**We need to
talk about
driving...**



Are you worried about an older relative or friend's driving?
Have you noticed a decline in their health or eyesight?

It's really important to talk to them about it!
Giving up driving doesn't mean giving up your freedom!

**Drive Smarter
Drive Safer
Drive Longer.**

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PLANS FOR 2026



- Review national Road Safety Strategy for opportunities or gaps to continue lobbying change
- Review data relating to pedal confusion
- Review steps to upscale roadside eyesight tests
- Link into GPs with messaging opportunities
- Continue existing activity, in some areas upscale

The road safety partnership working hard to drive down death and serious injury.