

## VZSW ANNUAL ROAD SAFETY DELIVERY PLAN 2026/27 – 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	Nos of :- <ul style="list-style-type: none"> <li>Hours of enforcement activity</li> <li>Offences detected, NOIPs issued &amp; NDORS completed</li> <li>Court prosecutions</li> </ul>	2026/27: <ul style="list-style-type: none"> <li>235,000 NOIP issued</li> <li>115,000 NSAC completed</li> </ul>	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	Nos of :- <ul style="list-style-type: none"> <li>Hours of enforcement activity</li> <li>Offences detected, NOIPs issued &amp; NDORS completed</li> <li>Court prosecutions</li> </ul>	>5,000 NDORS combined course completions for SCD, WDU, YBYL, NRRAC, NMAC	<b>Total Approved £50,000 (annually)</b>
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"> <li>Nos of:</li> <li>CSW schemes/ Volunteers</li> <li>Sessions undertaken</li> <li>Speed offences detected</li> <li>Warning letters issued</li> </ul>	Annual averages: <ul style="list-style-type: none"> <li>131 active CSW groups</li> <li>2,614 sessions</li> <li>&gt; 21,028 letters issued</li> <li>&gt; 537,452 vehicles monitored</li> </ul>	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"> <li>Submissions sent in by public</li> <li>NDORS completed</li> <li>Greater public awareness of poor driving, seen &amp; actioned</li> </ul>	Annual submissions expected to reach circa 7,400 with > 3,500 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	<b>£150,000 p.a.</b>
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"> <li>Reduction in frequency and severity of collisions.</li> <li>Drivers travelling at a lower speed limit.</li> </ul>	Will link in with activity A001	<b>Total Approved £87,500 (match funding)</b>
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	<b>Total Approved £850,500</b>
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"> <li>Submissions reviewed</li> <li>YBYL or WDU course completions (where eligible) – points and fine maybe taken</li> </ul>	Based on pilot, expect AI to circa 5,500 mobile & 8,800 seatbelt detections for review and action	<b>Total Approved £251,930</b>

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<b>PREVENTION – EDUCATION &amp; TRAINING</b>						
<b>MOTORCYCLES</b>				<b>SAFE SYSTEM PILLAR: SAFE ROAD USERS</b>		
<b>Ref &amp; date</b>	<b>Initiative</b>	<b>Justification</b>	<b>Output</b>	<b>Measure</b>	<b>Projected Reach</b>	<b>Expenditure</b>
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	<b>Total Approved £5,000</b>
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	<b>Total Approved £2,000</b>
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 use at events, colleges, dealerships and as a training tool circa 1,500 reached in 2024	<b>Total Approved £100,000 (match) NB: DfT contributing £210,000</b>
VZSW B096	Biker Down 2026-2031	Motorcycles represent a small percentage of vehicles on the road but are overrepresented 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)	<b>£43,000</b>
VZSW B097	M/C programme 2026 - 2030	Motorcyclists continue to be a vulnerable road user group. Despite only making up 1-2% of the traffic, they are overrepresented in casualties resulting in death or serious injury (29% of all KSIs come from motorcyclists in our region). The programme aims to reduce KSI figures over the 4-year period, which in turn will reduce the burden on Partner organisations, the economy and importantly families affected by bereavement and/or life changing injuries. Overall, we hope to reach a minimum of 2,000 riders to be accessed through face-to-face activity and unlimited reach potential through comms and engagement.	Multiple activities are planned to target the highest risk demographic, 16–24-year-old riders of machines up to 125cc and motorcyclists returning to riding after many years of not riding.	Ensure pre and post evaluation surveys are created and agreed for motorcycle temporary posters.	Overall, we hope to reach a minimum of 2,000 riders to be accessed through face-to-face activity and unlimited reach potential through comms and engagement.	<b>£33,500 split over 4-years</b>
<b>YOUNG DRIVERS</b>				<b>SAFE SYSTEM PILLAR: SAFE ROAD USERS</b>		
<b>Ref &amp; date</b>	<b>Initiative</b>	<b>Justification for Activity</b>	<b>Output</b>	<b>Measure</b>	<b>Projected Reach</b>	<b>Expenditure</b>
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"> <li>• StD sessions delivered</li> <li>• Bases attended</li> <li>• Audience members.</li> </ul>	8 x bases Devon 3 x bases Cornwall Up to 3000 attendees	<b>linked into budget below</b>
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	Positive interaction with students delivering vital road	<ul style="list-style-type: none"> <li>• L2L main theatre sessions delivered</li> </ul>	Delivery to 12,000+ Key Stage 5 school/college pupils across Devon & Cornwall	<b>Total Approved £40,000 (annually)</b>

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		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+.	a suite safety messages.	<ul style="list-style-type: none"> <li>L2L delivered at schools/colleges</li> <li>Schools opting for online resources</li> <li>Parents L2L events run</li> </ul>	10 schools opting for virtual delivery	
<b>VZSW B067</b> <b>05.09.23</b>	<b>Young Driver engagement vehicle (electric Ford Mustang)</b>	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: <ul style="list-style-type: none"> <li>50 x engagement events</li> <li>500 young people to have interactive element (e.g. Reaction timer, VR goggles)</li> <li>3,000 engaged with vehicle.</li> </ul>	<b>Total Approved</b> <b>£30,000</b>
<b>PEDESTRIANS</b>				<b>SAFE SYSTEM PILLAR - SAFE ROAD USERS</b>		
<b>Ref &amp; date</b>	<b>Initiative</b>	<b>Justification for Activity</b>	<b>Output</b>	<b>Productivity Measure</b>	<b>Projected Reach</b>	<b>Expenditure</b>
<b>VZSW B022</b> <b>07.02.22</b>  <b>11.03.25</b> <b>two year extension</b>	<b>Child Pedestrian Training (CPT) Pilot for Primary Schools</b>	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 1,200 in two year extension	<b>Total Approved</b> <b>£210,000 to March 2026<sup>1</sup></b>  <b>2 year extension</b> <b>£174,049.89 To March 2028</b>
<b>VZSW B068</b> <b>05.09.2023</b> <b>09.09.2025</b> <b>two-year extension agreed</b>	<b>Provision of Pedestrian Training (Devon)</b>	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.	<b>£200,000 to March 2028</b>
<b>CYCLISTS</b>				<b>SAFE SYSTEM PILLAR: SAFE ROAD USERS</b>		
<b>Ref &amp; date</b>	<b>Initiative</b>	<b>Justification for Activity</b>	<b>Output</b>	<b>Productivity Measure</b>	<b>Projected Reach</b>	<b>Expenditure</b>
<b>VZSW B092</b> <b>11.03.25</b>	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	<b>Total Approved</b> <b>£30,600</b>

<sup>1</sup> Value increased utilising approved funds of other ped schemes not progressing 28.09.22

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OLDER DRIVERS				SAFE SYSTEM PILLAR: SAFE ROAD USERS		
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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 information with a view to driving safer for longer. Events could include test reactions, health checks and presentations.	<ul style="list-style-type: none"> <li>Interaction/advice</li> <li>Distribution of resources</li> <li>Health checks</li> </ul>	Number of events People interacted with Signposting referrals to training or assessments	Estimated reach 1,000 annually	Through existing budgets
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	<b>Total Approved £30,000</b>
BUSINESS DRIVERS				SAFE SYSTEM PILLAR: SAFE ROAD USERS		
Ref & date	Initiative	Justification for Activity	Output	Productivity Measure	Projected Reach	Expenditure
POST CRASH RESPONSE AND CARE				SAFE SYSTEM PILLAR: POST CRASH		
Ref & date	Initiative	Justification for Activity	Output	Productivity Measure	Projected Reach	Expenditure
VZSW B041 07.02.22 & 28.09.22 10.03.2026 two-year contract agreed	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	<b>Total Approved £300,000 £50,000 (£25,000 per annum)</b>
VZSW B042 07.02.22	Fatal Review 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 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	<b>Total Approved £54,000 per annum (2-years)</b>
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.	Phase 1 (2024-2027) the Centre will be 'virtual' and primarily involved Phase 2 by 2027, establish Centre within the national framework for post-collision response and care	Delivery of a detailed programme of research and translating this into positive impact.	Local to global.	<b>£400,000 overall (3-year programme)</b>

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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><b>Community Element</b> - Empower communities to make a difference locally, through provision on road safety resources</p> <p><b>Pedestrian</b> – 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><b>Mobile Vehicle activated sign (VAS) AS</b> – 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><b>Total Approved</b> £100,000 Pedestrian Focused</p> <p>£25,000 community projects &amp; £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	<b>£100,000 maximum annual value</b>

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COMMUNICATIONS AND ENGAGEMENT		THEME LEAD: VZSW Comms & Engagement Lead with support of all Partners				
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:  <b>TikTok</b> 250 million with 500k followers <b>YouTube</b> xx and xx followers <b>Instagram</b> xx and xx followers	<b>TOTAL APPROVED £45,000</b>
COM-076 05.09.2023 17.12.24	Co-Pilot membership 2026	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	<b>TOTAL APPROVED £20,000</b>
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	<b>TOTAL APPROVED £20,000</b>
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	<b>TOTAL APPROVED £56,000</b> (purchase and comms)
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.	<b>£10,000</b>
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"> <li>• Communications</li> <li>• Engagement &amp; Events (inc merchandise)</li> <li>• Match fund pot for bids</li> </ul>	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	<b>£100,000 2025/26 and £120,000 p.a. until 2029/30 (inc. Co-Pilot)</b>
<b>Abbreviations:</b> <b>NOIP</b> Notices of intended Prosecution <b>NDORS</b> National Driver Offender Retraining Scheme <b>NSAC</b> National Speed Awareness Course <b>WDU</b> What's Driving Us <b>SCD</b> Safe and Considerate Driving <b>YBYL</b> Your Belt Your Life <b>NRRAC</b> National Rider Risk Awareness Course <b>NMAC</b> National Motorway Awareness Course <b>KSI</b> Killed and Seriously Injured						

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