

Annual Progress Report 2025 / 2026



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Introduction

The VZSW Annual Progress Report outlines the work funded or supported by the Partnership, highlights the wider road safety activities carried out by our Partners and shares progress with the communities we serve. The Partnership delivers a wide range of activities, including:

- **Education and training** to help people stay as safe as possible on our roads.

- **Enforcement** activity to address non-compliance and unsafe behaviour.

- **Engineering** local highways authorities together with National Highways deliver a range of improvements to make the road environment safer for everyone.

- **Targeted communications** encourage positive behaviour change and raise awareness of risks.

Since establishing our baseline figures in 2019 for those killed or seriously injured (KSI), we have seen encouraging reductions.

Comparing 2025 with 2019, KSI casualties have reduced by approximately 33%.

The number of fatalities continues to fluctuate with both higher and lower peaks seen over the last 7 calendar years, but the number of serious injuries has fallen in the same time period by approximately 35%.

Number of people killed or seriously injured on roads in Devon & Cornwall

Provisional figures from the Department of Transport

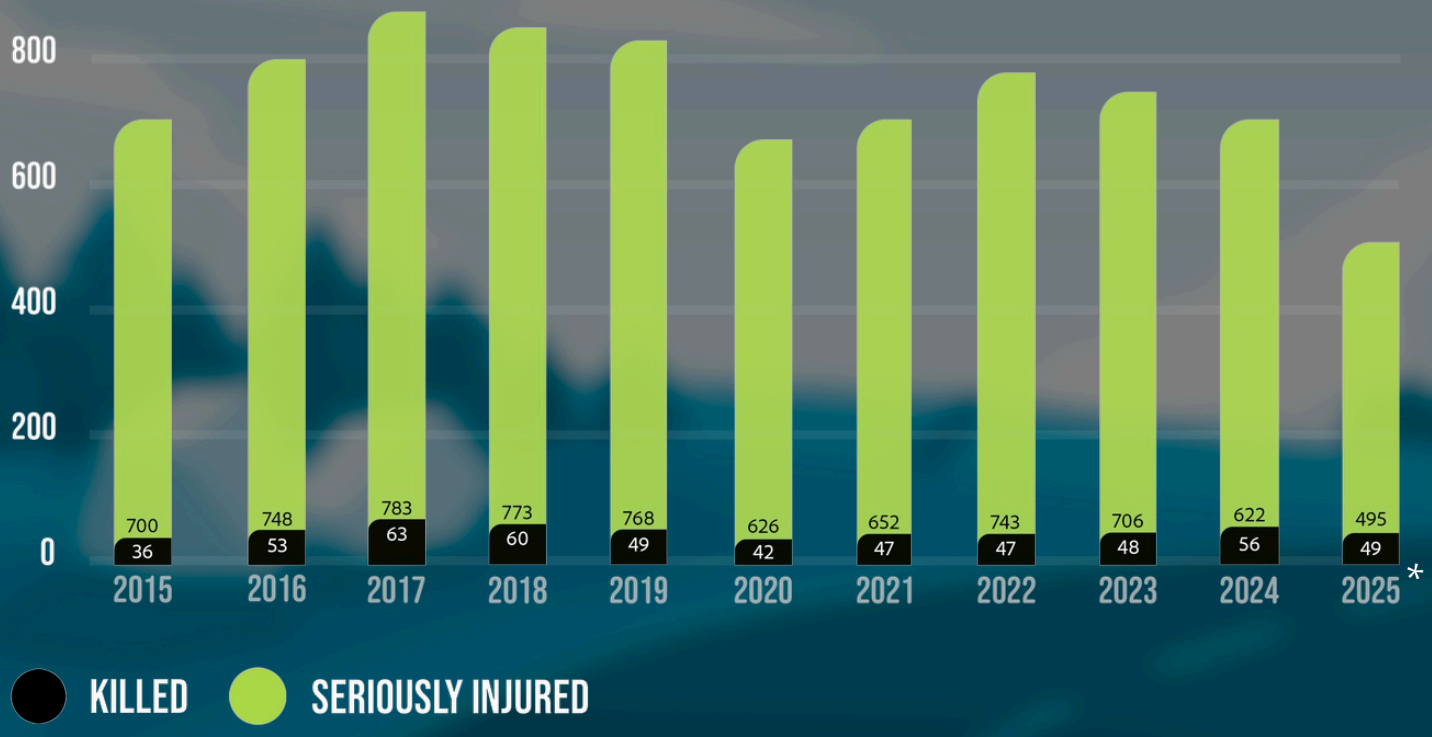


Figure 1: KSI CASUALTY TRENDLINE.

** Based on provisional DfT figures released in May 2026 - final validation takes place by autumn.*

As a Partnership, we recognise that progress towards our interim goal of reducing casualties by 50% by 2030 will not happen in equal measures and will not always represent a reduction. Variations are not always the result of a single identifiable cause and instead, often reflect the interaction of many complex and interdependent factors. These elements can shift unpredictably, meaning that short-term rises or falls especially linked to fatalities may occur even when long-term safety efforts are making progress. Because of this inherent variability, it is important to focus on sustained, evidence-based interventions and long-term trends rather than interpreting any single year's figures in isolation.

VZSW is committed to making evidence-led decisions about where investment is needed to create lasting change. Overall, these results show a positive downward trend in KSIs both in 2025 compared to 2024 but also the last 4 years since Covid. Whilst this is positive, we still face many challenges on continuing our casualty reduction journey.

Annual End-of-Year Financial Plans are published separately, but the following provides an overview of the estimated level of investment in 2025/26:

- Enforcement **£771,500**
- Education & Training (including Post-Crash) **£445,000**
- Communication & Engagement **£96,000**

Detailed road safety delivery plans are available on our website, offering transparency to our communities about the projects funded by the Partnership and how they contribute to achieving our shared aims and objectives.

Safe System Framework

VZSW and its Partners embeds the Safe System framework at the heart of everything it delivers.

The Safe System recognises two fundamental truths. People will sometimes make mistakes on the road, and the human body is vulnerable to harm when collisions occur. Instead of relying solely on individual road users to avoid errors, the framework ensures that the whole system in terms of our roads, speeds, vehicles, road users, and post-crash response need to work together to prevent deaths and serious injuries.

Within the Partnership, each organisation contributes to one or more of the five Safe System pillars (Figure 2), from engineering safer roads and promoting safe speeds to delivering education, enforcement, vehicle safety initiatives, and world-leading post-crash care.

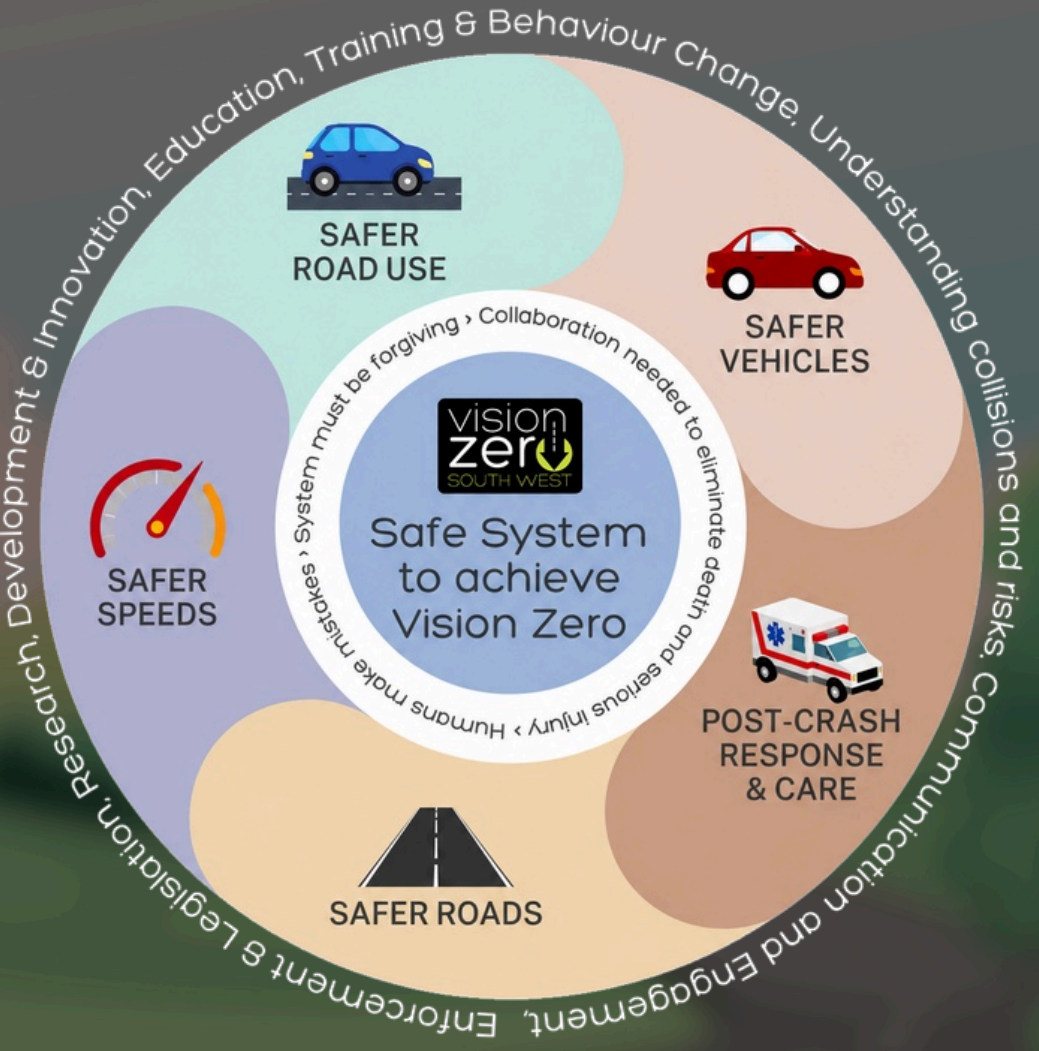


Figure 2: Safe System Framework

This approach ensures that every project funded or supported by VZSW is evidence-led, targeted, and designed to reduce risk across the entire road network. By adopting the Safe System as our guiding framework, the Partnership delivers activity in a coordinated, holistic way that prioritises long-term safety improvements and shared responsibility for protecting everyone who uses the roads.

The following chapters will now explore the work we are collectively delivering within each pillar of the Safe System framework and what has been achieved over the last 12-months.

Post-Crash Response & Care

Post-crash care underpins the entire Safe System. 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 response should not be seen as a standalone component or the final step in the system, it is an integral, interconnected element that strengthens and reinforces all others, ensuring a truly holistic approach to eliminating serious injuries and fatalities on our roads.

Partnership Achievements

• Trauma Support funding support to Brake, the road safety charity, to provide essential, practical, and emotional support to people experiencing potentially the most challenging and traumatic time in their life.

• IMPACT continued development of the dedicated centre focused on post-collision care (hosted by Devon Air Ambulance), improving health outcomes for patients and families following road injury. Works to strengthen the links in the Road Injury Chain of Survival to ensure that post-collision care is informed by evidence, lived experience and real-world practice.

• Completion of the **UK's first Road Injury, Post-Collision Care Priority Setting Partnership** (PSP). The PSP brought together people with lived experience of road injury, emergency responders, clinicians, researchers, and policymakers to agree the most important unanswered questions for improving care after a road traffic collision. The top 10 set of priorities were identified and now provide a shared roadmap to guide future research, policy, and innovation, ensuring that effort and investment focus on where timely action can save lives and improve long-term outcomes.

Click here for a summary of the day IMPACT's YouTube Channel.
(https://www.youtube.com/watch?v=mqIYo05zDNU&t=1s)

• **EXIT Post-Collision Care Essentials** IMPACT have released a training programme which is a hands-on multiagency workshop, available for Devon's first responders. The course is about more than cutting metal - it's about saving lives through smarter, faster, and safer decisions putting patient-centred rescue at the heart of every decision.

• **Learning from Fatal Road Injury** programme has expanded its work on understanding fatal road trauma, using post-mortem and national datasets (adults and children). This work applies the Road Injury Chain of Survival to identify where system improvements could prevent death or reduce harm. Strong trauma-informed and ethical frameworks have been put in place to support researchers working with sensitive data.

The Bystander Programme

Bystanders are often the very first people at the road traffic collision and vary from members of the public, people with first aid training, or non-clinical emergency responders; all have a unique opportunity to improve outcomes by providing early assistance and information.

IMPACT has advanced a comprehensive programme of work focused on improving the safety, confidence, and effectiveness of bystanders in the moments immediately following a road collision. This has delivered nationally agreed priorities, practical tools to support early recognition of serious injury, and consensus guidance on how bystanders can act safely. It has also established a robust, trauma-informed Patient and Public Involvement and Engagement (PPIE) framework.

• **Building the Evidence Base for Bystander Action** four major evidence reviews were completed, examining the role of bystanders and have now been published.

• **Defining Safe and Effective Bystander Priorities** two completed studies established agreement on the most time critical needs of patients trapped following a collision. A third study, focuses specifically on bystander safety, addressing practical issues such as hazard awareness, positioning, communication with emergency services, and psychological safety. A final synthesis study will bring together findings from across the programme to produce clear, end-to-end guidance covering the full Road Injury Chain of Survival.

• **Bystander Enablement Programme** to begin in June, it will evaluate how well different people can carry out these basic triage assessments in practice, using realistic scenarios that mimic real crashes. This is being supported by a parallel qualitative programme that is progressing **'Understanding Real-World Bystander Experience'** looking at what influences whether people intervene and how safe and supported they feel when doing so.

• **Translation into Practice and Policy** the Road Injury Chain of Survival has been used as a unifying framework across all bystander work. This approach is now informing national first responder guidance for National Highways (due to launch in 2026) and is being discussed with international partners.

• **Using Simple Visual Guidance to Help Bystanders Treat Severe Bleeding** this study showed that bystanders were reasonably more accurate at identifying a safe injection site for life-saving bleeding treatment (Tranexamic Acid - TXA) when verbal guidance was given, this was further improved with a photographic aid. The findings suggest that adding visual prompts to emergency call-handler guidance could help bystanders deliver early haemorrhage control more safely and confidently after a road collision, with potential to reduce preventable deaths.

Awards



IMPACT'S CONTRIBUTION TO ROAD SAFETY, INNOVATION AND PUBLIC BENEFIT HAVE RECEIVED A NUMBER OF AWARDS REFLECTING BOTH ITS QUALITY AND REAL-WORLD IMPACT



Safer Road Users

Education and training play a vital role within the Safe System approach because they help ensure that every road user whether walking, cycling, riding or driving has the knowledge and skills to stay as safe as possible.



The Safe System framework recognises that people will inevitably make mistakes, so empowering road users through clear guidance, skills development, and behaviour change activity is essential to reducing risk. Vision Zero South West Partners deliver a wide range of educational initiatives, from bitesize advice and awareness messaging to practical training courses and behaviour change campaigns, all designed to make every individual a safer and more confident road user. Prevention is always better than cure. Helping roads users understand what is expected of them and consequences of choices is critical.

These activities complement the other pillars of the Safe System by reducing the likelihood of errors and supporting a culture of shared responsibility on our roads. The following looks at activity within the 6 thematic groups of the Partnership.

Younger Driver



• **Learn2Live Main events** 21 events across Devon & Cornwall providing education to 6,173 participants.

• **Learn2Live Follow up events** 6 events with 538 participants.

• **College fairs** 6 events with an estimated 1,570 students engaged with.

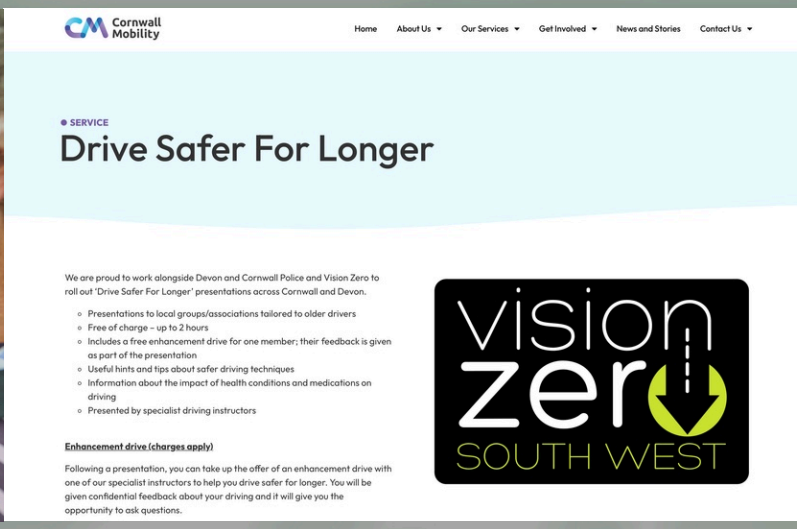
• **Young Farmers** in recognition of particular vulnerabilities, carried out 4 events reaching circa 94 young farmers.

• **Supported 88 ADIs** through continued funding of The Honest Truth programme. 940 students registered on the programme, 216 of which have completed the programme. Over 3,876 truths have been delivered.

• **RS Ford Focus** continues to be used as an educational asset both through an online presence or at events (such as BHP Fuelfest) to draw in young drivers for meaningful discussions. Followers and views continue to grow, current presence approx. 110K Facebook, 1.3M TikTok, 284K Instagram and 161K YouTube, combined annual views 2.3B.

Older Driver





• **Driving Safer for Longer (DSFL)** Cornwall Mobility has delivered 4 sessions (circa 60 participants in attendance) with training aimed at overcoming issues or concerns to keep older drivers safer on the road. 15 participants opted to book training following session.

• **Older Driver Events** Devon & Cornwall Police have carried a small number of engagement days with older drivers at popular locations.

• **Skills Day** supported by local groups such as IAM, held in Perranporth to train a smaller cohort of older drivers through a series of skills stations. A programme with 6 further sessions will be carried out in 2026.

• **Eyesight checks** by Devon & Cornwall Police to detect non-compliance with 20m eyesight requirement.

• **Problem Profile & Focus groups** undertaken to better understand effective interventions and shape activity moving forward, includes reviewing pedal misapplication also see Older Campaign within comms and engagement.

• **Podcasts** working with a local radio station to create a series of podcasts (10 episodes planned) targeting key topics and messages to older drivers. This is underway and will launch later this year.

Motorcyclists



• **Motorcycle signage** deployed on 30 routes to highlight areas such as “Think Bike” and provide warnings of “Collision Hotspots”.

• **Bike Safe courses** 29 delivered with over 400 riders trained (4x the number of riders trained last year). Includes courses at military bases.

• **Biker Down** 10 courses and 193 riders trained by our Fire Services.

• **Bike nights** circa 20 attended engaging with 1000s of riders.

• **Streetwise** continues to engage riders at colleges and often links into to Learn2Live follow up sessions.

• **Motorcycle Simulator** shared asset with 6 forces and around 1,000 students engaged. Developing a longer-term educational programme for 2026 onwards.

• **Attended NEC Birmingham** to promote Bike Safe.

• **Young rider programme** a new training scheme targeting young riders is in development, to be rolled out in 2026.

Pedestrians



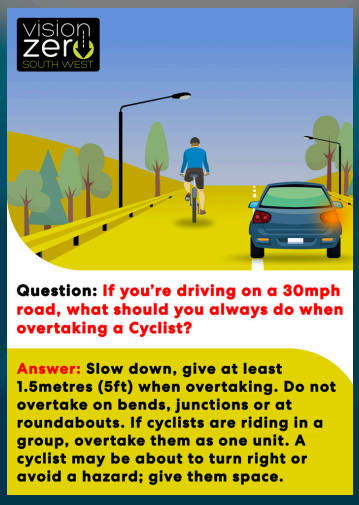
• **Plymouth Child Pedestrian Training (CPT)** programme extended to March 2028. During the academic year 2025/26 another 800 children (20 schools) in the vicinity of Plymouth received training.

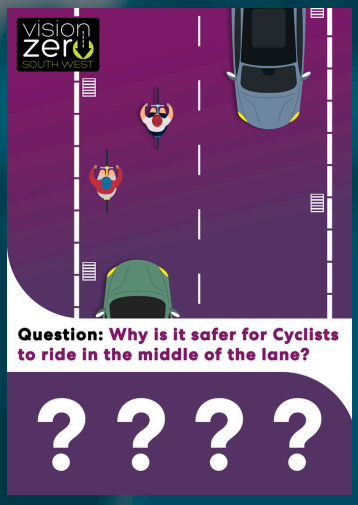
• **Walkability Pilot (Devon's CPT)** launched in June 2024 was recently agreed by the VZSW Board to be extended to March 2028. During the financial year 2025/26 a further 4,000 children in the vicinity of Exeter and surrounding areas of interest were trained.

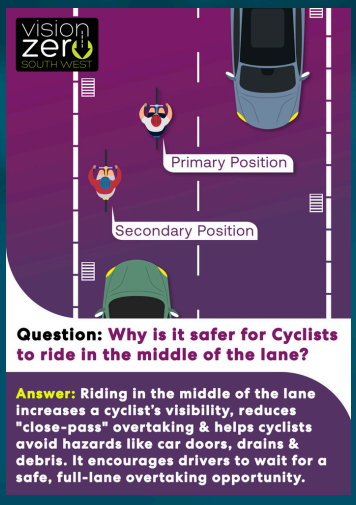
• **Cornwall Year 6 project** year 6 pilot complete with planning stages for year 7 follow on underway. To be delivered in the 2026/27 academic year.

Cycling









• **Problem Profile** completed to aid discussions on where to target initiatives.

• **Regular comms** on highway code changes.

• **Bikeability Training** continues to be delivered by Local Authorities to schools across Devon & Cornwall, training thousands of children.

Business Driver

• **Guide to Managing Driver Mental Health & Wellbeing** forms part of a suite of resources by Driving for Better Business of which there are many more to come. Guide sits alongside updated toolkits for van and car drivers, incident investigation resources, and new policies for improving driving for work safety systems.

• **Continued support for DVSA operations** targeting commercial vehicles tackling dangerous loads, conditions and drivers' hours offences. All foreign nationals run through the border control hotline resulting in several arrests of illegal migrants.

• **Seizure of illegal e-bikes & mopeds** throughout Plymouth there have been several operations targeting the use of illegal bikes. Currently working on an operation to target the ASB use of bikes in the Plymstock area of Plymouth which has seen a problem for several years.



• **Problem Profile** looking at data regarding business drivers completed to guide future activities and communications.

• **Commercial Vehicle Team** carried out a range of activities such as reviewing coaches and mini-buses carrying passengers, various offences identified, observing vehicles and dealing with vehicles on the road. Offences such as weight, no insurance or licence and immigration detected. This included supporting Operation Tramline dealing with phone and distraction offences.

Wider Partnership Work

• **Organised Events** many Partners of VZSW attend a range of key annual events to engage with communities and provide meaningful education. These shows include but are not limited to Devon County Show, Royal Cornwall Show, Torbay Air Show, Armed Forces Day, car and bike nights/shows and Blue Light Day.

• **Devon and Cornwall Police & British Horse Society** by working in close partnership together, an education video has been created to highlight the risk to horse riders on rural roads. This has been supported by targeted "Close Pass" equestrian safety operations.

• The initiative responds to persistent evidence that unsafe overtaking by motorists is the primary cause of equine road incidents in the UK and has been recognised nationally by Chief Constable of Sussex Police Jo Shiner (also the National Police Chiefs' Council Lead for Roads Policing) as an example of best practice. The initiative aims to:

- **Increase driver awareness** of equestrians as vulnerable road users, comparable with cyclists and pedestrians.

- **Improve confidence and reassurance** among horse riders that their safety is being actively addressed.

- **Strengthen collaboration** between police, BHS, and regional partners.

- **Established a scalable model** for repeat and wider rollout.

Communities play a vital role in improving road safety, and Operation Snap is one of the clearest examples of how public involvement directly saves lives.

By submitting dash-cam footage of dangerous or careless driving, road users provide Devon & Cornwall Police with crucial evidence that would otherwise go unseen. Public submissions help hold offenders accountable for behaviours like dangerous overtaking, mobile-phone use, or red-light running, all of which pose daily risks on our roads.





During 2025 a total of 7,127 clips were submitted with positive action taken on 52.5%. Positive action refers to a driver receiving an advice letter, education course, conditional offer, fixed penalty or processed via court.

Safer Speeds

Achieving safe speeds is one of the cornerstones of the Safe System framework. It recognises that the human body has limited tolerance to crash forces and that managing speed can help to prevent fatal and serious injuries. Effective enforcement supports this by ensuring that speed limits are respected and that the road environment is able to function as intended.

While Safe System design seeks to minimise reliance on perfect human behaviour, visible enforcement helps reinforce safe driving norms and helps to create safer, more forgiving roads. Responsibility for setting speed limits rests with the highway authority and speed enforcement with Devon & Cornwall Police.

Education and training is primarily aimed at prevention, to increase knowledge and skills, encouraging positive and safe behaviours. Some aspects of enforcement activity deliver on this; importantly providing a means to detect and prosecute non obeyance with traffic laws. To maximise deterrence and improve compliance, a multi-layered enforcement approach is recommended:

Traditional Police Enforcement at high-risk locations.

• **Fixed & Average Speed & Red Light Cameras** installed at safety critical locations to ensure continuous monitoring.

• **Mobile Enforcement (primary tasking)** deployed in high-risk areas based on data-led intelligence, including injury collision statistics and Local Authority formal requests, based on non-compliance data.

• **Mobile Enforcement (secondary tasking)** deployed in areas where documented community concerns exist and there is evidence of non-compliance within posted speed limits or areas where speed has contributed to road traffic collisions.

• **Community Led Monitoring** facilitation of local community groups to safely record vehicle speeds and report to the police to inform mobile enforcement. Whilst data shows us that the level of detections are still rising, likely due to additional cameras and enforcement taking place, 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.

***Figure 3:** An overview of activity led by Devon & Cornwall Police. between July 2025 - March 2026.

Devon & Cornwall POLICE

95,291
NDORS EDUCATIONAL COURSES DELIVERED

3,090
NUMBER OF OFFICER ISSUED TICKETS RECEIVED

1,562
CSW SESSIONS



4,030
SPEED DETECTION HOURS

5,130
OP SNAP SUBMISSIONS

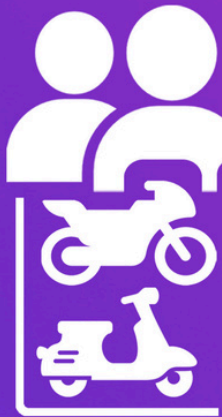
2,200
SEATBELT & MOBILE PHONE OFFENCES

1,618

1,933
UNINSURED / UNLICENSED VEHICLES SEIZED



847
MEDICAL REFERRALS TO DVLA



13
BIKE SAFE COURSES

155
PARTICIPANTS ATTENDED

SPEED WATCH

vision zero SOUTH WEST

*Figure 3 Road Safety Team Activity

NATIONAL DRIVER OFFENDER RETRAINING SCHEME (NDORS)

NDoRS is a UK-wide programme that offers drivers the opportunity to attend an educational course instead of receiving penalty points for certain low-level traffic offences. Delivered on behalf of UK police forces, NDoRS covers offences such as speeding, red-light running and careless driving. The scheme aims to improve driver awareness, knowledge and behaviour, helping to reduce reoffending and improve road safety. Courses are not an automatic right; eligibility is determined by the police, and drivers must meet set criteria and complete the course within a specified timeframe. Table 1 below shows course completions in 2025/26 in comparison to 2024/25. The number of detections may continue to grow whilst we complete camera investment upgrades. However, increasing compliance levels at permanent safety camera sites show that positive behaviour change is being achieved.

MONTH	NATIONAL SPEED AWARENESS COURSE	WHAT'S DRIVING US	YOUR BELT YOUR LIFE	SAFE & CONSIDERATE DRIVING	NATIONAL RIDER RISK AWARENESS COURSE
25/26 TOTAL	117,934	5,611	1,009	868	61
24/25 TOTAL	103,435	3,820	1,149	683	87
% CHANGE	14%	46.8%	-12.18%	27%	-29.8%

Table 1 NDoRS Course Completions

NEW SAFETY CAMERAS

In 2025/26 circa 16 sites installed to address safety concerns. Phase 2 approved by the VZSW Board in September is underway and this will upgrade 21 new cameras with delivery over the next two to three years.

SEAT BELT AND MOBILE PHONE

• Between April 2025 and December 2025, we continued to deploy the AI roadside trailer to detect non-compliance of seatbelt and mobile phone. During this time, **1.723m vehicles were monitored and in excess of 1,600 phone and 3,100 seat belt offences detected.**

• Reassuringly whilst numbers appear high in isolation, the rate of non-compliance overall is less than 0.3%.

• VZSW remains committed to eliminate these poor behaviours so will continue to use 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.

• **AI cameras** being trialled at Clyst Honiton bypass, Exeter to deter anti-social driving. At this stage, Devon & Cornwall Police are only processing offences which qualify for immediate court action, prosecuting high speeds. Between May 2025 to current there have been 77 offences. National Highways are funding a further 8 cameras for use across Devon and Cornwall, specifically targeting unsafe behaviour and this could include illegal U-turn manoeuvres.

• **In-car moving enforcement** Devon & Cornwall Police are the first force within the UK to trial technology which provides in-car enforcement of speeding offences. The camera captures speeding vehicles travelling away from and towards the vehicle and can operate in darkness. Effectiveness of this is to be reviewed following conclusion of the trial.

OP DRAGOON

Identifies and intervenes with high-risk road users who pose a danger on our roads. A summary of activity that has taken place shows that:

- 98 targets created 35 positive outcomes - 26 arrested, 6 reported, 3 stopped and given words of advice.
- £3,499 total in fines.
- 260 hours total unpaid work.
- 497 months total driving bans.
- 42 weeks total suspended custodial sentences.
- 28 weeks total custodial sentences.
- 3 Community Orders.

COMMUNITY SPEEDWATCH

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 high speeds or repeat offending occurs, evidence is shared with intelligence teams to follow up. A recent occasion resulted in the driver being arrested for providing a positive drugs test.

CSW is a key component in our road safety effort, and all volunteers are greatly appreciated in helping to keep roads safer.

*Figure 4 below summarises the achievements of the CSW teams and a positive outcome is the reducing number of letters sent.

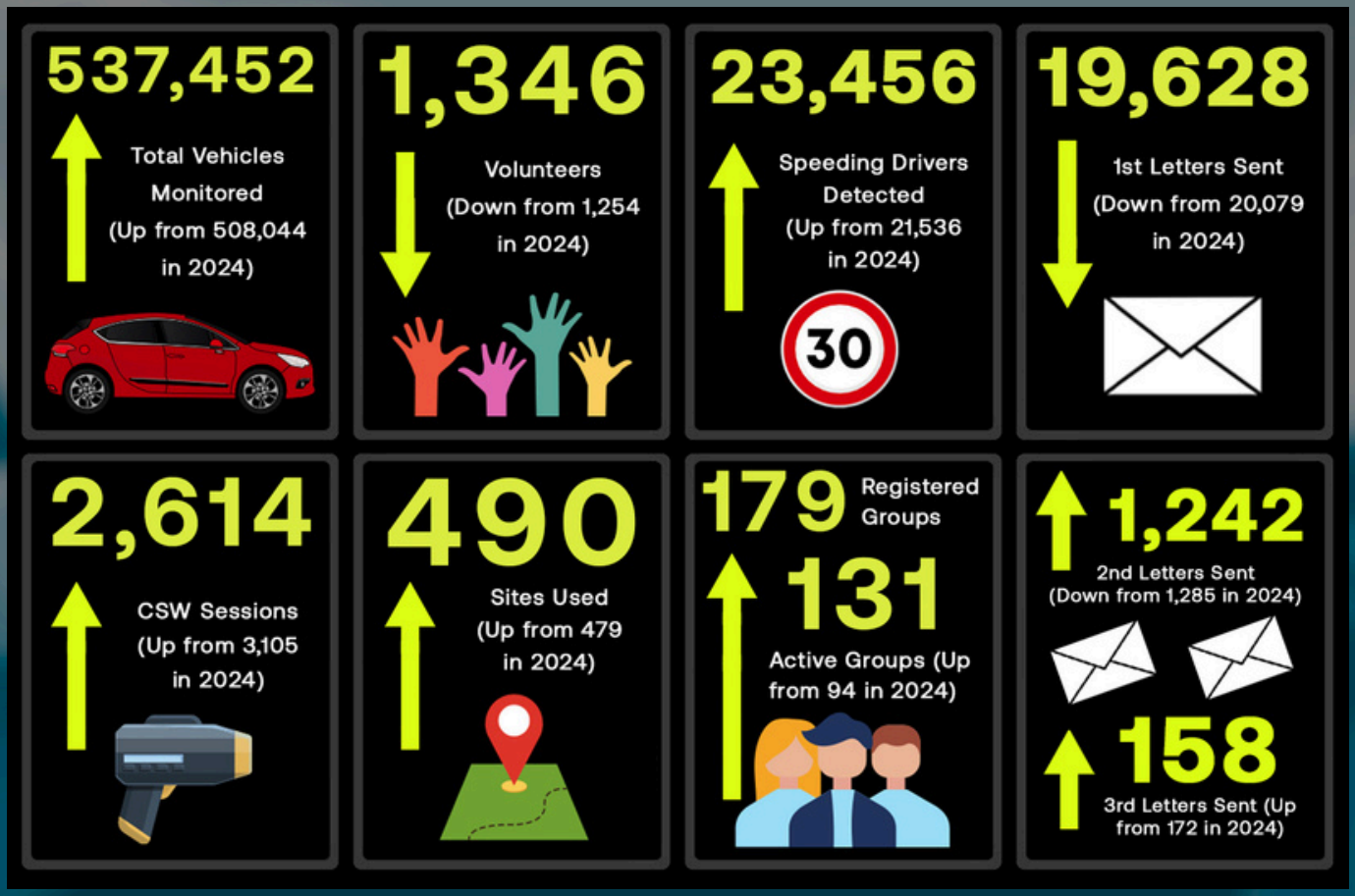


***Figure 4 CSW 2025 Activity**

Safer Roads

Creating safe roads is fundamental to the Safe System approach, which recognises that while human error is inevitable, death and serious injury on our roads are not. At the heart of this philosophy is the need for a forgiving road environment designed to prevent crashes where possible and to reduce the severity of those that do occur.

The statutory duty to manage, maintain, and improve the road network within Devon and Cornwall resides with our Local Highway Authorities and National Highways for the Strategic Road network. Their role is central in translating Safe System principles into tangible projects that protect every road user. The following sections explore a highlight of projects delivered across Devon and Cornwall over the last financial year.

CORNWALL COUNCIL - INVESTMENT SUMMARY 2025 / 2026

£4.137M
LOCAL TRANSPORT PLAN (LTP)

£0.465M
STRATEGIC ROAD SAFETY PROGRAMME

£45M (CAPITAL) & £16.3M (REVENUE)
HIGHWAY MAINTENANCE

£1.05M (2025-2027)
COMMUNITY HIGHWAYS IMPROVEMENT PROGRAMME

LOCAL TRANSPORT PLAN (LTP) £4.137M
The funding has primarily supported the Cornwall-wide 20mph programme, along with a range of local walking and cycling improvements. All initiatives are underpinned by a focus on improving safety across the network.

LTP funding has also contributed to work linked with the A30 Plusha Junction, safety improvements on the A38 between Trerulefoot and Carkeel in partnership with National Highways, Vision Zero South West (VZSW) and Devon & Cornwall Police, and the match funded (with VZSW) safety scheme on the A3083 Culdrose Road.

STRATEGIC ROAD SAFETY PROGRAMME £0.465M

Through a combination of LTP (£200K) and Highway Maintenance (£265K) allocations, this programme has been formed of road casualty reduction schemes at locations identified through collision analysis, as well as a number of schemes that have been progressed from road safety feasibility work carried out that builds on community concerns.

Cornwall's 4-year Local Transport Funding Settlement, confirmed by Government in December 2025, provides flexibility to prioritise investment where local benefit is greatest. Cornwall Council intends to incrementally increase investment in road safety to £3.2M between 2026/27 and 2029/30.



HIGHWAY MAINTENANCE £45.4M (CAPITAL) & £16.3M (REVENUE)

The capital budget (improve) has covered surfacing, drainage, footways, road markings, network safety, geotechnical and structures works.

The revenue budget (maintain) has covered Strategic and A-Road maintenance and cyclic maintenance, reactive defects, verge maintenance, gully emptying, winter maintenance and major emergency.

Maintenance funding within the Local Transport Funding Settlement also plays a key role in supporting the long-term condition and safety of the highway network. Capital investment in maintenance will rise from £45.8M in 2026/27 to £65.5M in 2029/30, enabling significant expansion of core programmes such as surface treatments, skid resistance improvements, and targeted defect repairs.

COMMUNITY HIGHWAYS IMPROVEMENT PROGRAMME £1.05M (2025 - 2027)

Through LTP funding, Community Area Partnerships (CAPs) are supported to develop and deliver small-scale, local highway improvement schemes across Cornwall. In recognition of the local elections held in May 2025, and to provide newly elected Members with sufficient time to familiarise themselves with local priorities, an allocation of £50K was made available to CAPs for Expressions of Interest during 2025/26. This enabled CAPs to review, prioritise, and agree an initial pipeline of schemes. Schemes endorsed through this stage will be progressed into the design phase during 2026/27 and subsequently taken forward to delivery. This programme has been long established.

TOWN DEAL

Cornwall was awarded up to £88.7M in Town Deal funding for regeneration across Camborne, Penzance, Truro, and St Ives. One area of works included was the **St. Ives Low Carbon Transport Plan (£5.5M)** which includes several safety-oriented interventions.

TOWN CENTRE LOW-TRAFFIC ENVIRONMENT

To improve pedestrian and cyclist safety, measures include:

- Widening footways.
- Enhancing pedestrian crossing points.
- Managing obstructive parking.
- Reducing traffic volumes, improved flow, and reduced modal conflict through behaviour-change-based access restrictions.

SMART TRAFFIC CAMERAS (2025 INSTALLATION PHASE)

Deployment of 13 permanent traffic sensors to monitor vehicle, pedestrian, and cyclist flows, enabling safer management of the town centre network.

2024–2026 PHASED DELIVERY INCLUDING SAFETY CRITICAL TRAFFIC MANAGEMENT UPGRADES

Additional elements scheduled to be completed within the Town Deal's 2026 deadline include:

- Installation of Variable Message Signs to improve safe traffic routing and reduce congestion risks.
- Safety and flow improvements at key junctions (e.g., Malakoff, Lower Stennack, Zennor, and The Terrace) to assist bus users, pedestrians, and cyclists.



CORNWALL'S 20MPH PROGRAMME

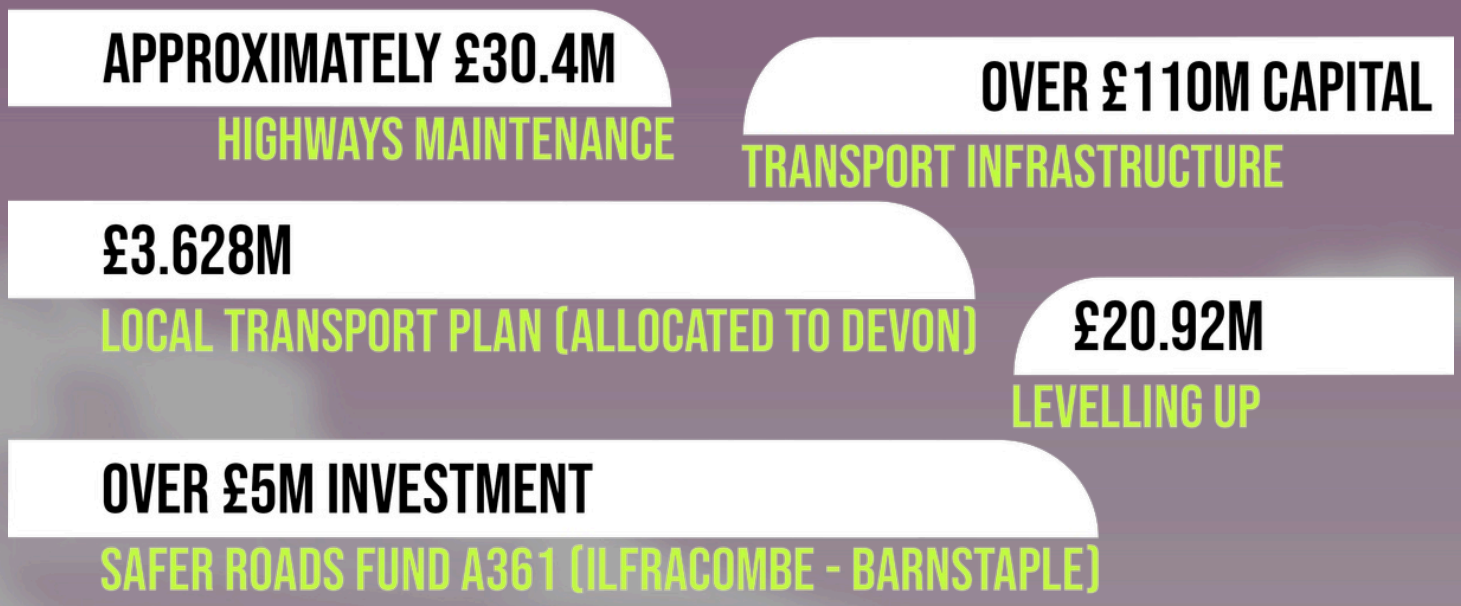
Cornwall is one of the first large rural authorities in the UK to commit to a countywide transition from 30mph to 20mph on residential and built-up roads. This bold programme aims to make streets safer, healthier, greener, and more liveable for all everyone. Following successful pilots in Camelford, Falmouth and Penryn in 2022, Cornwall Council's Cabinet approved a full Cornwall-wide rollout beginning in 2023.
Completion is expected in 2027.

The approach prioritises roads where people live, walk and play, while retaining 30mph limits on key arterial routes. This ensures that risks are addressed without unnecessarily slowing strategically important traffic. The transition directly supports Cornwall's casualty reduction targets a 50% reduction in deaths and serious injuries by 2030, equivalent to preventing 12 deaths and 138 serious injuries. Lower speeds provide drivers with more time to react and significantly increase survivability. Early analysis of vehicle speeds and collision data shows encouraging signs of a downward trend.

Want to find out more, please visit Transport, Parking and Streets - Cornwall Council

- https://www.cornwall.gov.uk/transport-parking-and-streets/

DEVON COUNTY COUNCIL - INVESTMENT SUMMARY 2025 / 2026



HIGHWAYS MAINTENANCE

Additionally, over £6.9M spent on road repairs over the course of the financial year, particularly responding to a surge in pothole reports.

TRANSPORT INFRASTRUCTURE OVER £110M CAPITAL

The programme incorporated:

- £0.78M for casualty reduction improvements at identified collision sites.
- £0.39M for new pedestrian crossing facilities.
- £0.15M to continue expanding the county's 20mph network.
- £4.6M for active travel infrastructure (pedestrians & cyclists).
- £27M for major road network infrastructure improvements.
- A further £3.5M for developer funded infrastructure improvements.

Over the next 5-years 2026/27 to 2030/31 Devon County Council has approved a programme valued just over £546.1M. This will be invested in highways (includes an extra £55M over 5-years for preventative maintenance) and will pay for more road repairs, better drainage, clearing roadside gullies and protecting Devon's road network.

LOCAL TRANSPORT PLAN £3.628M (ALLOCATED TO DEVON)

A new Local Transport Plan for Devon and Torbay, extending to 2040, was adopted by the Devon and Torbay Combined County Authority in July 2025. It takes evidence-led approach to informing future investment in transport across Devon and Torbay and is supported by several other strategies and policies.

LEVELLING UP £20.92M

Two transport schemes were successful in Tranche 2 of the Levelling Up Fund granted in January 2023. Construction of The Dinan Way Link Road (£11.27M) largely complete but due to delays linked to weather completion is now expected in June 2026. The Okehampton Interchange (£9.65M) is a major transport hub, designed to improve rail, bus, cycling and walking connectivity for West Devon and surrounding areas is expected to be complete by summer 2026.



SAFER ROADS FUND A361 (ILFRACOMBE – BARNSTAPLE)

In 2025, Devon benefited from over £5M investment through the UK Government's Safer Roads Fund, targeted at reducing fatal and serious collisions on the country's highest-risk A-roads. The funding supports a package of safety upgrades designed to save lives, prevent collisions, and enhance routes for pedestrians, cyclists, and motorists. The national programme estimates to save over 2,700 lives over 20 years.

The A361 had 162 casualties between 2018–2022, including 3 fatalities and 30 serious injuries. The package of potential upgrades, for the route include:

- Speed management measures.
- Junction upgrades.
- Improved pedestrian crossing points.
- Enhanced links to the Tarka Trail to encourage safer and more sustainable travel.

These improvements support walking and cycling growth while improving motor vehicle safety. Nationally the programme (all 17 schemes) expects that it will deliver a reduction in 2,600 fatal or serious injuries over 20 years. The value of prevention is estimated to be £1.7 billion over the same time period.

Want to find out more, please visit: **Road safety - Roads and transport**

https://www.devon.gov.uk/roads-and-transport/safe-travel/road-safety/

PLYMOUTH CITY COUNCIL - INVESTMENT SUMMARY 2025 / 2026

£6.6M

HIGHWAYS & INFRASTRCUTURE

£450K (INC. £300K ACTIVE TRAVEL)

MILLBRIDGE 20MPH SCHEME

£45M (CAPITAL) & £16.3M (REVENUE)

HIGHWAY MAINTENANCE

HIGHWAYS & INFRASTRUCTURE £6.6M

Programme contributes significantly to safety by improving surface conditions, visibility, crossing safety, and reducing defect-related collisions, includes:

- Road and footpath maintenance.
- Traffic signals & street lighting upgrades.
- Faster and more durable pothole repairs.
- Works to Laira Bridge, a key strategic route.
- Resurfacing of three pedestrian bridges.
- Traffic Management and Road Safety including:
  - Speed management.
  - Casualty reduction.
  - Safer journeys to School.
  - Inclusive mobility improvement to footways and crossing point.
  - Road Safety Training in Primary and Secondary Schools.
  - Learn to Live initiative alongside Vision Zero Partners.
  - Child Pedestrian Training in Primary Schools.

MILLBRIDGE 20MPH SCHEME £450K (INC £300K ACTIVE TRAVEL ENGLAND FUNDING)

The scheme is part of a wider Stoke and Stonehouse speed reduction programme introduced to improve road safety, particularly for children travelling to and from local schools. Key aims include:

- Improve safety for pedestrians and cyclists, especially around school routes.
- Reduce vehicle speeds on narrow and busy roads, notably Eldad Hill and the approaches to Mill Bridge.
- Create a safer, clearly signed low-speed environment across connected residential streets.

A central feature of the scheme is a new parallel pedestrian and cycle crossing on Mill Bridge, linking Stonehouse Creek with Victoria Park addressing to long standing concerns about high vehicle speeds and limited footway space. The Millbridge 20mph zone forms part of phase one, which introduced 20mph speed limits in June 2025 on:

- Roads around Stoke, Millbridge, and Eldad Hill.
- Key school routes including those near Stuart Road Primary Academy Phase two is planned within two years and would extend the 20mph zone north into Stonehouse and reaches up to Union Street, Victoria Park, and Saltash Road.







WOOLWELL TO THE GEORGE £45M

A major transport infrastructure upgrade on the A386 Tavistock Road corridor, designed to reduce congestion, improve bus reliability, and support planned housing growth in the north of Plymouth. It is being delivered in multiple phases and its aims include:

• Reduce congestion at one of Plymouth's worst traffic bottlenecks on the northern corridor.
• Provide faster, more reliable bus priority routes as the area prepares for 2,000 new homes at Woolwell.
• Support sustainable transport, including improved pedestrian and cycling facilities.

• **Phase 1 -** includes highway upgrades including Woolwell Crescent Junction, works complete in 2025/26.
• **Phase 2 -** Major widening, replacement of Woolwell roundabout with new signalised junction, upgraded crossings, drainage and resurfacing and improvements for walking, cycling and bus priority started in January 2026.
• **Phase 3 -** Park & Ride Expansion is planned.

Want to find out more, please visit: **Road safety | PLYMOUTH.GOV.UK**

- **https://www.plymouth.gov.uk/road-safety**

TORBAY COUNCIL - INVESTMENT SUMMARY 2025 / 2026

Torbay Council advanced the next phase introducing new mandatory 20mph zones around high-risk school sites in Torquay and Paignton.

These replace advisory 20mph zones and are intended to operate permanently and be Police-enforceable.

The schools include:

• Paignton Academy.
• Roselands School.
• Preston Primary School.
• Sherwell Valley Primary School.
• Ilsham C of E Academy.



These locations experience heavy traffic and high pedestrian–vehicle conflict, particularly involving children. Lower vehicle speeds reduce collision frequency and severity and increase visibility for all road users. Extensions to the areas covered by 20mph were added at Sherwell Valley and Ilsham following concerns raised by the community.

In addition to this, we have also implemented Traffic Changes to Clennon Lane in Torquay, Mount Pleasant Road in Brixham and Teignmouth Road/Claddon Lane in Torquay.

FUNDING SECURED

Torbay Council received an extra Capital funding allocation for Highway Maintenance as part of the 2024 autumn Budget and submitted reports to the Department for Transport to be eligible for the funding.

The first public part of the report can be viewed here **Local Highways Maintenance Transparency Report 2025/2026 - Torbay Council** Torbay Council also worked with Vision Zero South West to secure funding for a new Speed Camera on Totnes Road, which was installed in early 2026.

- https://www.torbay.gov.uk/council/policies/highways/lhmt-report/

LOCAL TRANSPORT PLAN

The Devon & Torbay Local Transport Plan 4 (2025–2040) was consulted on in late 2024 and adopted in 2025. This document sets out the long-term priorities that directly support road safety investment recognising that:

- Safe infrastructure is essential for economic and social wellbeing.
- Safety is a core requirement for all new development.
- Road safety is linked with climate resilience, health, active travel, and inclusion.
- The network must become safer, more accessible and more resilient to future risks.

Safety is treated as a fundamental requirement for achieving healthier, more inclusive, climate-resilient and economically strong communities. Whilst it does not function as a standalone road safety strategy it integrates road safety throughout all parts of transport planning and investment.

Want to find out more, please visit **https://www.torbay.gov.uk/roads/road-safety**

NATIONAL HIGHWAYS - INVESTMENT SUMMARY 2025 / 2026

£220K

PLYMOUTH PARKWAY TARGETED SPEED LIMIT REDUCTIONS

£5.0M

A30 KENNARDS HOUSE TO FIVE LANES ROAD SAFETY IMPROVEMENTS

£750K

A38 CARKEEL TO TRERULEFOOT SAFETY IMPROVEMENT SCHEME

£25M

A38 SALTASH TUNNEL TECHNOLOGY UPGRADE

£330M (PART FUNDED BY THE EUROPEAN REGIONAL DEVELOPMENT FUND)

A30 CARLAND CROSS TO CHIVERTON CROSS IMPROVEMENT SCHEME

PLYMOUTH PARKWAY TARGETED SPEED LIMIT REDUCTIONS (£0.220M)

To reduce death and serious injury rates through targeted speed reductions based on collision-risk analysis. New 60mph limits for A38 Plymouth Parkway, installed December 2025, a corridor that has seen 157 collisions and 226 injuries in the 5 calendar years 2020 - 2024.

A30 KENNARDS HOUSE TO FIVE LANES ROAD SAFETY IMPROVEMENTS £5M

This route has a number of gaps in the central reservation allowing drivers to pass though and access the A30. However, there have been several fatalities namely at the Plusha junction as well as other serious collisions. Surveys and investigations have been completed to help identify opportunities to improve road safety; improvements include:

1. Junction and visibility improvements, including partial gap closures.
2. Provide mitigation where traffic is diverted to local roads.
3. Improvements to traffic signs, road markings and road studs.
4. Improvements to safety features such as roadside barriers.

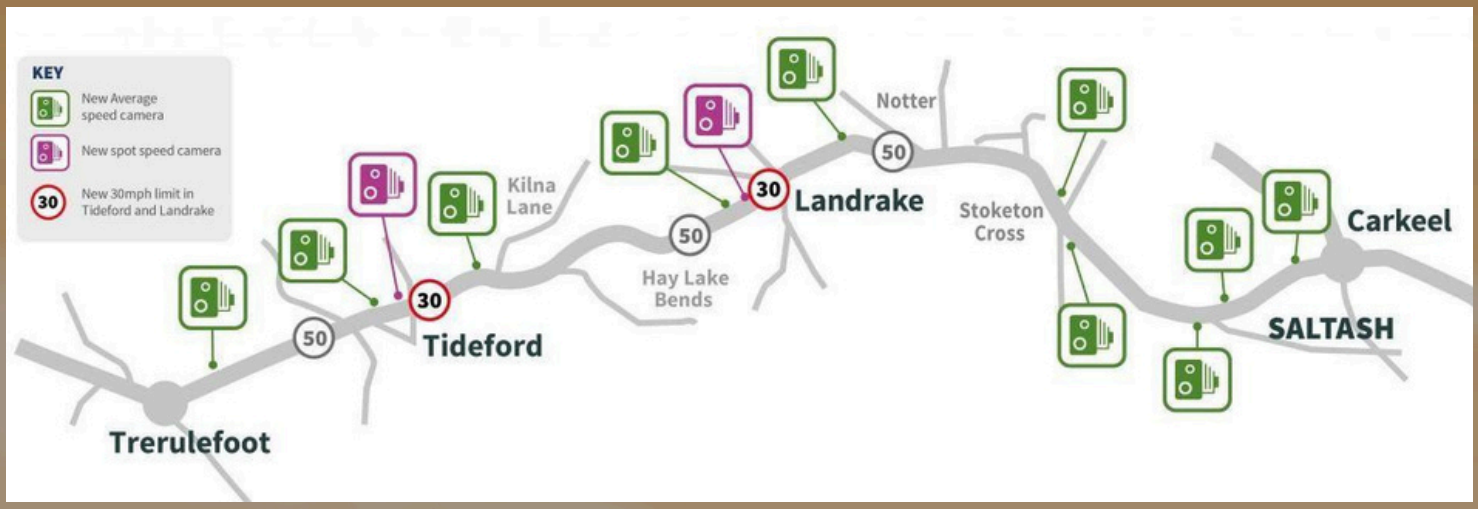
The interim safety measures have been maintained at Plusha while full works are prepared. Construction is planned for autumn 2026.

A38 CARKEEL TO TRERULEFOOT SAFETY IMPROVEMENT SCHEME £750K

Between 2019–2023 a total of 60 collisions resulted in 97 casualties, including 2 fatalities. Scheme was delivered in Nov 2025 in partnership with National Highways, Cornwall Council, Devon & Cornwall Police and VZSW and included:

• 10 average speed cameras installed along the route.
• New 30mph limits supported by spot speed cameras introduced in the villages of Tideford and Landrake.

Safe38, a long-standing road safety campaign group established in 2018 welcomed the introduction of the scheme as a necessary and overdue step to address a long-dangerous stretch of road that has seen repeated collisions and community concern.



A38 SALTASH TUNNEL TECHNOLOGY UPGRADE £25M

The Saltash Tunnel provides a key link between Plymouth and South-East Cornwall. An extensive programme got underway in 2025 to update the technology in and around the tunnel to keep journeys safe and reliable and reduce the risk of unplanned closures.

A30 Carland Cross to Chiverton Cross Improvement Scheme £330M (Part-funded by the European Regional Development Fund)

A major highways upgrade on the A30 in Cornwall, which delivered approximately 12.5km of new dual carriageway and grade-separated junctions at, Chiverton Cross, Carland Cross and Chybucca. The scheme was designed to significantly improve safety, reliability, and journey times. The main scheme opened in June 2024 with finishing and resurfacing works continuing through 2025/2026.

Want to find out more, please visit: **South West - National Highways**

- https://nationalhighways.co.uk/our-roads/south-west/

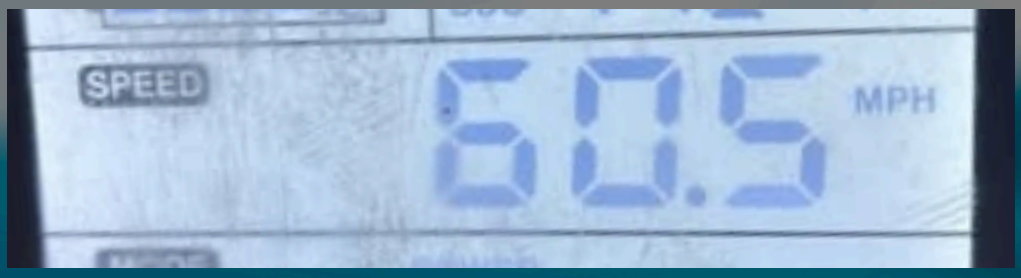
Safer Vehicles

Within the Safe System approach, the “safe vehicles” pillar is largely driven by industry standards, technological innovation, and national regulation, meaning that direct influence from local road safety partnerships is naturally limited. While partnerships play a crucial role in shaping safer environments and supporting behaviour change, advancements in vehicle safety such as collision avoidance systems, improved crash protection, and emerging automated technologies are primarily determined by manufacturers, market uptake, and legislative frameworks. As a result, partnership activity in this area tends to focus on advocacy, awareness-raising, and supporting the adoption of safer vehicle fleets rather than delivering interventions itself.

PARTNERSHIP ACHIEVEMENTS







- **Illegal E-scooters/E-bikes** conducted a number of operations in 2025 in Plymouth, Exeter and Cornwall. During the year Devon & Cornwall Police seized 125 illegal E-scooters and 233 illegal E-bikes. This activity is targeting a rising area of concern with communities and road safety.

- **Police work closely with the DVSA** to tackle commercial vehicle offences through a combination of education and enforcement. By working in partnership, they aim to improve road safety, ensure compliance with regulations, and support drivers and operators in meeting legal standards.

• **Van Campaign with GCM** developed and soon to be launched. Covering many angles that van drivers need to be aware of that includes safe and legal modifications, limited speeds on certain roads, and weight restrictions.

• VZSW have responded positively to the **'Mandating vehicle safety technologies in GB type approval'** national consultation. Implementing proven safety technologies that effectively target causes of road casualties represents a meaningful opportunity to save lives and reduce harm across the road network. Adopting these measures is an important step towards fulfilling that responsibility.

• **Young Farmers** having identified a growing risk to cohorts of younger road users linked to unregulated tractor runs; Devon & Cornwall Police Road Casualty Reduction Officers have worked collaboratively with the national Young Farmers Association, National Farmers' Union & Health and Safety Executive. This resulted in legislative advice being provided to aid development of policy and guidance documents. These have now been adopted and are referenced & published nationally by the Young Farmers Association.

VZSW as a Partnership will continue to work closely to support and promote Driving for Better Business with local organisations and DVSA in terms of supporting operations.

Communication & Engagement

Communication and engagement with residents, communities, businesses and visitors act as the golden thread that connects every element of road safety, ensuring that safe systems and behaviour-change initiatives work together as a cohesive whole. While engineering, enforcement, education, and evaluation each play vital roles, they can only achieve their full potential when supported by clear, consistent, and well-targeted communication.

Effective engagement helps people understand why changes are being made, builds public trust, and encourages safer choices on the road. By translating technical measures into relatable messages and creating meaningful dialogue with communities, communication ensures that every intervention whether infrastructure improvements, policy updates, or campaigns reinforces a shared vision of a safer transport system for all.

VZSW continues 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.

• **Updated Vision Zero website** launched with a new user-friendly interface, new sections, including a Resources page for local councils and community groups.

• **Mutley Plain Pedestrian pilot** assets for the roadside and supporting social media campaign have been designed, delivery to take place in 2026.

• **New motorbike videos** to support the new biker season of 2026/27 new videos have been designed, in final edit and will launch in spring – these focus on PPE, safe riding and motorcycle safety checks.

• **Older Driver Campaign** created to highlight reportable conditions to DVLA, importance of eyesight checks, having difficult conversations with family or friends of older drivers, training opportunities and promoting alternative transport options. Older drivers are recognised as one of the three main priorities based on the casualty evidence.

• **Lift Legend scheme** take up was higher than the previous year with circa 275 venues taking part.

• **Road Safety Shows** VZSW supported the two main county shows in Devon and Cornwall, with wider partner support to Armed Forces Day in Plymouth and Torbay Airshow.

• **Collision victims remembered** in a heartfelt video to mark World Day of Remembrance, we worked with families who had lost a loved one and wanted to share their memories.

• **Social media** over 830 safety messages delivered (up from 600 last year).

• **VZSW Partnership Reach** 7M views on Facebook (up 69% on last year), 193,000 on Instagram (up 14% on last year) and 350,000 on YouTube (up 33% on last year).

• **VZSW Followers** 7,123 on Facebook (up from 6,538 last year), 730 on Instagram (up from 624 last year) and 831 subscribers on YouTube (up from 442 last year).

• **Road Safety Pledge** new pledge created for motorcycle riders. Both pledges combined have more than 1,600 people signed up (up from 1,450 last year).

Summary

Since the last VZSW AGM in June 2025 all Partners have been actively delivering initiatives focused on casualty reduction outcomes. In terms of those killed or seriously injured on the roads of Devon and Cornwall we have seen a reduction for the 4th year running. Compared to our baseline figure of 817, the KSIs for 2025 are approximately 33% lower. Whilst this is a positive picture, each and every life lost or irrevocably changed is one too many.

The Partnership is currently in the process of refreshing its Strategic Assessment for 2026 and is likely to be published by the end of the year to provide oversight and guidance to our key areas of concern. VZSW is looking at adopting the Government's Performance Indicators recently published in the new national Road Safety Strategy.

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

[2] Based on provisional DfT figures released in May 2026 – final validation takes places by autumn.



vision zero SOUTH WEST

The road safety partnership driving down death and serious injury from Devon and Cornwall's roads

Plymouth City Council

Torbay Council

Devon County Council

Cornwall Council
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Devon & Cornwall Police

PCC Office of the Police and Crime Commissioner Devon and Cornwall

national highways

Cornwall Fire & Rescue Service
A service of Cornwall Council

Devon & Somerset Fire & Rescue Service

Devon Air Ambulance
www.daat.org

Cornwall Air Ambulance
Your charity, saving lives

NHS University Hospitals Plymouth NHS Trust

NHS South Western Ambulance Service NHS Foundation Trust

ttc Trusted Training & Compliance

PACTS
Parliamentary Advisory Council for Transport Safety

Vision Zero

Annual Progress Report 2023 | 2024