ROAD SAFETY NEWSLETTER

Autumn 2026

vision zero SOUTH WEST





WATCH NOW

COLOURFUL ROAD SAFETY PILOT PROJECT LAUNCHED IN PEDESTRIAN CASUALTY HOTSPOT

Colourful pavement art, pattern-wrapped bollards and posters featuring members of the community are all part of a new road safety campaign being piloted in Plymouth. The Plain Safe campaign, which has been installed at Mutley Plain, uses bright, locally-inspired graphics and messaging to encourage both pedestrians and road users to look out for one another and help keep everyone safe. The project, overseen by the Vision Zero South West road safety partnership, was prompted by research which showed Mutley Plain had a disproportionately high rate of collisions involving pedestrians between 2020 and 2024. During this time there were 25 collisions in the area resulting in 29 people being injured – 12 of whom were pedestrians. Analysis of this collision data showed a consistent theme of both drivers and pedestrians not looking properly at crossing points. Working in partnership with Plymouth City Council's road safety team, Vision Zero South West commissioned local creative agency Upshot to design a scheme which would draw driver's and pedestrian's attention to safe crossing areas. Local businesses and residents were invited to be involved in the creation of the campaign, with many Mutley business owners and community figures featuring in the project's artwork. The Plain Safe campaign includes:



- Colourful pavement art on and around pedestrian crossings
- Barrier signage designed to highlight driver proximity to crossings
- Posters, adverts & flags featuring members of the local community
- Beer mats in local pubs
- Pattern-wrapped bollards throughout the Plain

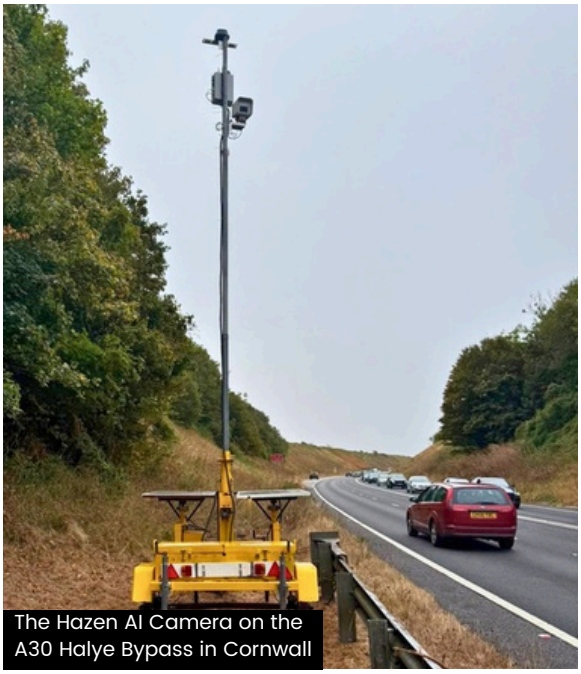
For more information visit visionzerosouthwest.co.uk/plain-safe

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NEW AI SAFETY SYSTEM INSTALLED AT U-TURN HOTSPOT



The Hazen AI Camera on the A30 Halye Bypass in Cornwall

A new camera designed to detect dangerous U-turn manoeuvres has been installed at a collision hotspot in Cornwall. The camera, which uses AI technology, is the first-of-its-kind to be used in the UK to spot U-turns and is currently in use on the Hayle Bypass section of the A30. It has been installed by National Highways in partnership with Devon & Cornwall Police and Cornwall Council – all of whom are members of Vision Zero South West. National Highways implemented a U-turn ban on this stretch of road in 2021 following a series of serious collisions and numerous complaints from local road users. Since 2014 there have been 10 collisions as a direct result of U-turns on this route. These collisions have resulted in one death, six people seriously injured and a further 13 with slight injuries.

For more details: visionzerosouthwest.co.uk/ai-safety-camera-installed-at-dangerous-u-turn-hotspot

CAN YOU HELP US SIGN UP MORE PUBS?



Planning for this year's Lift Legend drink-drive scheme is already underway - and we need your help! Lift Legend sees hundreds of pubs, restaurants and nightclubs throughout the region offer free soft drinks to designated drivers throughout December - it's a way of saying "thank you" for their help getting people home safely! Last year more than 275 pubs signed up to take part in the initiative - but this year we are really keen to hit the 300 mark! All participating venues get a **free** Point of Sale kit from Vision Zero South West including posters, stickers, shelf wobblers and other promotional materials. If you know of a popular pub in your area that should sign up, please share this link with them: https://forms.cloud.microsoft/e/1m9GjdGPbT

NOMINATE A ROAD SAFETY HERO



We know there are many people out there working hard to promote road safety in Devon & Cornwall. Quite often these are volunteers, residents or community groups – as well as emergency service teams, council workers, young people and educators who really go the extra mile to help keep people safe. We want to celebrate these people and have introduced the Vision Zero South West Road Safety Awards specifically to do so. If you know someone who deserves recognition for the hard work, please nominate them here.

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OP SNAP EXCEEDS 30,000 SUBMISSIONS

Operation Snap – the portal which allows the public to submit video evidence of road traffic offences – has reached a major milestone. More than 33,600 submissions have been made through Op Snap since the scheme was introduced in Devon & Cornwall in 2019.

So far this year...

5,818 SUBMISSIONS

3,432 POSITIVE ACTION



COMMUNITY SPEEDWATCH: ACTIVITY FROM JUNE TO AUGUST

It's been a busy summer for our Community Speedwatch groups across Devon & Cornwall. A huge thank you to all our volunteers whose effort and enthusiasm saw some fantastic results and helped keep our roads safe.



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BUSY SUMMER AS AI CAMERAS DETECT THOUSANDS OF MOBILE PHONE & SEATBELT OFFENCES



The Acusenus Distracted Driver trailer systems have been deployed across Devon & Cornwall throughout the summer and detected nearly 4,000 offences.

LOCATIONS

- A39 at Trekenning in Cornwall
- A386 Tavistock Road in Plymouth
- A3022 Torbay Road in Torquay
- A380 at Telegraph Hill near Exeter

OFFENCES

2,727
Seatbelt Offences

1,090
Mobile Phone Offences

*Figures shown represent June, July & August 2026

UPCOMING OPERATIONAL THEMES

NPCC National Police Chiefs' Council

26 October – 8 November 2026
Operation Insight - focusing on pedestrians, horse riders, and driver eyesight standards

9–15 November 2026
Operation Drive Insured - MIB-led campaign targeting uninsured driving

1 December 2026 – 1 January 2027
Operation Limit - intensified drink and drug driving enforcement

25 January – 7 February 2027
Commercial Vehicle Operation - focusing on HGVs, LGVs, and insecure loads

FIND OUT MORE AND STAY IN TOUCH

For more information visit: www.visionzerosouthwest.co.uk
For general enquiries please email: vzsw@cornwall.gov.uk