



# 'Heads Up'!



Safer Road Users – mobile phone & seatbelt

# “Hoxton, we have a problem” ...



- Were we trained for this?
  - UK - illegal whilst driving from December 2003
  - First iPhone in June 2007
  - Apps are designed to be addictive
- NoMoPhobia is real!
- Widely seen as an everyday threat
- Bad habits are everywhere



A phone (with snake)  
Nokia 1100, c 2003



A computer (with phone)  
iPhone 15, c 2024



# DfT Survey Overview

- Data from DfT Survey

- Provides a baseline - observed behaviours
- Latest report utilised Acusensus technology



0.3% of drivers using mobile  
0.6% of van drivers  
0.2% of car drivers  
Younger males most prevalent  
Higher proportion at night

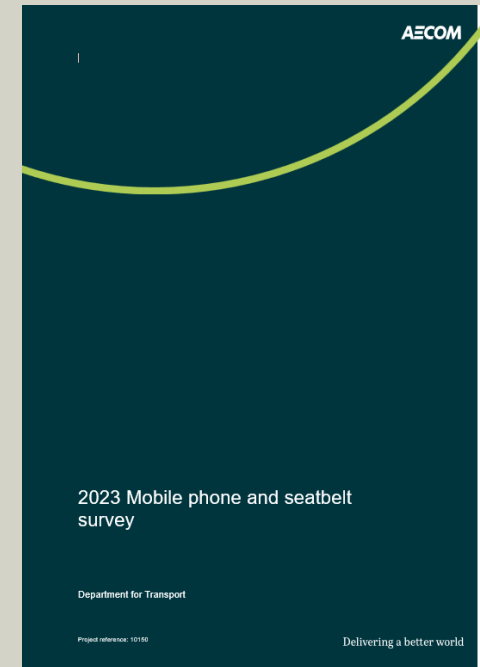


2.4% of drivers not restrained  
4.8% of front seat passengers  
Taxi & private hire worst  
HGV & vans poor  
Male drivers most prevalent

- What is the true picture?

- Stats 19 - post collision data
- Is the data captured?
- Is it correctly categorised?
- Can it be interrogated to get meaningful answers?

- **Do we know the truth?**



# DfT & Fatal Four Factsheet – 2023 data, 2024 release

- Understanding the problem:
  - Is 24.6% the same as 7.8%?

RAS0711: Proportion of car occupant fatalities not wearing a seatbelt

Breakdown	Grouping	2023	5yr Av'ge
None	All car occupants	24.6%	24.1%
Sex	Female	11.1%	13.9%
Sex	Male	31.3%	29.3%
Age group	Ages 0 to 16	8.3%	14.0%
Age group	Ages 17 to 29	36.3%	34.2%
Age group	Ages 30 to 59	35.6%	31.2%
Age group	Ages 60 plus	10.2%	11.5%
Time of day	Daytime (8am to 6pm)	18.8%	17.0%
Time of day	Night (6pm to 8am)	37.5%	39.1%



Accredited official statistics

## Reported road casualties Great Britain: fatal 4 factsheet, 2023

Published 26 September 2024

Table 1: Reported fatal collisions involving fatal 4 factors, Great Britain: 2023

Fatal 4	Number of collisions	% of all fatal collisions	Collisions used for calculations
Speed related	809	56.1%	1,441
Alcohol or drugs	282	19.6%	1,441
Not wearing seatbelt	118	7.8%	1,522
Mobile device	25	1.7%	1,441
Any fatal 4 factor	935	64.9%	1,441

# Technology Overview

'Heads Up' system operates with five key steps:



**Deploy**  
Fixed locations  
or a mobile  
unit.



**AI Analysis**  
Software automatically  
reviews images and  
data.



**Capture**  
Automatically  
capture images  
of vehicles.



**Human Review**  
Likely violations sent  
for anonymised human  
review.



# Violation Images – Two Views

**Shallow angle** - 'phone to ear' <2% of cases

Camera Code: uk-0039 Direction: Towards Operator: 200  
Location: A164 (Northbound), Cottingham, UK  
Incident Number: 213000107 Lane: 1 Offence: Seat Belt Vehicle Speed: 46 mph  
Date: 13 December 2024 Time: 21:33:00.302



**Steep angle** - 'phone low' > 98% of cases

Camera Code: uk-0039 Direction: Towards Operator: 200  
Location: A164 (Northbound), Cottingham, UK  
Incident Number: 213000107 Lane: 1 Offence: Seat Belt Vehicle Speed: 46 mph  
Date: 13 December 2024 Time: 21:33:00.716

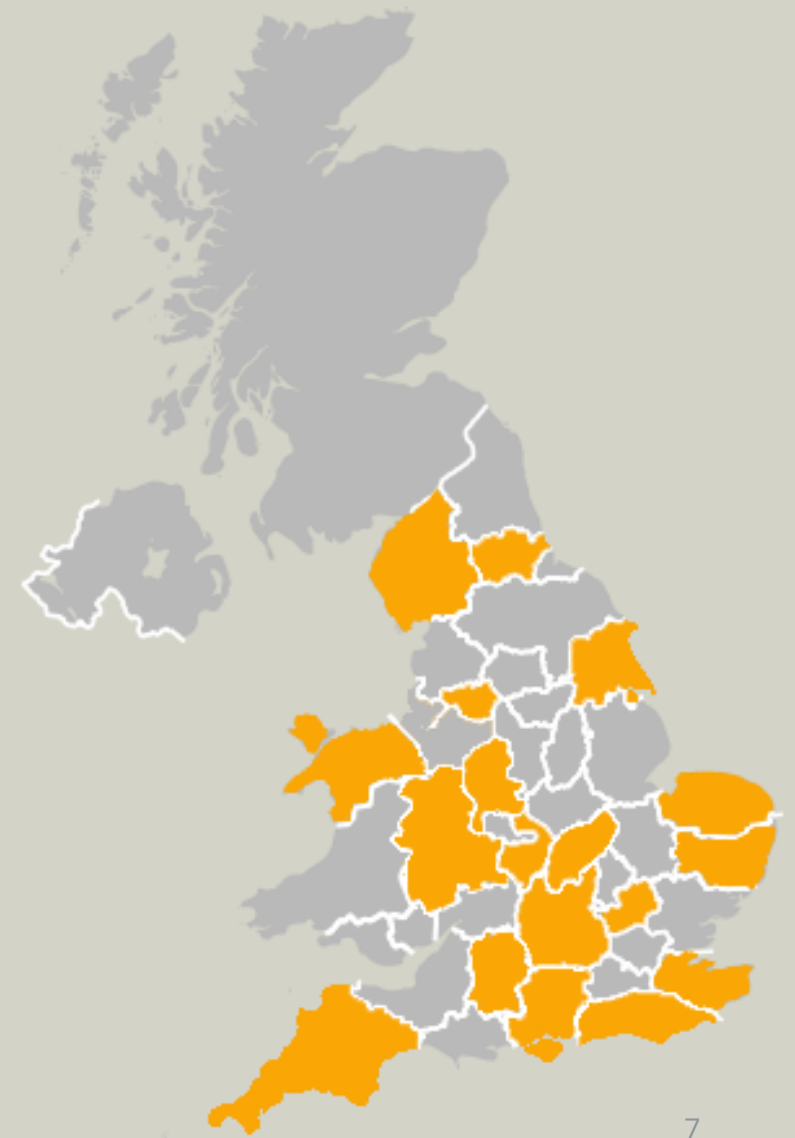


# UK Trials Progress

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150+ implementations to date  
19 of 43 forces have trialled our system  
10 forces have prosecuted (**in bold below**)

- **Devon & Cornwall**
- Sussex
- Hampshire
- Thames Valley
- Greater Manchester
- **West Mercia**
- **North Wales**
- **Northamptonshire**
- Norfolk
- Suffolk
- Warwickshire
- **Merseyside**
- **Humberside**
- **Durham**
- Bedfordshire
- Kent
- **Cumbria**
- **Wiltshire**
- **Staffordshire**















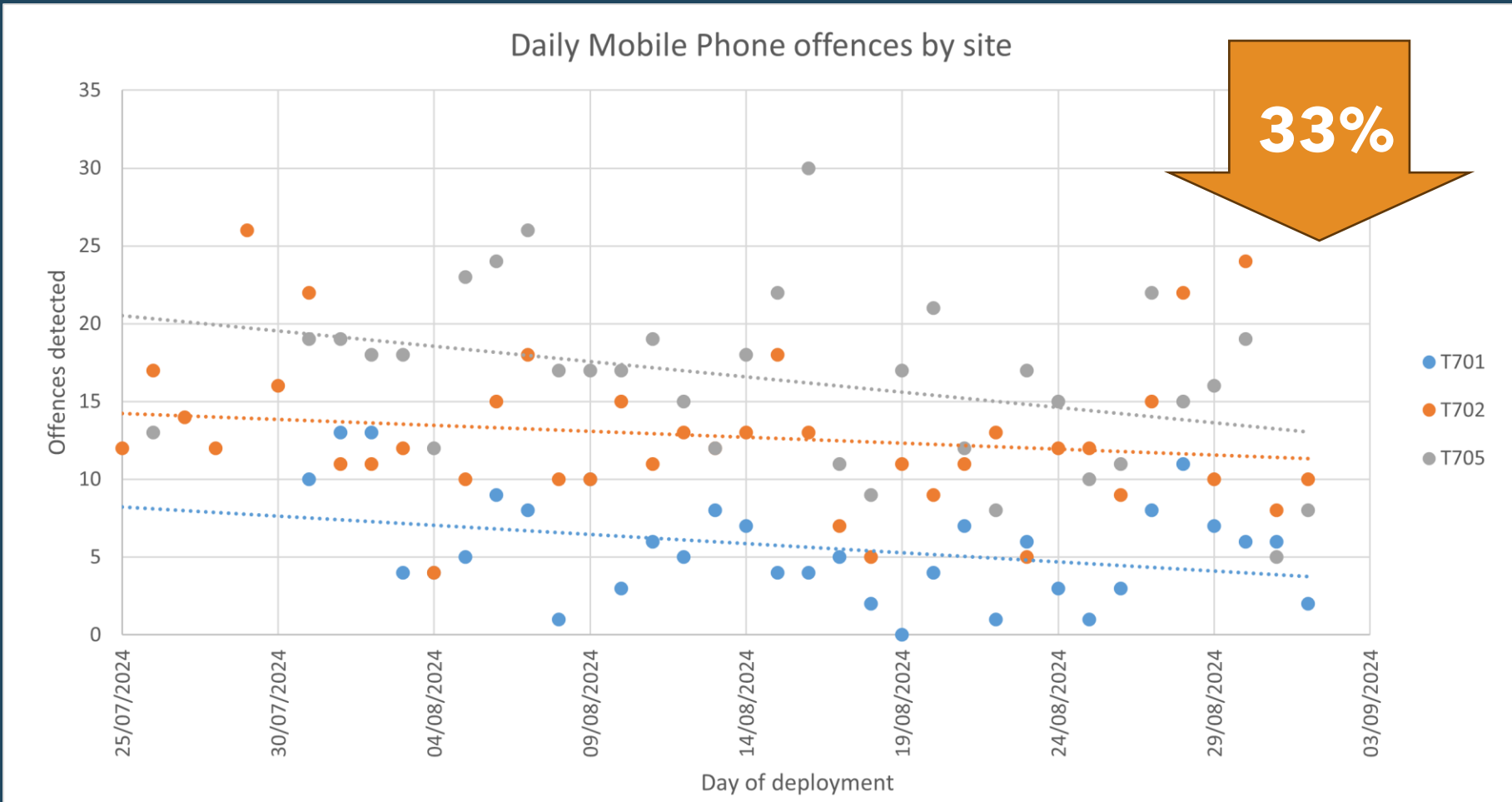
# Long Term Operational System

## Devon & Cornwall go live

- Previous evaluation trials
- Multiple locations monitored
- Live enforcement
  - Distracted / mobile phone use
  - Seat belt behaviours
- High profile media engagement
- Initial data available.



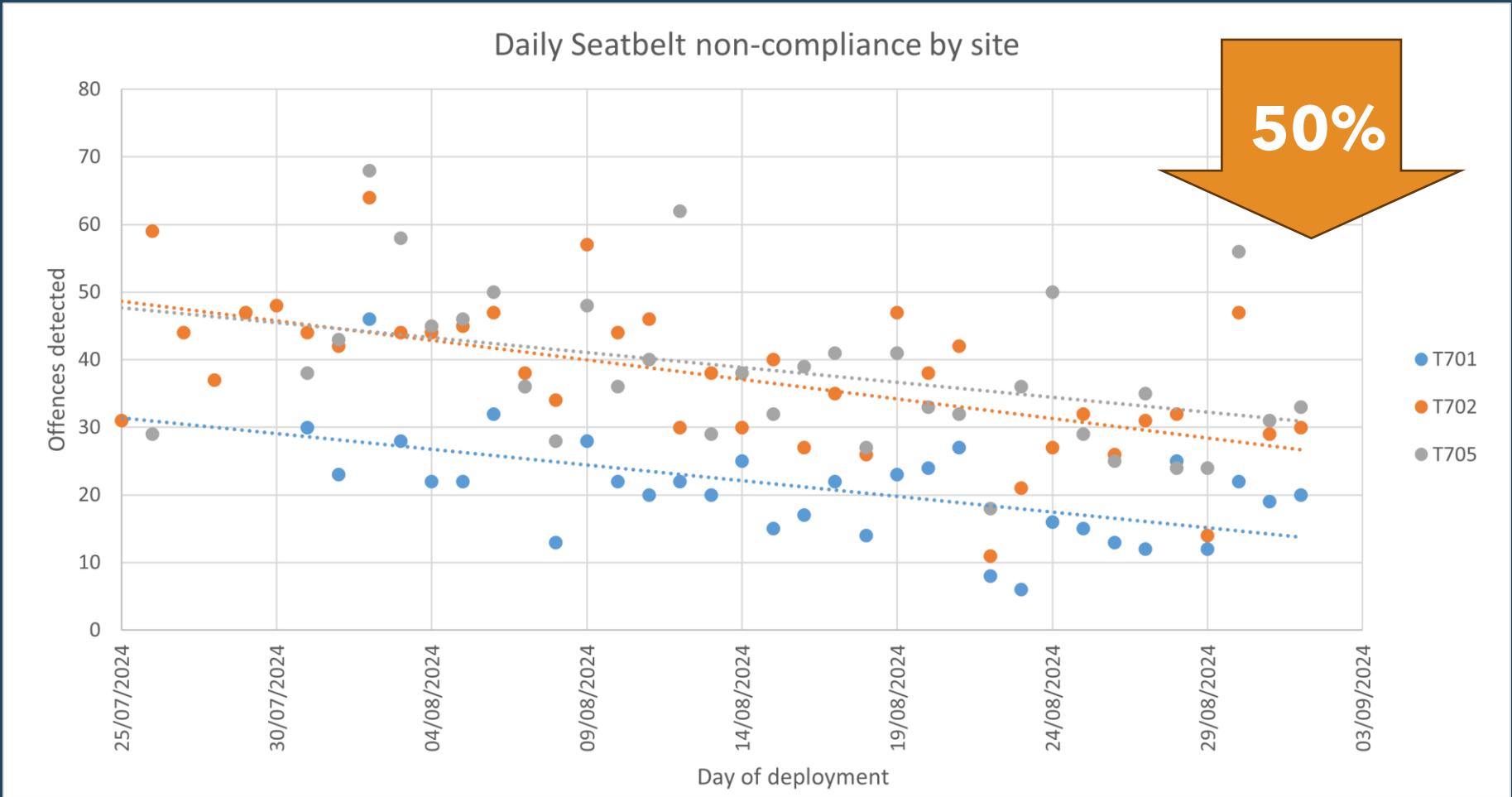
# Changing Behaviours?



- August 2024
- 3 locations
- 1.5m vehicles
- 1,239 phone offences



# Changing Behaviours?



- August 2024
- 3 locations
- 1.5m vehicles
- 3,467 seatbelt offences



# Media Coverage

- High level of interest – generally positive





# Barriers to Wider Use?

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- **Very high level of police support**
  - All forces have supported the technology
  - Interest in using technology more, but...
- “New” and “Not what we usually do”...
- Operational Cost Recovery
  - No NDORs for ‘distracted driving’, yet...
  - Some forces using ‘not in proper control’
- Concern from some forces around mobile phone legislation
  - Nervous about court challenges
- Seatbelts currently non endorsable
  - Many drivers just pay the fine, don’t take the YBYL course.

# What are we aiming for?

- Technology to target the Fatal Five\* – a journey to Vision Zero
- Part of a wider, multi-stakeholder approach.



## Changing Behaviours, Saving Lives.

Thank you!

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