

'Heads Up'

Mobile Phone &
Seatbelt Detection



Phone Distraction & Seatbelts



- **Australia innovated:**

- 2018 world first operational solution



- **UK trials since 2022**

- 19 police regions have used it
- 10 have enforced
- Devon & Cornwall fully operational

- **Bad habits are everywhere**

- Two of fatal four driving behaviours
- 25% car occupant fatalities are not belted
- Distraction is getting worse
- Road Safety Strategy demands action?



A phone
Nokia 3310, c 2000



A computer (with a phone)
iPhone 13, c 2021

Case Study: Devon & Cornwall

Devon & Cornwall long term operation

- Previous evaluation trials
 - Week long & month long trials
 - Ongoing operation since July 2024
- Multiple locations monitored
 - 16 different sites to date
- Live enforcement
 - Distracted / mobile phone use
 - Seat belt behaviours
 - Over **12,000 offences** to date
 - **30% phone, 70% seatbelt**
- Offers a practical, operational solution.



'Light touch' AI:

- Supports police staff
- Automates difficult task



Roadside relocatable trailers

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 two layers of anonymised human review.

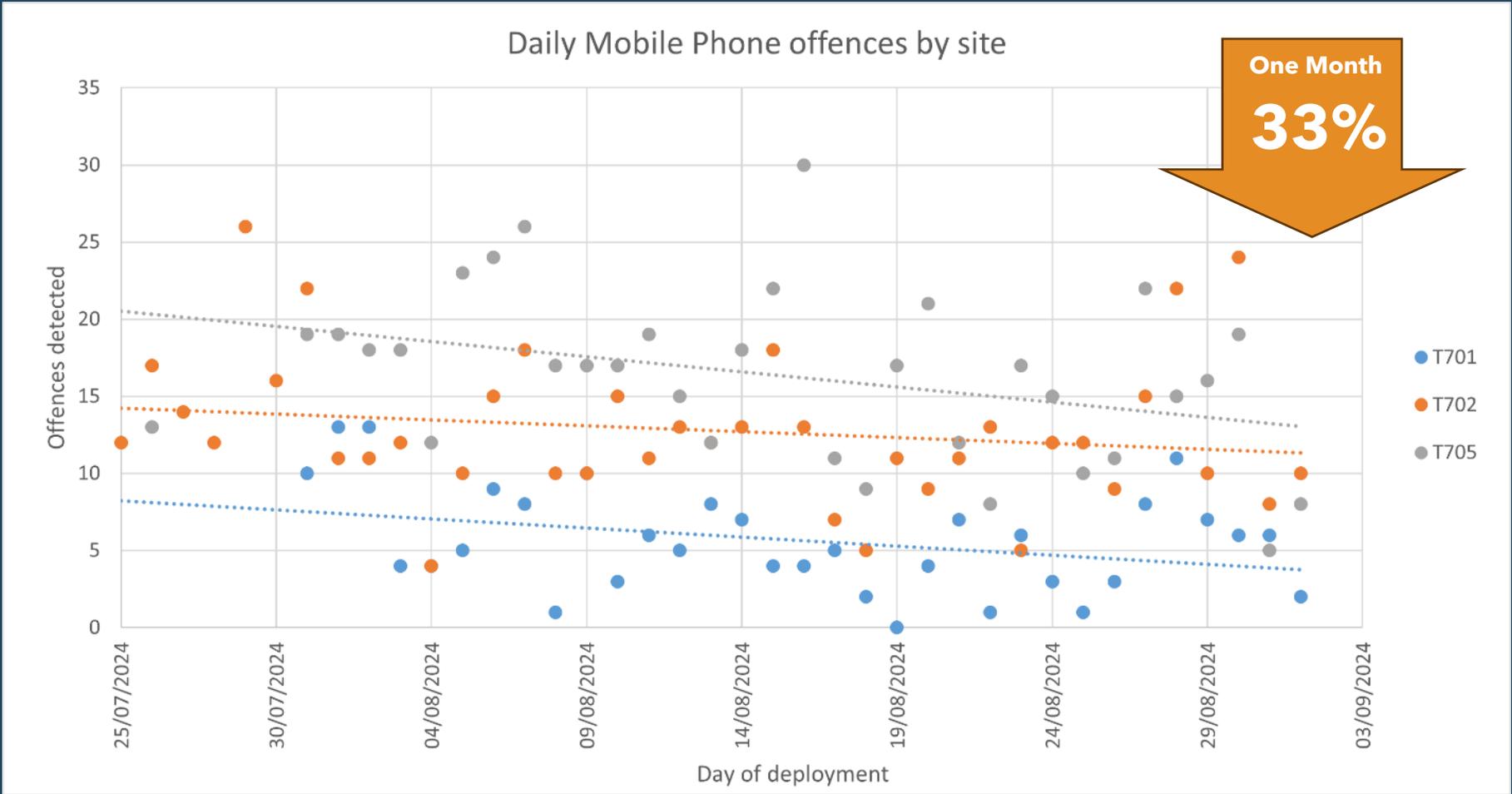


Offence Transfer

Second reviewed violations passed to police back office.



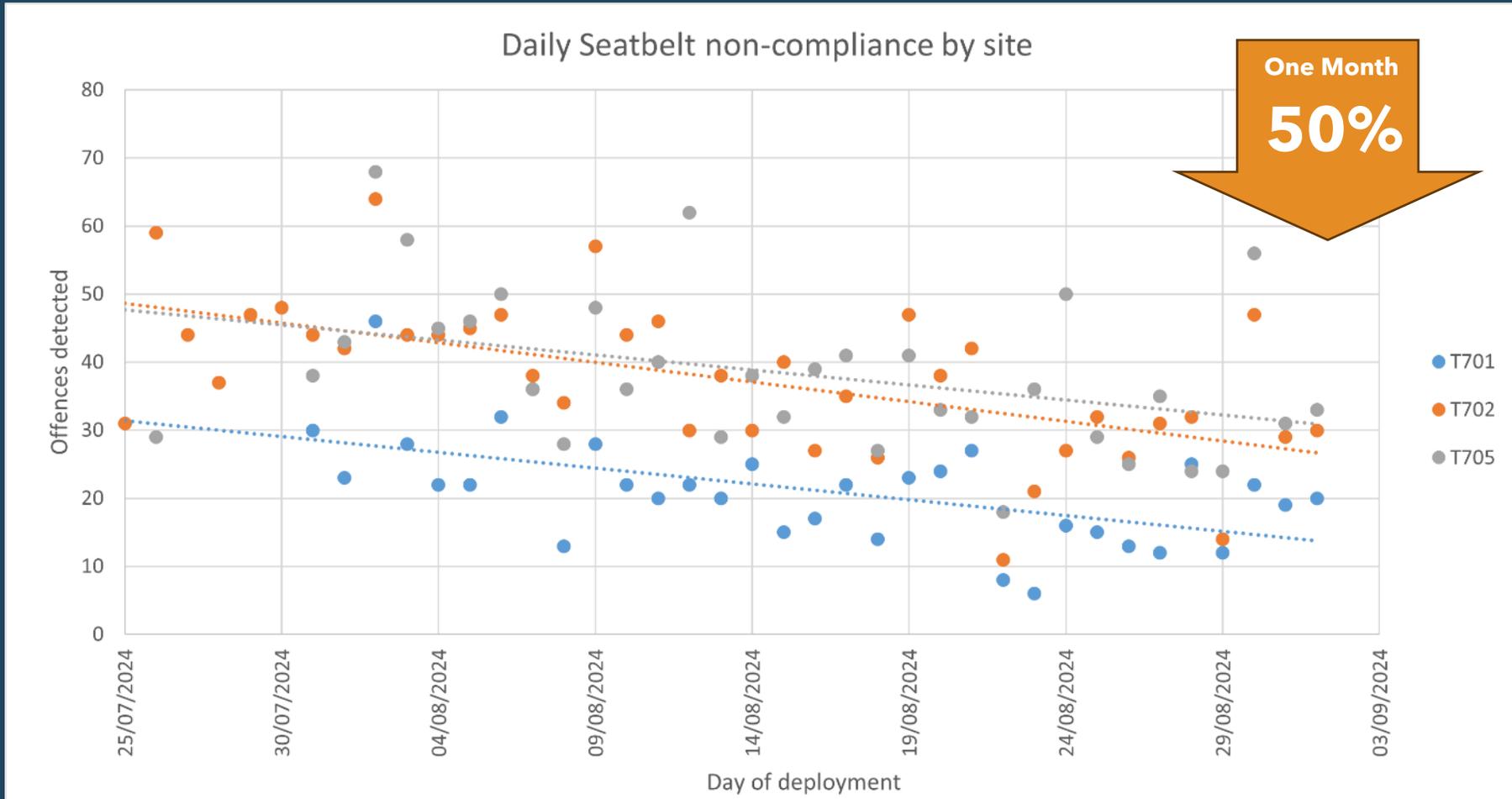
Changing Behaviours?



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



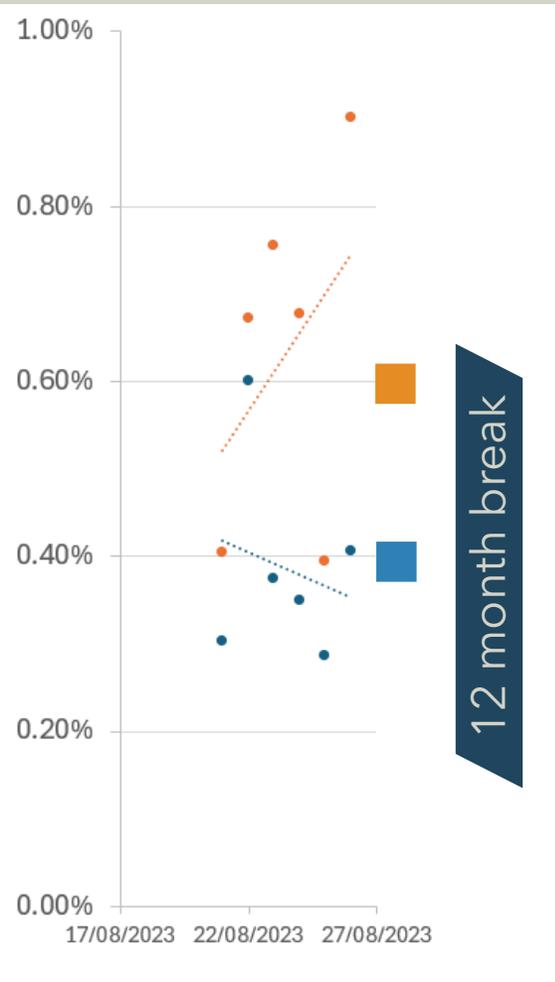
Changing Behaviours?



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



D&C – A38 Landrake, 2023 - 2025



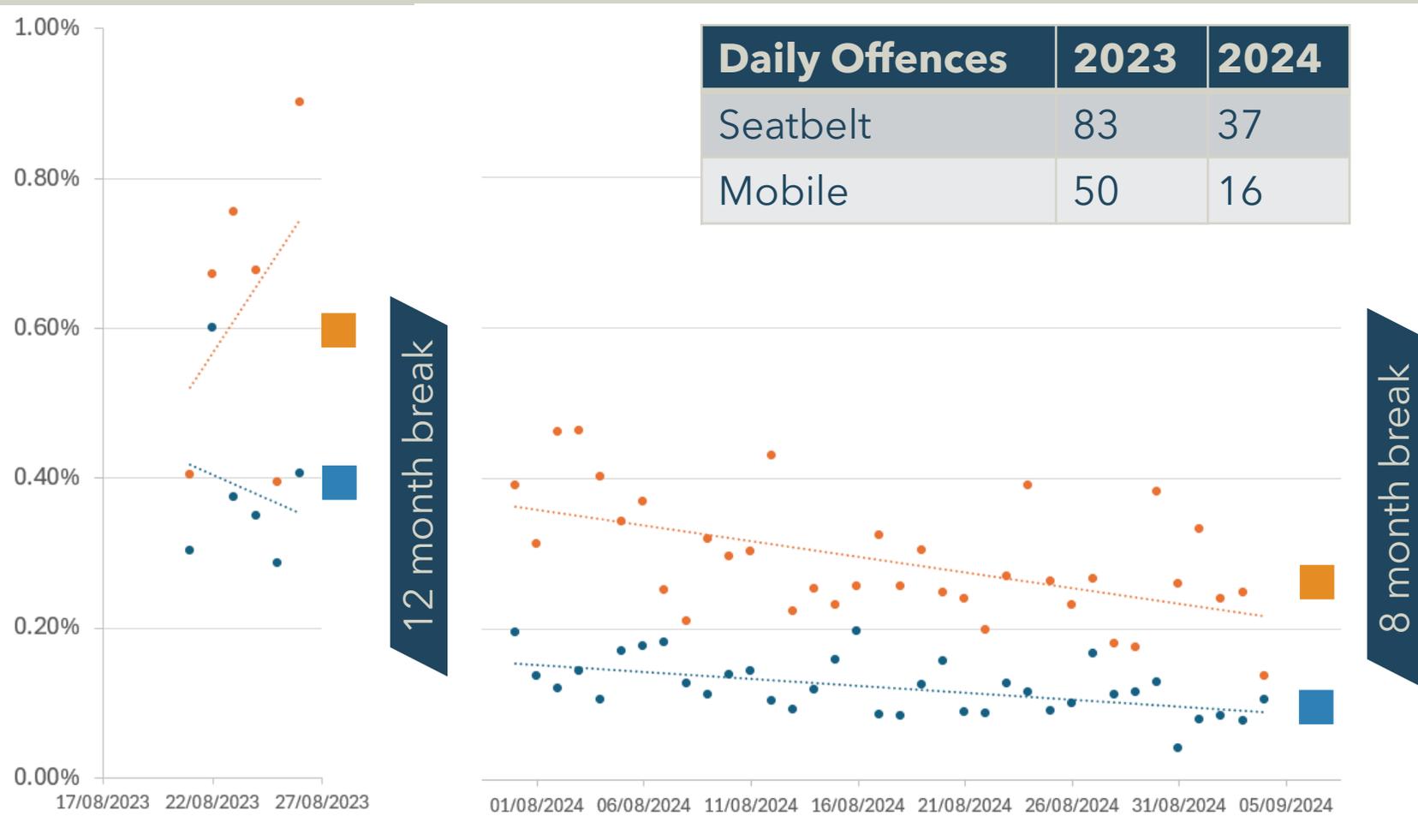
Daily Offences	2023
Seatbelt	83
Mobile	50

Seatbelts
Mobile phones

Average daily detection rate for ■ mobile phone and ■ seatbelt.

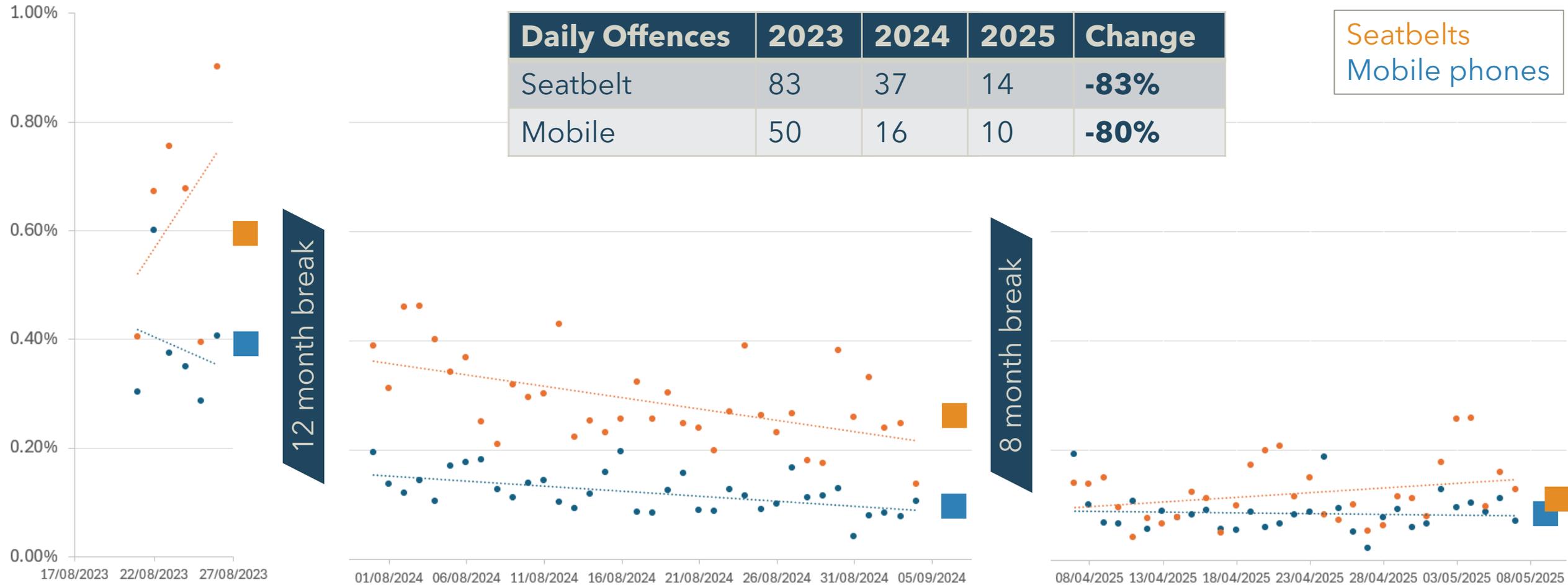
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Seatbelts
Mobile phones



Average daily detection rate for ■ mobile phone and ■ seatbelt.

D&C – A38 Landrake, 2023 - 2025



Average daily detection rate for ■ mobile phone and ■ seatbelt.

Violation Examples – Devon & Cornwall

Camera Code: 0048 Direction: Towards Operator: 1007
Location:
Incident Number: 26994 Lane: 1 Offence: Seat Belt Vehicle Speed: 34 mph
Date: Time: 18:28:46.605

Camera Code: 0048 Direction: Towards Operator: 1007
Location:
Incident Number: 26994 Lane: 1 Offence: Seat Belt Vehicle Speed: 34 mph
Date: Time: 18:28:46.953



Camera Code: A0152 Direction: Towards Operator: 622

Location:

Incident Number: 115100429 Lane: 1 Offence: Mobile Phone Use Vehicle Speed: 30 mph

Date: Time: 12:29:46.793





Media Engagement

- UK and international - huge level of interest



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Beware the eye in the sky! AI traffic cop catches thousands of drivers texting behind the wheel

• READ MORE: [How AI cops are already patrolling Britain's streets](#)

By XANTHA LEATHAM, EXECUTIVE SCIENCE EDITOR
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Whether it's sending a quick text or casting an eye over your emails, those tempted to look at their phone while driving are finally being caught out.



© Acusensus/ Devon & Cornwall Police
Here, a driver can be seen holding their phone with two hands while their passenger grips the steering wheel

“... a fresh victory for the Daily Mail's End The Mobile Madness campaign, which has led calls for better detection and tougher penalties.”

Looking Forwards...

- Long term operational scheme
 - The solution changes driver behaviours - **it delivers**
 - Violation records are suitable for prosecution
 - **Costs recovery works** - 'What's Driving Us' & 'Your Belt Your Life'
 - Has led to upgraded, higher performance solution
- Benefits
 - Works 24/7
 - Doesn't require roadside staff
 - Uses technology, sensibly
 - Far less labour intensive than alternatives
- The future?
 - Helps Road Safety Strategy - new ideas needed
 - Further 12 month programme agreed
 - Further opportunities - e.g. impairment



Thank you!

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