



acusensus



'HEADS UP' CASE STUDY MERSEYSIDE POLICE

"This is an excellent demonstration for how technology can be used to detect offences. Through education and enforcement, this will help to reduce the number of people killed or seriously injured on our roads."

Sgt Garreth Berry, Roads Policing Planning, Merseyside Police



1 week operation, November 2023



57

using a mobile phone



301

not wearing seatbelt

"We may not be everywhere, but we could be anywhere."

CUSTOMER

Merseyside Police are part of the Merseyside Road Safety Partnership, a collaboration of five local councils and Merseyside Fire & Rescue Service. merseysideroadsafety.org/

PROBLEM

Merseyside Police are delivering a Vision Zero strategy, with the intention to eliminate all traffic fatalities by 2040. Vision Zero is supported by 5 'safe system' pillars. One of these pillars is 'safe behaviour,' which looks to tackle high risk driver behaviours, such as driving whilst distracted; an offence that contributes to many collisions and casualties across Merseyside.

SOLUTION

'Heads Up' technology was mounted within a van, which was operated by AECOM as a one-week trial over the whole Merseyside area. Data was captured in each of the five boroughs, giving a clear understanding for these driver behaviours across the region.



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AWARD WINNING

'Heads-Up' was the world's first operational solution to detect distracted driving, with schemes now operational across Australia, along with a number of pilot projects across the globe. The technology was recognised with a Prince Michael International Roads Safety Award in 2023.

Advanced cameras and illuminators capture crisp, clear images through a vehicle's windscreen, 24/7. AI software then acts as powerful pre-filter, automatically flagging up likely violations for human review, allowing thousands of images to be evaluated in real time, without the risk of boredom or inconsistency that would come from a human viewer.

The specific geometry and components used by the system are optimised to produce evidential records, suitable for prosecution purposes, showing mobile phone use and not wearing a seat belt. Violation records include a GPS time and location stamp, supporting potential prosecutions.



*Recognising achievement and innovations
which will improve road safety*



BACKGROUND

Acusensus was created in 2018 with a simple focus - to deliver a new technology solution that would address the growing toll of distracted driving. The business vision was to research, develop, commercialise and ultimately deliver the 'Heads-Up' system - an AI based camera solution to automatically flag up instances of distracted driving for subsequent human review.

