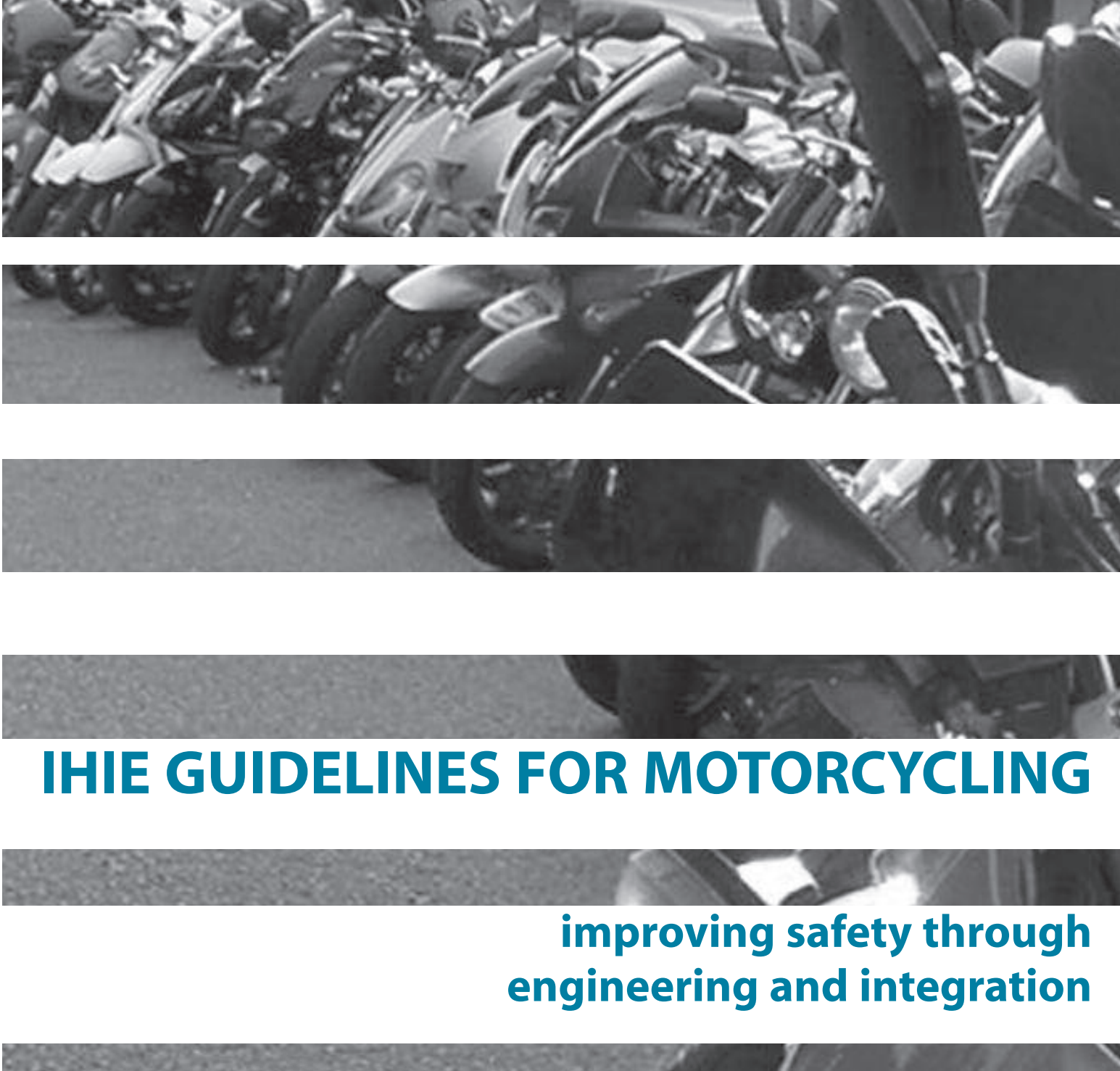




1965 - 2005

I H I E

**INSTITUTE OF HIGHWAY
INCORPORATED ENGINEERS**



IHIE GUIDELINES FOR MOTORCYCLING

**improving safety through
engineering and integration**

version 1.1

7.1 Key Points

7.1.1 A well designed, targeted and researched road safety campaign comprising the appropriate elements of education awareness, training and publicity and that deals with both attitudinal and behavioural factors leading to accident involvement is a vital tool for dealing with motorcycle road safety problems. Important points to remember include:

- ▼ Where a road safety campaign is designed in support of engineering measures the budget should be built in to the scheme costs.
- ▼ Liaison with neighbouring authorities will bring cost and resource benefits when a problem is shared across boundaries.
- ▼ A regional campaign brings benefits of scale and is recommended when there is a generic problem in the region, allowing remedial measures to be offered in the home area of high-risk riders.
- ▼ Every opportunity should be taken in any educational or promotional campaign to include vulnerable road users.
- ▼ Sponsorship opportunities exist, especially from those associated with retail or leisure services, and provide excellent opportunities to present initiatives to riders at their own gathering places.
- ▼ Expertise and experience in mounting effective campaigns is available. Check with the LARSOA and regional road safety groups prior to designing and implementing an in-house campaign.

7.2 Context

7.2.1 Road safety campaigns are a vital ingredient in the mix of initiatives needed to improve the safety record of motorcyclists. Rider attitudes play a major role in determining rider behaviour, irrespective of age or trip purpose. Measures designed to modify behaviour must address these attitudes and take account of the individuality often expressed in choosing a motorcycle as the travel mode. Riders respond better to messages that relate to their own perspective and are likely to ignore “must do” or “must not do” approaches.

7.3 Education

7.3.1

- ▼ Education through publicity is a well tried means of affecting attitude and behaviour but, for it to be effective, it must be:
 - ▼ Research and data led. Analyse the physical and psychological factors leading to accidents and devise valid countermeasures.
 - ▼ Carefully targeted at its audience. Rider consultation and negotiation will help to ensure that content is appropriate. The target audience may include other road users.
 - ▼ Welcomed by that audience. It must be meaningful to its recipients and contain specific advice or benefits - general exhortations to ride safely are meaningless as most riders think that they are already riding well.
 - ▼ Evaluated to gauge its effectiveness.

7.4 The Role of Training

7.4.1 Appropriately designed training, addressing attitudinal as well as skills deficiencies and aimed at addressing the particular risks faced by different users is a beneficial supplement to publicity campaigns. Avoid prescriptive skills training formats; use the results of accident analysis and the existing performance shortfalls of the individual to guide the content of the training to be delivered. This can mean tailored assessments of rider ability.

7.5 Co-operative Working

Internally

7.5.1 Road safety education campaigns are most effective when combined with their engineering and enforcement counterparts. The project engineer responsible for road layout changes should keep their Road Safety Officer (RSO) colleagues informed - preferably involving an appropriately trained and skilled RSO at the design and road safety audit stages. Police and RSO liaison and co-operation is also desirable and productive. A publicity campaign can explain engineering changes to a road layout and the reasons for the changes, and can be backed up by enforcement when necessary. It is recommended that education and publicity budgets should be included in scheme costs.

Across borders

7.5.2 If there is a specific problem within the borders of the authority yet not peculiar to any one site or group of sites, then a local campaign, carefully targeted to address the root cause of the problem, is worth serious consideration. It may be that liaison with neighbouring authorities and police forces will show that there is a shared problem which no individual body can overcome in isolation. If this is the case co-operation with the neighbouring authorities is cost effective and allows publicity at the home location of riders as well as at the risk location. Riders often travel some distance from their homes to favoured riding areas but are most likely to be reached by campaign elements if they are offered conveniently close to their homes.

Across a region

7.5.3 At a regional level, it is recommended that specific groups most at risk be targeted, for example sports bike riders or urban commuters. Again, this requires an analysis of the factors that lead to accidents and the creation of measures to address them. A combination of educational and psychological approaches designed to effect attitude and behavioural change, and provision of appropriate needs-based training, is probably the best way forward, together with a consistent and supportive enforcement approach.

Nationally

7.5.4 On a national level, central and local government have forged excellent links with the motorcycle manufacturers' and retailers'

associations and the main rider and training groups to share knowledge and coordinate activities, for example linking with the Motorcycle Industry Association (MCI) DVD titled *A Street, A Track, An Open Road*. This takes an “edutainment” approach to rider safety and is being issued with all new machine purchases. The Local Authority Road Safety Officers Association (LARSOA) is the main ‘clearing house’ for local authority educational and publicity measures and it is recommended that the appropriate LARSOA adviser be consulted before initiating any new measures. Obviously, collaboration between all interested parties is essential to attain cohesive and effective approaches, while avoiding duplication. The LARSOA web site includes examples of previous schemes. (www.larsoa.org.uk)

7.6 Determining the Target Audience and the Message

7.6.1 There is no single target or message for an effective and overarching campaign. Riders choose their mode of transport depending on their individual needs and the culture groups to which they belong or aspire to. This means that the message to be propagated differs considerably depending on the target audience. Generic exhortations such as “ride safely” fall onto deaf ears, as they are not identified by the intended audience as applying to them. The Government’s “Think” strap-line and campaign provides an excellent opportunity to tie any local campaign into a nationally recognised approach.

7.6.2 The different groups that may need to be targeted, depending on the local situation, could include:

- ∇ Teenage moped and scooter riders. The attitudes and behaviours exhibited by this group, often created by peer pressure or fashion trends, demand a different approach than for other riders.
- ∇ Urban riders are often exposed to similar risks in their riding environment with many accidents occurring at junctions, often in circumstances where they had priority. A common approach may help these riders:
 - u Scooter riders - urban commuting.
 - u Commuters - longer distance.
 - u At-work riders - for example, fast-food delivery and couriers.
- ∇ Leisure riders are mostly at higher risk on rural roads so, again, a common approach is desirable. This category includes riders of:
 - u Sports bikes - experience has shown that it is extremely difficult to attract the attention of these riders.
 - u Tourers.
 - u Custom bikes and cruisers.

7.6.3 The various groups of riders choose their own level of risk, consciously or unconsciously. If there is a particular problem within a defined locality or area then in-depth analysis of police accident reports allows the identification of the specific accident involvement factors for the different rider groups. This will allow the

creation of appropriate interventions, involving publicity, training or education, or a combination of all three, together with engineering and/or enforcement. Further investigation by someone skilled in riding may be valuable in supplementing the raw data available from police accident reports. This is a relatively straightforward task at a local level but will need greater effort to achieve on a regional or national basis.

7.7 Campaign Examples

7.7.1 The type of accident in which riders are involved varies from urban to rural situations, by journey purpose and by style of riding. Leisure riders, especially sports bike riders, travel considerable distances to attractive areas. This makes co-operation between neighbouring local authorities and police forces extremely beneficial. In a similar way, longer distance commuters may travel through several authority areas. Analysis of police data or local surveys can provide useful information on home addresses, allowing the campaign elements to be delivered to the target group. Good examples of campaigns and initiatives include:

- v BikeSafe is an initiative run by police forces around the UK who work with the motorcycling community by holding assessment rides and rider skills workshops, including theory sessions led by experienced motorcycle patrol officers. Recommendations to take further training are often the outcomes of the assessment rides. The value of the scheme is acknowledged by many motor insurance companies, who offer a discount on premiums to riders who have completed the programme. The Association of Chief Police Officers (ACPO) has approved a national syllabus for guidance to forces on the content, structure and management of BikeSafe activities. BikeSafe has a ten-point approach to reducing motorcycle casualties
 - u A multi-agency approach.
 - u Motorcyclist involvement including “observed rides”
 - u Industry involvement.
 - u Dealer involvement.
 - u Raised awareness of potential dangers.
 - u Highlight importance of post-test training.
 - u Raise motorist awareness to “Think Bike”.
 - u Enforcement of speed limits.
 - u Enforcement to counter dangerous and careless riding.
 - u Education and advice on security of motorcycles and regular checks for stolen machines and parts.



Road side posters as part of Shiny Side Up Partnership.
Shiny Side Up Partnership.

- v The “Shiny Side Up” campaign brings together the East Midlands group of local authorities and Nottinghamshire Police. The campaign is designed to persuade sports bike riders, who figure predominantly in the region’s accident statistics, to look at their attitudes and behaviour. Previous attempts to persuade these riders to attend training sessions did not meet with great success. The campaign addresses the attitude and behaviour of the sports bike rider rather than promoting training. Campaign elements include an innovative video, Fatal Attraction. The video has a mix of racing insights and riding skills and includes thought-provoking messages featuring British Super Bike champion,



Shiny side up car sticker.
Shiny Side Up Partnership.



Handle it or lose it.
Handle It Or Lose It Campaign.



Daz-zle.
Handle It Or Lose It Campaign.

Gloucestershire road side poster.
Gloucestershire County Council.

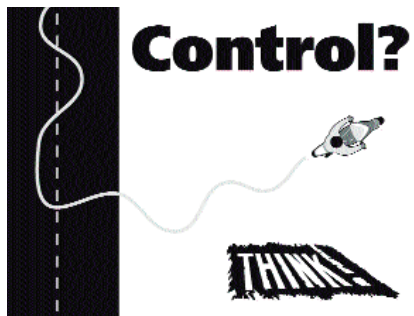
John Reynolds. Local police have enhanced their presence on the specific roads commonly attractive to riders and roadside messages are used to target both riders and motorists, backed up by a prominent presence at the nearby Donnington race track on race days. The campaign was recognised with the Prince Michael International Road Safety Award in 2003.

- ▼ Warwickshire Police’s Scootersafe campaign teams up with scooter dealers to offer new scooter buyers a free one-to-one ride-out with a member of the force’s BikeSafe team. Scootersafe has also been taken into Warwickshire County schools (Year 10 pupils).
- ▼ Leicester, Leicestershire and Rutland Safety Camera Partnership’s “Blind Faith” campaign features an eye-catching display depicting a crashed motorcycle. At large gatherings of riders this display attracts the attention of sports bike riders who are then encouraged by staff on the stand to take training.
- ▼ The North East region, led by Stockton Borough Council, has introduced Handle It Or Lose It, a campaign heavily based on consumer research that is being adopted in other areas. Funding has come from local authority budgets, safety camera partnerships and the Highways Agency. This campaign, being rolled out nationally, includes:
 - u Subtle publicity via an interactive website written by riders for riders - www.handleitorloseit.com. This website also allows riders to report highway defects.
 - u Attending major motorcycling events with an eye-catching display that includes a sports bike painted in the campaign livery.
 - u Promotional adverts in the specialist sporting press.
 - u Targeted training in the form of weekend rider development courses supported by off-duty police riders and other advanced instructors.
- ▼ Gloucestershire County Council uses a “THINK!” liveried bike to enhance awareness of safer riding among drivers and





Gloucestershire roads signs featuring the "fatal four".
Gloucestershire County Council.



riders in the county. The county's Motorcycle Safety Co-ordinator takes the message out to road users at events, group meetings and dealerships. Working with major local employers the co-ordinator assists with training of those employees who use motorcycles to travel to work - in support of employers' Travel Plans (Chapter 3). The co-ordinator also delivered a programme to engage the 15-17 year age group about moped and scooter issues, primarily via schools and colleges, but also by a concerted enforcement operation with a follow up workshop for riders who have a poor attitude to safety - theirs and other people's. A series of roadside boards on identified routes feature the "fatal four" for motorcycle riders - speed, control, corners and overtaking.

- v Devon County Council's "Bringing Bikers Out of the Blind Spot" is a programme of initiatives designed to develop and run over a three-year period. It has been guided by hard-data research and by large-scale consultation with riders in and around the county. Paper and online questionnaires were used alongside an innovative online forum that allowed riders to exchange views and ideas. As a result, three new education and training courses were developed and field tested with local riders before launch, along with:
 - u A course that is entirely psychology-based for riders who have come to the attention of the police and who might otherwise face possible court proceedings.
 - u A post-Compulsory Basic Training (CBT) course for

Bringing bikers out of the blind spot.
Devon County Council.

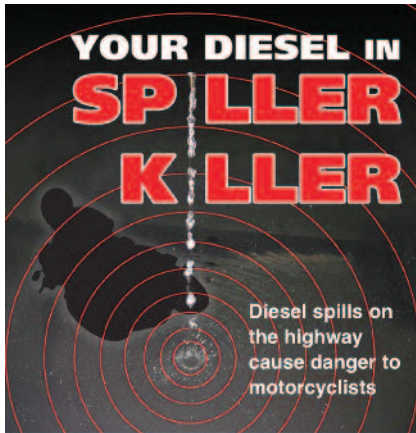


Are motorcyclists your blind spot?

Devon County Council
Road Safety Help Desk
01392 446124

www.devon.gov.uk/roadsafe





Bringing bikers out of the blind spot
 www.devon.gov.uk/roadsafe
 email: bikers@devon.gov.uk
 telephone 01392 446124

Diesel "Spiller Killer" promotion.
 Devon County Council.

those taking up the use of motorcycles under the "Wheels to Work" scheme.

- u A course for riders returning to motorcycling after a lay-off or wishing to upgrade their riding skills.
- u A campaign called "Spiller Killer" designed to reduce diesel spills and improve reporting and response times. Using high profile advertising the council has sought to prevent spills, and encourages the prompt reporting of them using the council's existing highway fault telephone number.
- u A series of information campaigns and a newsletter allowing local riders to track the progress of the ideas they and the county generated.

- v South Gloucestershire Council have sought to raise awareness about the presence and vulnerability of motorcyclists and to promote safe and responsible riding. In a bid to address the number of motorcycle accidents involving "looked but did not see", and recognising the fact that motorcyclists are not always at fault it launched a campaign to target other road users by:

- u Distributing DfT leaflets, warning drivers to watch out for motorcyclists, to local petrol filling stations.
- u A series of temporary road signs targeting drivers near motorcycle accident problem sites. Installed in sets of three, the signs warn drivers to watch out for motorcycles and to remind them that motorcyclists use the road too. The third sign shows the number of motorcycle accidents in the vicinity. According to a survey undertaken by the council shortly after the installation of the signs, more than half of those who had seen the signs agreed that they had made them more aware of motorcycles.

- v The campaign also tried to engage 15-17 year old motorcyclists, who feature significantly in accident statistics, and to target potential young riders using:

- u Advertising in local cinemas.
- u Advertising inside local buses.
- u The publication of leaflets and posters for young motorcyclists inspired by local young people.



Temporary road signs to remind car and other road users that motorcyclists use the road. South Gloucestershire Council.

- u Letters to parents of all Year 11 (15 to 16 year-old) pupils in South Gloucestershire promoting the advantages of additional training after CBT and providing contact points for further information.

7.12 Opportunities should be taken in any campaign to educate other drivers on the presence and vulnerability of motorcycles. This is especially of value in urban situations where another driver is often at fault, for example, at priority junctions when the rider is on the main road and the other driver is emerging from the side road. Similarly, any driver or rider training programme run or sponsored by a local authority should have included an element of vulnerable road user appreciation.

7.8 Resources

Sponsorship opportunities

7.8.1 For local campaigns there are various avenues for seeking sponsorship - if not in direct financial terms then in useful support for promotional activities. People involved in selling or promoting motorcycling interests, both on and off road, frequently give enthusiastic support. This is also true of the proprietors of motorcycle gathering points, including race circuits or public venues. Insurance companies are in a business area with a common interest in rider safety and may be able to support well designed campaigns. Co-ordination of this support will allow the message to be put directly to the target audience at their normal gathering points, at little or no cost to the local authority.

Resource pooling

7.8.2 If a regional approach is to be followed then the pooling of local authority human and financial resources is desirable. Various LARSOA regional groups, as well as smaller groupings of neighbouring authorities, have successfully co-operated. Again, as at a local level, partnerships with local commercial interests can be helpful. Safety camera partnerships may be able to supply financial and human resources in co-operative endeavours.

7.9 Complementing Other Road Safety Campaigns

Partnerships

7.9.1 There is a tremendous amount of interest in motorcycle safety around the country so it is important to combine resources to achieve effective and efficient campaigns. Any organisation contemplating a campaign would benefit by checking with LARSOA to see what has, or has not, worked and who else regionally or nationally may be able to offer collaboration or advice. Potential partners include: Department for Transport (DfT), Highways Agency (HA), local safety camera or casualty reduction partnerships, Association of Chief Police Officers (ACPO) via its BikeSafe scheme, Motorcycle Industry Association (MCIA), British Motorcyclists' Federation (BMF), Motorcycle Action Group (MAG),

Motorcycle Rider Training Association (MRTA), the Institute of Road Safety Officers (IRSO), regional groups of the Institute of Advanced Motorists (IAM), Royal Society for the Prevention of Accidents (RoSPA), insurance companies and, in the London area, Transport for London (TfL).

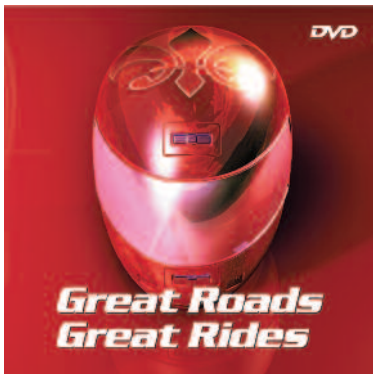
Wider outlook

7.9.2 Leisure riding is not constrained by local authority boundaries, nor is long distance commuting, and many accidents involve riders who do not live locally. Individual local authorities and other interested groups could still promote their own local themes but would gain additional benefit from being set within the context of overarching activities.

Driver/Rider improvement schemes

7.9.3 Several police forces have introduced Rider Improvement Schemes in which riders who break road traffic law are offered the opportunity to attend a training course instead of facing prosecution. The Association of National Driver Improvement Scheme Providers (ANDISP) has full details of schemes.

7.9.4.1 One of the first Driver Information programmes to be developed by the Highways Agency under its 'Customers First Strategy' was a DVD for motorcyclists, "Great Roads Great Rides". Launched at the British Super Bike race meeting at Oulton Park in July 06, it features Tommy Hill from the Virgin Mobile Race Team and backed by the THINK! road safety campaign's Academy, the Driving Standards Agency and police motorcycle instructors. The DVD has 14 chapters covering everything from group riding to reading the road; from the science behind the bike to what to do if you're first to arrive at an accident. By working with industry, the emergency services and road safety stakeholders across government, production costs were significantly reduced, enabling significant numbers of the DVD to be produced and distributed. To date over 250,000 copies have been distributed to riders at events, shows and through the Bike press. In addition BikeSafe and the Institute of Advanced Motorcyclists have both used sections of the DVD in their motorcycle training programmes. For details on where to get hold of a copy, visit www.highways.gov.uk/knowledge/11526.aspx



Great Roads Great Rides DVD Cover.
Great Roads Great Rides



Kill Spills Leaflet.
Kill Spills

7.9.5.1 Diesel spills create a hazard for all road users but especially cyclists and motorcyclists. In addition, the contamination of the highway by Diesel can cause significant damage to the fabric of the carriageway requiring that surfaces be replaced before their design life would normally be reached. A 'grass roots' campaign organised by riders 'KillSpills' has sought to raise awareness of the problem with Central and Local Government; riders and most importantly the freight transport industry. Through a series of high profile rider events, recognition of those seeking to reduce the incidence of diesel spills and publicity materials the group hope to reduce the danger of such spills to riders.

7.9.6.1 As part of its HGV safety information campaign www.heavygoodvehicle.com the Highways Agency is working in partnership with a number of organisations to distribute 180,000 anti diesel-spill stickers across industry and the public sector. The stickers are designed to be placed next to the fuel cap of commercial vehicles to raise awareness of the dangers of over-filling tanks.

7.10 Evaluation

7.10.1 Wherever possible any education, training or publicity measures should be evaluated in order to see if the desired outcomes have been achieved. As accidents are relatively rare occurrences it is likely that a combination of attitude change assessment and incident avoidance measurement will provide best feedback. Satisfaction surveys are unlikely to give valid results. Accident data analysis will provide long term information but it is difficult to isolate the effect of factors external to the delivered measures. Future evaluation in the UK may use the protocols developed by the Organisation for Economic Co-operation and Development (OECD) and used in the Motorcycle Accident In-Depth Study (MAIDS). MAIDS is a detailed review of almost a thousand motorcycle accidents across five countries in Europe (OECD 2001, ACEM 2004).



Sponsors

