

# Consultation Document for Public Meeting with MOYLE DPP and PSNI



In collaboration with



**Time: 7:00pm**

**Date: Wednesday 10th June 2009**

**Location: Glens Hotel Cushendall**

## **Joined Up Safety – Ride It Right**

8th June 2009

The aim of this document is to give background information from a motorcycling point of view to assist with an initial meeting - and hopefully further meetings - regarding the ongoing issue of motorcycle safety concerns on the A 2 Antrim Coast Road - and the continuation of the A2 through Moyle District Council area.

The initial public meeting has been scheduled to take place on the 10th June 2009 and has been called by Cllr Oliver McMullan, chairman Moyle District Policing Partnership (DPP) to engage in dialogue with local/regional motorcycle groups/organisations, council representatives of Moyle district (North Antrim Coast Road area) and the PSNI (Police Service of Northern Ireland).

An agenda has been forwarded for the meeting and includes:

- A brief outline of the roles and responsibilities of the DPP in the context of this meeting
- A discussion of the issues relevant to the topic of the meeting
- To discuss and agree actions/activities that may be undertaken, in partnership with the relevant authorities, in order to address the issues highlighted

We welcome the opportunity to participate in this meeting, to offer the riders' perspective and to engage with the relevant authorities and other members of the public to find an acceptable way forward regarding the issue of motorcycle safety concerns.

We realise that there is public concern regarding motorcycles and the concentration of riders riding on the coast road both in the "rural" and "urban" areas. These concerns may be subjective but are genuine for the local population who may suffer noise intrusion and quality of life issues.

We would make an opening statement that the majority of riders ride and treat the coast road and other vehicle users with respect.

However in our opinion there are those riders – High Risk Takers - whose attitude is to use the coast road as a weekend race track, these riders are usually in the minority but when focused on the coast road it could be seen that they become the majority.

These riders' actions are what are remembered by the public, residents and other users of the coast road.

### **Overview of the A2 Road**

The A2 is a major road in Northern Ireland, a large section of which is often called the Antrim Coast Road because it follows the scenic coastline of County Antrim.

The road begins in Newry, County Down.

Mostly a single carriageway, the road actually follows the majority of the coastline of Northern Ireland. It is connected in several places to other major roads.

The road was primarily designed to make the Glens of Antrim more accessible, but has also become one of the most beautiful scenic drives in the British Isles.

Heading north from Larne, the 25-mile stretch of the Antrim Coast Road closely follows the coast through the villages of Ballygalley, Glenarm, Carnlough, Waterfoot and Cushendall before leaving the coast, which it rejoins at Ballycastle.

It then continues along the coast to Portrush and further into County Londonderry through Coleraine and Derry to the border with the Republic of Ireland. The total mileage from Larne to Portrush is approximately 61 miles.

## Riders' View of the Road

As anyone who has ridden this road knows, it is extremely technical, and needs to be thought-out. It takes extremely good observation and positioning skills, and a lot of knowing about your own limitations, and your machines. To ride the A2 road is, I believe, probably the most technical in the U.K.

It has got everything, starting with a better than average surface. It's got sweeping bends, tight bends, straight straights, up hills, down hills. It has the most beautiful, amazing and breathtaking scenery found anywhere.

*Source: Best Biking Roads*

## The Riders

These range from the **social rider**, who prefers the company of those who are like-minded – riding together, often members of a motorcycle club; **Leisure riders**, who tend to be long-term and returning riders and own larger-capacity machines. The presence of leisure riders on roads dramatically increases during summer months.

These riders spend money on their visits. For example, in 2004 a survey of visiting riders at the seaside resort of Hunstanton in the UK revealed that bikers visiting Hunstanton spent an estimated £100,000 p.a., which is a substantial source of income to the town's business community whose income would suffer if the motorcyclists were to go elsewhere.

**Local Riders** who use their machines for commuting to work and general use. These riders may be a combination of social, leisure and local. However, our view is that the majority of riders are visiting riders, either from inside the Moyle District area (but not classed as "residents" of the coast road), or from other parts of Northern Ireland and outside Northern Ireland.

## High Risk Takers

As in any sector of society, there are those beyond help and in motorcycling there are examples of foolishness that the average rider does not comprehend or support but recognises as a serious problem. Typically sports bike riders - and what is called the 'Weekend Warrior' - are a major problem for motorcycling, not only in terms of image i.e. sports bikes emulating the sound of a race bike and attitude.

However, racing a bike on a race track, or in organized road racing events, such as the North West 200, takes a high level of skill and a very different attitude from that of these high risk takers.

There is a whole culture of road behaviour which is fuelled by magazines, advertising of specific types of motorcycles, clothes, testosterone etc. Generally, these riders do not have the survival skills required to avoid crashing, but try to copy their race track heroes on public roads: things like 'knee down' or riding the bike on the back wheel or sliding the bike, getting from point A to B as quickly as possible, seeing all others on the road as a hindrance whilst ignoring speed limits and road warnings - these are the sort of actions that risk takers tend to enjoy - all those things that create an image of risk.

There is perhaps another aspect to be considered in terms of risk - and that is aggression – which is not only found amongst motorcyclists – however accidents and injuries caused by this human factor can be compounded when riding a motorcycle due to the vulnerability of this type of vehicle.

The only **possible** solution to this type of behaviour is law enforcement, education and re-training, or perhaps the realisation at some point in time, that this rider's own mortality is fragile.

## **It is not “The Motorcycle”**

The power of motorcycles is not the issue, nor the reason for casualties and accidents, the results of the 1997 study completed by the TNO, carried out on behalf of the European Commission are still binding.

The study identified that, *“there is no scientific evidence that engine size is a major factor in motorcycle accidents; engine size does not emerge as a separate risk factor”*.

Motorcycles have a number of safety characteristics such as brakes to support the rider, but ultimately the motorcycle is not the problem, but “the setting, competence and decisions of the riders are”.

## **Safety Awareness**

Most riders are fully aware of the fact that they are vulnerable road users and that motorcycling requires specific skills and a positive, focussed frame of mind and in the United Kingdom, the motorcycling community has managed to substantially reduce the accident involvement rate over the last 20 years.

The fact that riders in Northern Ireland have purchased protective equipment worth hundreds of thousands of pounds indicates that motorcyclists are safety conscious.

The motorcycling community also organises voluntary post-licence training courses/assessments such as BikeSafe and first aid courses, riders frequently participate in these courses at their own expense.

## **Enforcement**

We have mentioned enforcement, which is a matter for the PSNI. However if enforcement is heightened as part of a “solution” for the issue, there already exists a police strategy that has guidelines for engagement with riders.

The Association of Chief Police Officer of England, Wales & Northern Ireland Motorcycle Enforcement Strategy For England, Wales & Northern Ireland  
<http://www.writetoride.co.uk/acpomotorcycleenforcementstrategy2006.pdf>

The strategy suggests a co-ordinated approach to education, enforcement, engineering and engagement of motorcyclists.

To: “focus enforcement activities on key motorcycle collision causation factors and introduce a nationally agreed approach to enforcement, with the aim of reducing killed and serious injured casualties in this most vulnerable road user group.”

“It is recognised that some communities suffer noise intrusion and quality of life issues which need to be acknowledged and which are addressed as part of this strategy.”

“Enforcement should be proportionate to the risks to individuals, property and the degree of seriousness of the offence.”

“Securing compliance through education, encouragement and advice with a clear statement of intent, to deal appropriately with serious and/or persistent offenders.”

“A high visible presence and instant intervention is more effective than covert monitoring or remote camera detection and justice by post.”

Whilst generally supporting the PSNI, especially its engagement with riders through the Bikesafe initiative and recognising the PSNI have a “job” to do, we believe that enforcement must be seen to be relevant and should not lead to mistrust and animosity amongst motorcyclists towards the police.

The valued asset of Police officer discretion must not be forgotten in the right circumstances for certain offences. A stern warning and advice can be far more effective than a “ticket” issued for a non-endorsable offence. Especially if the riders know they have behaved inappropriately, an officer can use his discretion to

assess the “attitude” of a rider and move accordingly from warning and advice to prosecution in certain circumstances.

Bikesafe is run by Police Forces across the United Kingdom and the Garda in Southern Ireland, aimed at reducing the number of motorcycle related casualties.

Bikesafe has built up a reputation of trust and respect amongst motorcyclists due to the professional assessment of skills and attitude to road safety and to the police.

Bikesafe is an example of best practice and is a commendable method of skills assessment so that riders understand and embrace the laws of the land.

Enforcement and engagement must be considered for the reduction of motorcycle casualties and for the achievement of a “safer” road environment.

<http://www.bikesafe.co.uk/Bikesafe/Bikesafe2000/NorthernIreland/northernireland.html>

### **The Statistics – It’s Not An Excuse**

Statistics can provide useful information to identify where and when there are problems with motorcycle collisions and injuries.

We understand that the PSNI will be able to provide detailed statistics regarding collisions but in general terms the A2 over the last three years there has been 1 fatality, seven collisions and eleven injuries to motorcyclists.

On the face of it, not remarkable figures from a statistical point of view, given the popularity of the road, however there has been a number of fatalities on “feeder roads” and as we have already mentioned, there are other issues.

The number of motorcycles on Northern Ireland roads has increased from 9,000 to over 31,000 in the last twelve years.

According to a study by BikeSafe Northern Ireland, in which motorcyclists were asked:

“How many collisions they had had while riding a motorcycle in the last three years”:

- Nineteen of the 58 respondents that reported having a collision during that time period, indicated that this collision was as a result of their bike being hit by another vehicle when both were moving.
- Thirteen respondents reported having come off their bike while they were in motion, while 12 lost control of their vehicle due to a deposit on the road (e.g. oil, mud etc.).
- Nineteen of the 58 respondents reported that the collision they were involved in led to them or someone else sustaining a serious injury (i.e. a fracture or worse).

We have reproduced and analysed statistics in Annex1 which mainly concentrate on overall figures for the whole of Northern Ireland.

All accident causation studies on motorcycles (Hurt 1981, MAIDS 2004, OTS 2008) have concluded that the majority of accidents to motorcyclists are caused by other vehicle drivers either at junctions or other manoeuvres such as turning across the path of a motorcycle. However this fact does not take into consideration the individual collision, the speed, positioning of vehicle, the road layout, the road surface or other factors.

An in-depth analysis of collisions, fatal and seriously injured, could glean extra information and assist with causation.

At the present time we are conducting a rider Near Miss survey, which is looking at the type of collision that riders have experienced or rather have nearly experienced

Our suggestion would be to determine whether there has been any analysis of the coast road casualties and accidents and if not, to conduct a survey of the traffic using the coast road with special focus on motorcycle use.

More important would be to look at the actual accident stats for the coast road to see what/if there is an issue over the past few years for example hot spots, road infrastructure weaknesses etc, other than high profile reports in the media.

### **Motorcycle Safety Looking for Solutions**

The main purpose of the scheduled meeting is to discuss and agree actions/activities that may be undertaken, in partnership with the relevant authorities, to address the issues highlighted regarding concerns of motorcycle safety.

The roles and responsibilities of councils in Northern Ireland is structured differently and the Moyle DPP will be setting out its own roles and responsibility.

There are various councils across the UK that have taken the step to address motorcycle safety concerns, these councils have roles and responsibilities that enables them to use their own funding or apply for funding.

We have reproduced two examples below of what we consider “best examples”, there are many more motorcycle safety initiatives but all have a common theme and that is the involvement of the riders themselves.

Any solution in Northern Ireland must involve riders, not just at initial meetings, not at the end of the decision making process from agencies but throughout the whole process.

Any solution must not stand alone, it should engage, the motorcycle community (naturally), the general public, other agencies and government, the motorcycle and general press, including radio and television. It should be publicised not just with the press but by other agencies through their own publicly including their websites and also motorcycle related websites.

It should be ongoing, not just for a short period of time, it can be serious, it can have a certain element of humour but it must not use shock tactics of images or examples of riders lives after serious injuries which try to delve in a physiological manner into a guilt factor of the riders mind, these do not work in the long term.

It must engage physically with riders, Bikesafe being a good example, presence where riders are meeting and or as been suggested around the motorcycle event at the North West 200 Road Races, where over 150,000 people are in attendance.

The success of any road safety action programme is dependent on ‘Shared Responsibility’. Small contributions in many different areas can offer significant reductions in motorcycle crashes, injuries and deaths.

The Department for Transport (GB) compiled a motorcycle strategy with the objective of finding the most appropriate solutions to improve motorcycle safety. This example demonstrates that the best way forward is to involve all motorcycle stakeholders including the industry, the consumer, transport authorities and local road safety experts.

We understand that the DOE Road Safety Branch is currently initiating a new road safety strategy in Northern Ireland.

Motorcycle safety has been identified as one of the key issues in the problem profile and they will be seeking measures to address this.

A global workshop on motorcycle safety in Norway in 2008 encourages policy dialogue in order “to enable communication and build mutual confidence, meetings between motorcycle stakeholders and policy makers\road authorities (e.g. forums, councils,) should be established, in order to exchange views, discuss needs and secure the necessary financing\resources for safety counter measures”.

We hope that this first meeting is the start of this policy dialogue.

## Considering Examples of Best Practice

### 1) Staffordshire County Council

**Area** = 262333 Hectares  
**Population** = 825,800

### Northern Ireland

**Area** 1.3M Hectares  
**Population** approx 1.8M

In Staffordshire throughout 2007, 16 bikers died, 66 were seriously injured, and 294 suffered minor injuries in accidents.

The council through the initiative of the councils Road Safety Officer (RSO) received a grant of nearly £1m for safety initiatives aimed at riders. The bulk of this money (£700K) is being used to address road construction deficiencies. This follows a complete survey of the county's roads by the author of the guide the Highway Engineers are supposed to use when designing roads with motorcyclists in mind.

The council has pledged a further £1.5m for the campaign over the next two years.

The balance of the grant is being used to support quite a few other initiatives. In fact the RSO has been so successful in reducing casualties he has been invited by the five surrounding counties to extend his schemes to them.

He has a number of integrated approaches to address all levels of bikers.

#### **In Brief:**

He uses a three year rolling statistical model to identify those roads with the highest accident rate.

Yellow route signs installed with slogans 'Bikers Beware' aimed at motorcyclists and 'Beware Bikers' aimed at car drivers. 'Look Twice, Think Bike' signs have also been put in place at junctions to remind motorists to watch out for bikers.

All the pubs along the route have beer mats with these slogans, one on each side, and his 'Think Bike' stand is taken to popular bike meets throughout the county to distribute leaflets and talk to bikers. Those who come along for a chat are given a voucher for a burger/bacon bap.

Not really earth shattering stuff until you look at the results.

Year one on the chosen routes – KSI's down by 35%

Year two – KSI's down by a further 5%

Year three – New worst route chosen KSI's down by 50%

These results are highly encouraging.

The programme goes further however:

The council provide subsidised IAM training.

New riders who pass their CBT are invited to a two hour 'Extra' seminar to show them the dangers on the road. Those who attend are given a free four session with an IAM instructor. I think it is on a one to two basis.

Those attending can attract an additional reduction in insurance from Carole Nash and Bennets.

Large posters encouraging motorists to 'Think Bike' are being displayed on the back of the counties fleet of yellow school buses.

The county council has also organised a number of subsidised rider development days, in recognition of the increasing popularity of sports bike riding. The courses are designed to hone rider observational skills and improve defensive riding techniques.

He visits all the hauliers in the area and with their permission puts 'Diesel Spillage' stickers on all commercial vehicle tanks.

He has a hot line for people to phone in about diesel spills and there are rewards for doing so.

Staffordshire is a shire county and as such has a large farming population. He works with the road cleaning services to identify farmers who have left muck or produce on the roads and they are advised to clean it immediately or face charges from the council for cleaning.

He attends motorsport and biking events with his 'Think Bike' stand, the one which was at the International motorcycle show at the NEC Birmingham last year.

Incidentally this was the stand the police used to put pictures of crashed bikes on.

## **2) Devon County Council – Bringing Bikers Out Of the Blind Spot**

A full report is reproduced in Annex 2 <http://www.writetoride.co.uk/motorcyclesafety-ourcasestudy.pdf>

Launched in July 2003

Aim of the campaign: "To encourage the safe sensible use of motorcycles"

In 2002, motorcyclists made up around 25% of all road fatalities in the County despite only making up 2% of traffic

100 motorcyclists were either killed or seriously injured

### **Partnership approach**

Devon & Cornwall Police

Local bike groups

Dealers / trainers

National groups MAG, BMF etc. This author (TB) was involved in the initial stages of the campaign.

Individual riders

Data led campaign based on 3 stages

### **Research & consult - Target & deliver - Audit & review**

Report allowing Devon County Council to understand better the causation factors for motorcycle collisions in the area

Analysis of crash locations:

- Urban roads: conflict between bikes and other vehicles
- Rural roads: single vehicle collisions where the rider has lost control and left the carriageway

Example of results from the Research & Consult process

- Better training options for all rider types
- KSI problem for riders in 30 – 45 year age group
- Concerns over road surface, particularly diesel spillage and manhole covers
- Needs for bike sensitive road designs
- Bike awareness education for car drivers
- Specific crash problems in rural and urban areas
- Use of bus lanes for motorcyclists
- Create a better image for motorcyclists

### **Urban route strategy**

Two main problems highlighted as causation factors:

- Vehicles turning right into the path of bikers
- Vehicles emerging from junctions

Signs to be located in areas where bikers have previously experienced problems

Ongoing consultation phase allowing riders to suggest roads which they want signing

### **Rural route strategy**

Leisure riding attracts large numbers of riders to the region and some routes are promoted as a challenging run

33 riders killed or injured on the A377 in the last 5 years - Mixed bag of collision types, rider profiles and times of day and year

- Strategy aimed at all road users, not just bikers
- Signs located at collision site clusters
- Intervention for violating riders - Rider Risk Reduction course
- Improving road conditions for motorcyclists

### **Summary of outputs and outcomes**

30% drop in biker KSIs between 2002 to 2004

Further information [http://www.devon.gov.uk/biker\\_safety](http://www.devon.gov.uk/biker_safety)

Publicity links at [http://www.devon.gov.uk/index/transportroads/roads/road\\_safety/biker\\_safety/the\\_message.htm](http://www.devon.gov.uk/index/transportroads/roads/road_safety/biker_safety/the_message.htm)

## **Latest Campaign In Northern Ireland**

Launched in April during the launch at the North West 200 by the Environment Minister Sammy Wilson, the new DOE road safety campaign focuses on biker vulnerability.

With half of all motorcyclist deaths and serious injuries caused by other drivers, Mr Wilson told the launch: "This new campaign is designed to persuade drivers, who are responsible for 51% of motorcyclist casualties, to give greater consideration to the safety of motorcyclists.

"The aim of the new advert is to reduce the deaths and serious injuries of motorcyclists who are over-represented as casualties. Although motorcycles represent 3.1% of all licensed vehicles in Northern Ireland, motorcyclists account for 14% of all road deaths."

The advert targets motorists of all ages to make them aware of how the most common of driver errors could result in motorcyclist deaths and serious injuries. The list of errors includes, emerging from a minor road or entrance without care, turning right without care or U-turning without care.

The Minister explained: "Evidence shows drivers perceive motorcyclists as the phantoms of the road, they see the machine, not the person. The motorcyclist can become dehumanised and faceless and there is a tendency for drivers to blame motorcyclists even when they are not at fault.

"This new thought-provoking campaign challenges drivers to think in a new way about motorcyclists – to look at the person beneath the helmet and separate the motorcyclist from the machine.

"Many drivers choose not to recognise the vulnerability of the motorcyclist. Instead they choose to drive on auto-pilot, often failing to scan the road, over-optimistic about dangers and preoccupied with their daily routines.

"The single most powerful thing we can say to prevent biker casualties is: Drivers - take another look at motorcyclists.

"We need to remind motorists that every motorcyclist is a human being – a father, a brother, a son, an uncle, a sister, a mother, a partner."

The "Underneath" television advert will run from 14 May to 14 June 2009.

The DOE "Thinking Ahead" radio advert, which addresses biker fault, will also coincide with the North West 200, running from 14– 17 May.

However there appears to be no supporting campaign publication to support this campaign.

The NW200 website and realising its about racing, there is information for visitors attending the event but nothing on road safety around the event and just a mention about Bikesafe in the Race Week Festival link.

We are waiting for the DOE press office to return our enquiry so that we can publicise the campaigns through our own contacts.

To date there is no mention, apart from a press release on the DOE website, on any of the road safety website of the agencies concerned or Road Safety Council of Northern Ireland, other campaigns are featured.

<http://www.roadsafetyni.gov.uk> <http://www.roadsafetycouncil.com>

We are not aware of any consultation with riders.

Although the campaign seems to have hit the right spot in its analysis of issues, it is a stand-alone road safety campaign that may wilt and fail to have any long lasting positive effect for motorcycle safety.

## Summary

- A publicity campaign for the coast road.
- Targeted campaign.
- Motorcycle signs entering villages to slow down be careful etc.
- Leaflets produced for riders at meeting places on the coast road.
- Equally it is important that any strategy is directed not only at motorcyclists.

- Campaign at the start of the biking season for the coast road and especially with the run up to the NW 200.
- Continue with something for this year.
- The collision statistics on the road and feeder roads.
- The usage of the road survey attitude to use.
- The perceived problem speeding recklessness individuals and groups of riders.
- Other drivers.
- Communication to local riders - Visitors – Northern Ireland – Outside.
- Tourism.
- North West 200.
- Other DPP Councils – Assembly – Other Agencies.
- Continued engagement in dialogue with local/regional motorcycle groups/organisations.
- Investigate possibility that grant aid would be available.
- Higher involvement of PSNI Bikesafe
- Advertisements in the press.
- EU project funding for innovative solutions to safety casualties

Join it all up so that it is continuous. Work should not to be left to agencies but must encompass the whole community, experts and tap into knowledge on the ground. So not stand alone but joined up.

Trevor Baird  
 Elaine Hardy  
 Write To Ride – Right To Ride

Additional Information  
 Alastair Gilmore Quay Vipers MCC

**Road Traffic Collision Daily Fatal Report - Calendar Year Source: PSNI Central Statistics Unit  
05-Jun-09 at 9am**

Year / Dcu	Ballymena	Ballymoney	Coleraine	Larne	Moyle	H DISTRICT
2007	2	0	5	0	1	8
2008	2	2	0	0	1	5
2009	1	1	8	3	2	15

N.B. 2008 and 2009 Statistics are provisional and may be subject to minor amendments

**PSNI Annual Statistical Report Report No. 6  
INJURY ROAD TRAFFIC COLLISIONS & CASUALTIES 1ST APRIL 2008 – 31ST MARCH 2009<sup>1</sup>**

The most common causes of injury road traffic collisions in 2008/09 were 'inattention or attention diverted' (941 collisions), 'emerging from a minor road/driveway without care' (645 collisions) and 'driving too close' (613 collisions).

The most common causes of fatal and serious injury road traffic collisions in 2008/09 were 'excessive speed having regard to conditions' (134 collisions), 'alcohol or drugs (all road users)' (134 collisions) and 'inattention or attention diverted' (88 collisions).

**Motorcyclist Collisions and Casualties in Northern Ireland 1st January 2000- 31st December 2004**

There has been a marked increase in the number of motorcycles, scooters and mopeds licensed in Northern Ireland in the last decade, from 8,775 in 1994 to 26,818 in 2003. Not only are there more motorcycles on the roads, but there has also been a growth in motorcycles with an engine capacity of 500cc or more.

The increase in motorcycle traffic is in turn reflected in an increase in the number of motorcyclist casualties in injury road traffic collisions. The focus of this report is on fatally and seriously injured casualties. Motorcyclist KSIs are predominantly male (96.1%) and predominantly young people aged 17-24. This age group accounts for just over a third (33.6%) of KSI casualties, while those aged 25-34 account for a further 29.5% and those aged 35-44 for 20.0% of KSI casualties.

It has been suggested by a representative from a leading insurance company that motorcycling is growing in popularity among females. It will be important to monitor the extent to which this is reflected in casualty statistics over the coming years so that advertising campaigns and road safety policies can be tailored accordingly.

Just over half of all fatally and seriously injured motorcyclist casualties are responsible for the collision. In these cases the most common causes of the collisions are excessive speed for the conditions, overtaking on off-side without care and inattention. In collisions where the rider was not responsible, the main causes are emerging from a minor road without care and turning right without care. There is clearly a need to make motorcyclist aware of the dangers of speeding and carelessness while at the same time raising awareness among other road users of the need to look out for and respect motorcyclists on the roads.

Over half (51.2%) of motorcyclist KSI casualties occur from Friday through to Sunday, which suggests that these journeys relate to leisure rather than work. There is also a clear seasonal pattern with most KSI motorcyclist casualties occurring in summer/early autumn when weather and lighting are more suitable for motorcyclists than during winter.

Lisburn DCU accounted for the largest proportion of motorcyclists KSIs (81, almost 10%), followed by South Belfast (49), Ards (47), Foyle (39) and Coleraine and Newtownabbey (37) (Figure 13).

<sup>1</sup> [http://www.writetoride.co.uk/6\\_08\\_09\\_rtcpsni.pdf](http://www.writetoride.co.uk/6_08_09_rtcpsni.pdf)



**PSNI fatality data for all road users between 2004 and 2009 (April to March)**

**Table one: numbers of fatalities**

	2004/05	2005/06	2006/07	2007/08	2008/09	% +/-
Pedestrians	24	25	23	18	21	12.5
Drivers of motor vehicles	62	63	47	43	44	29
Motorcyclists	24	12	18	19	16	33.3
Passengers of motor vehicles	26	30	38	25	21	19.2
Pedal cyclists	2	4	1	2	2	0
Pillion passengers	1	0	0	2	0	100
	139	134	127	109	104	25.2

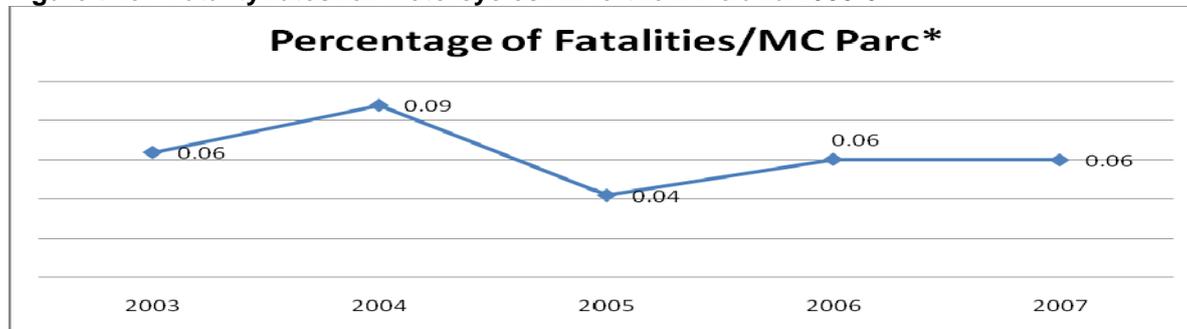
Overall there has been an overall decline of fatalities of 25.2% from 2004/05 compared to 2008/09, however in terms of reductions for different road users, motorcyclists have had the highest reduction 33.3% (except pillion passengers which had a baseline of one).

**Table Two Percentages of fatalities**

	2004/05	2005/06	2006/07	2007/08	2008/09
Pedestrians	33.4	33.5	29.2	19.6	21.8
Drivers of motor vehicles	86.2	84.4	59.7	46.9	45.8
Motorcyclists	33.4	16.1	22.9	20.7	16.6
Passengers of motor vehicles	36.1	40.2	48.3	27.3	21.8
Pedal cyclists	2.8	5.4	1.3	2.2	2.1
Pillion passengers	1.4	0.0	0.0	2.2	0.0

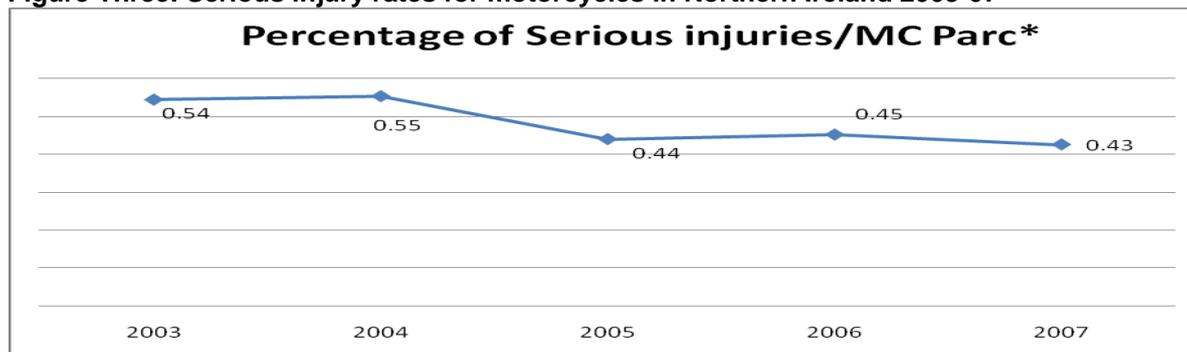
In terms of proportions of overall fatalities, vulnerable road users (pedestrians, motorcyclists and pedal cyclists) have seen a reduction of 28.9% - from 69.5% of total fatalities in 2004/05 to 40.6% in 2008/09.

**Figure two: Fatality rates for motorcycles in Northern Ireland 2003-07**



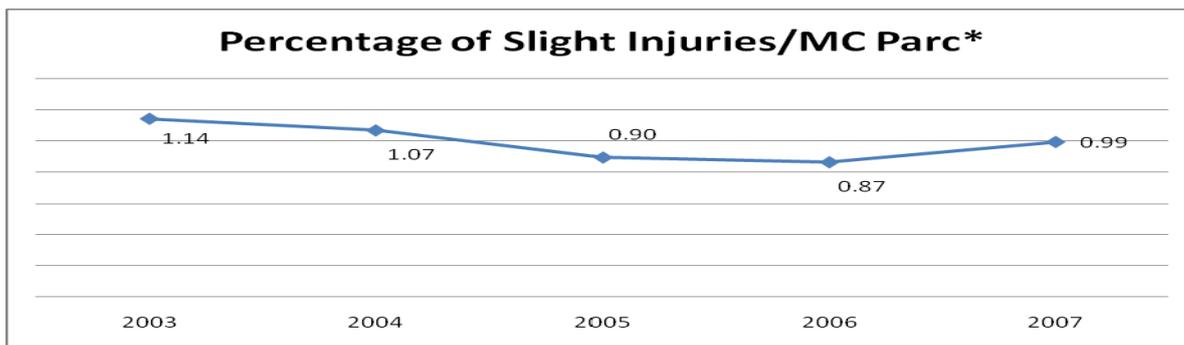
In comparison to Southern Ireland (0.16%) in 2003, the fatality rates of Northern Ireland are around two thirds less (37.5%).

**Figure Three: Serious injury rates for motorcycles in Northern Ireland 2003-07**



The rates of serious injuries show a gradual decline over the period 2003 (0.54%) to 2007 (0.43%)

Figure four: Slight injury rates for motorcycles in Northern Ireland 2003-07



While there has been an overall decline in slight injuries in terms of rates, there has been an increase between 2006 and 2007, although the trend is a decline in slight injuries.

**Table three: Northern Ireland – Motorcycles (including mopeds and scooters) licensed. Total fatalities, serious injuries and slight injuries for 2003 - 2007<sup>3</sup>**

	2003	2004	2005	2006	2007
Motorcycles	26,682	27,326	28,689	29,922	31,763
Fatalities	17	24	12	18	19
Percentage	0.06	0.09	0.04	0.06	0.06
	2003	2004	2005	2006	2007
Motorcycles	26,682	27,326	28,689	29,922	31,763
Serious injuries	145	151	126	135	135
Percentage	0.54	0.55	0.44	0.45	0.43
	2003	2004	2005	2006	2007
Motorcycles	26,682	27,326	28,689	29,922	31,763
Slight injuries	305	292	257	259	316
Percentage	1.14	1.07	0.90	0.87	0.99

N.B. Motorcycles include Motorcycles, Scooters and Mopeds

<sup>3</sup> Table 6.8: Injury Road Traffic Collision Casualties by Severity of Injury and Type of Road User 2003/04 – 2007/08 (PSNI Statistics: Annual Statistical Report Statistical Report No. 6 INJURY ROAD TRAFFIC COLLISIONS AND CASUALTIES 1ST APRIL 2007 – 31ST MARCH 2008)  
Table 1.7 Vehicles currently licensed by body type: 2003-2007 (Northern Ireland Transport Statistics 2007-08)

# Bringing Bikers Out of the Blindspot

## Case Study

**Michael Newcombe**  
Road Safety Officer





## Original problem in Devon

- In 2002, motorcyclists made up around 25% of all road fatalities in the County despite only making up 2% of traffic
- 100 motorcyclists were either killed or seriously injured





## Breakdown of rider types

- Leisure riders
  - Leisure riding attracts large amounts of riders to the region
- Commuter / work related riders
  - Social exclusion factors / rural communities
  - Poor public transport links
- Social riders
  - Similar characteristics to commuter riders





# Bringing Bikers out of the Blindspot

- Launched in July 2003



- Aim of the campaign: “To encourage the safe sensible use of motorcycles”





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## Partnership approach

- Devon & Cornwall Police
- Local bike groups
- Dealers / trainers
- National groups MAG, BMF etc.
- Individual riders





# Data led campaign based on 3 stages

- Research & consult
- Target & deliver
- Audit & review

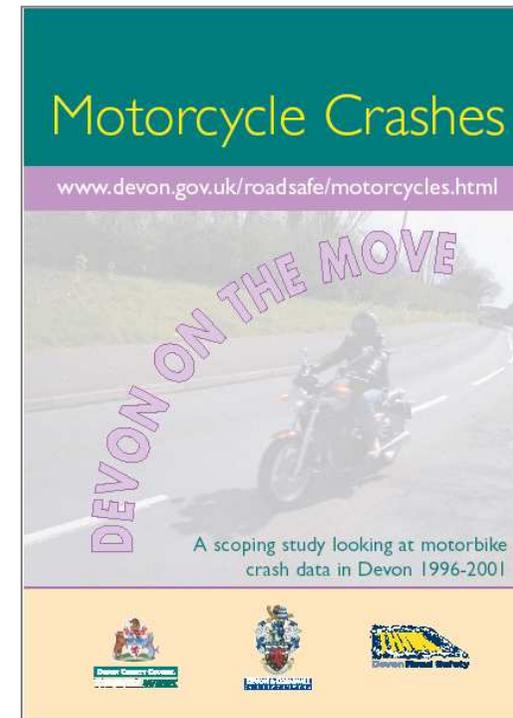


# Research & Consult



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Report allowing Devon County Council to understand better the causation factors for motorcycle collisions in the area

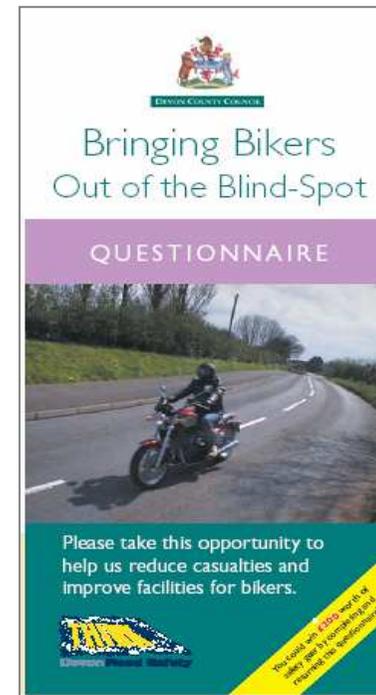


# Research & Consult

- Biker consultation form available in paper format and on-line version
- Approximately 500 forms completed



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# Research & Consult



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- On-line biker forum
  - 70,000 hits
  - 350 contributions
  - Over 60 contributors



# Research & Consult

## Analysis of crash locations:

- Urban roads: conflict between bikes and other vehicles
- Rural roads: single vehicle collisions where the rider has lost control and left the carriageway





## Example of results from the Research & Consult process

- Better training options for all rider types
- KSI problem for riders in 30 – 45 year age group
- Concerns over road surface, particularly diesel spillage and manhole covers
- Needs for bike sensitive road designs
- Bike awareness education for car drivers
- Specific crash problems in rural and urban areas
- Use of bus lanes for motorcyclists
- Create a better image for motorcyclists

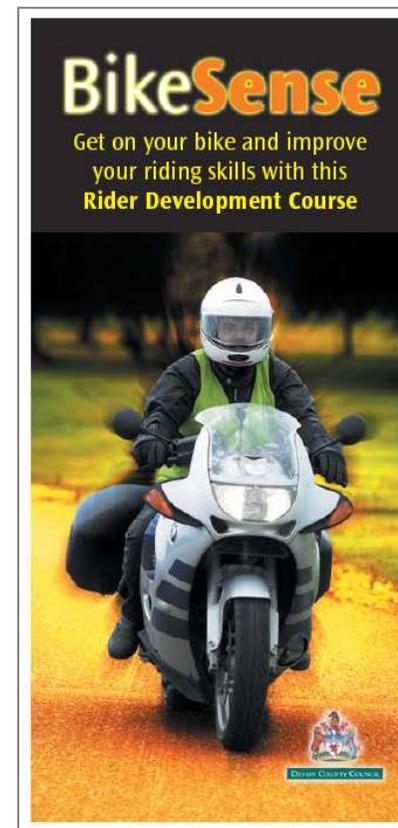




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## Target & Deliver

- Training: Rider Development Course
  - Flexible training depending on needs
  - Affordable
  - Consultation has helped make the course effective
  - Accessible





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# Target & Deliver

- Driver awareness



**Crash tests conclude  
...think bike!**

Devon Road Safety Help Desk  
**01392 446124**  
bikers@devon.gov.uk  
www.devon.gov.uk/road\_safety



**Crash tests conclude  
...think bike!**

Devon Road Safety Help Desk  
**01392 446124**  
bikers@devon.gov.uk  
www.devon.gov.uk/road\_safety





## Target & Deliver

- Urban route strategy
  - Two main problems highlighted as causation factors:
    - Vehicles turning right into the path of bikers
    - Vehicles emerging from junctions
  - Signs to be located in areas where bikers have previously experienced problems
  - Ongoing consultation phase allowing riders to suggest roads which they want signing





# Target & Deliver

- Urban route strategy





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## Target & Deliver

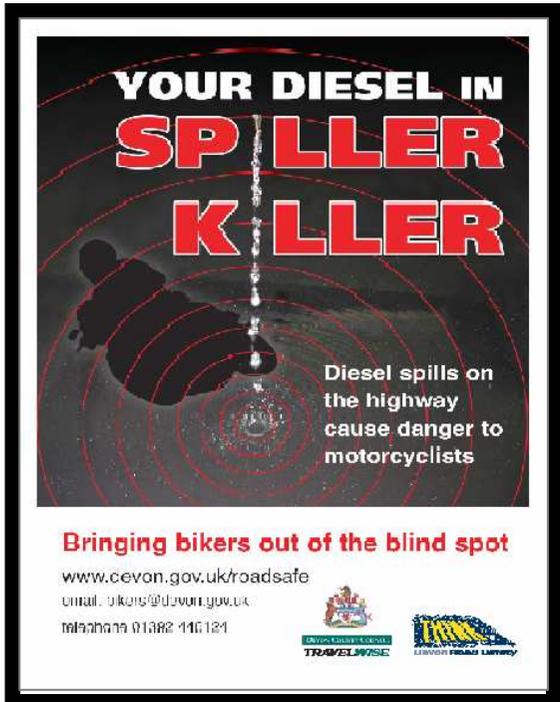
- Rural route strategy
  - Leisure riding attracts large numbers of riders to the region and some routes are promoted as a challenging run
  - 33 riders killed or injured on the A377 in the last 5 years
  - Mixed bag of collision types, rider profiles and times of day and year
  - Strategy aimed at all road users, not just bikers
  - Signs located at collision site clusters



# Target & Deliver



# Target & Deliver



- Raise the awareness of the problem
- Encourage the reporting of diesel spills
- Education drive aimed at potentially culpable parties



# Target & Deliver



- VOSA
- Filling stations
- Defra
- Freight Quality Partnerships
- Fleet companies
- Bus companies
- DCC fleet



# Target & Deliver

## Multi-media message



Bikes were amazing fun  
- total freedom  
- exhilarating speeds.

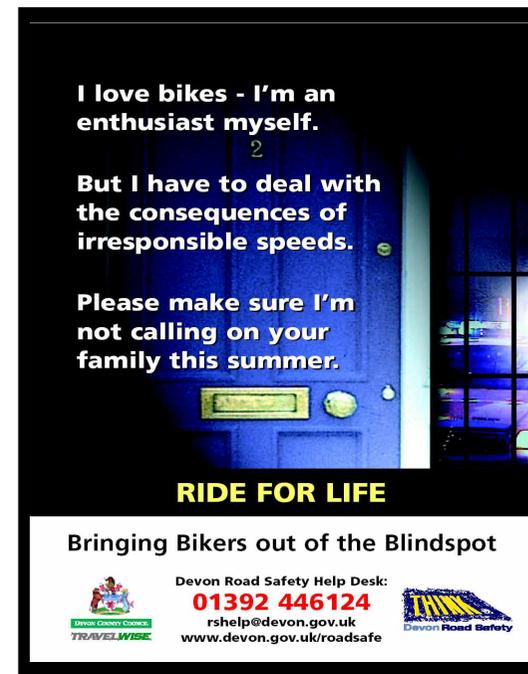
These days I travel  
at a slower pace.

Have fun this summer but  
**Ride for Life!**

Bringing Bikers out of the Blindspot

Devon County Council  
**01392 446124**  
rshelp@devon.gov.uk  
www.devon.gov.uk/roadsafe

Devon Road Safety



I love bikes - I'm an  
enthusiast myself.

But I have to deal with  
the consequences of  
irresponsible speeds.

Please make sure I'm  
not calling on your  
family this summer.

**RIDE FOR LIFE**

Bringing Bikers out of the Blindspot

Devon County Council  
**01392 446124**  
rshelp@devon.gov.uk  
www.devon.gov.uk/roadsafe

Devon Road Safety



## Target & Deliver

### Vulnerable road users training courses

- Engineers
- Technicians
- RSOs
- Accident Investigators
- Police Officers





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## Target & Deliver

- Intervention for violating riders
- Rider Risk Reduction course
- **Dr Cris Burgess**



# Rider Risk Reduction scheme - Introduction



- Motorcyclists over-represented in KSI statistics (Hewson, 2002; DfT)
  - 1-2% of road traffic (by miles covered)
  - 25-35% of KSI collisions involve motorcycles
- Target group
  - Riders of 'large capacity' machines
  - Men, 30-45 yrs
- Development
  - Empirical evidence
  - Police, fire and rescue, paramedic (inc. Air Ambulance Trust)



# Rider Risk Reduction scheme - Operation



- Devon County Council
  - Initiative and financial support
- Devon & Cornwall Police
  - ‘Operation Rider’
- Referral criteria
  - Police diversion
  - Motorcycle 500cc+ capacity
  - Fixed penalty ticket
  - Rider would benefit from ‘attitude reorientation’



# Rider Risk Reduction scheme – Objectives



- Aim
  - prevent further unnecessary deaths of motorcyclists on Devon's roads
- Objectives
  - NOT to stop clients from riding
  - to give clients a sense of their own vulnerability (again?)
  - to help clients understand their human limitations
  - to provide clients with enough information for them to make realistic assessments of risks involved in riding bikes, each time they go out



# Rider Risk Reduction scheme - Approach

- Novice drivers and riders need basic skills
- Experienced drivers and riders may need new skills
  - Skills must be applied appropriately
  - Increasing skills increases sense of control over driving environment
  - Increasing sense of control increases confidence
  - Increasing confidence increases likelihood of 'risky' behaviour
- Traditional advanced rider training is potentially beneficial
  - But, need to talk to the head before we train the body





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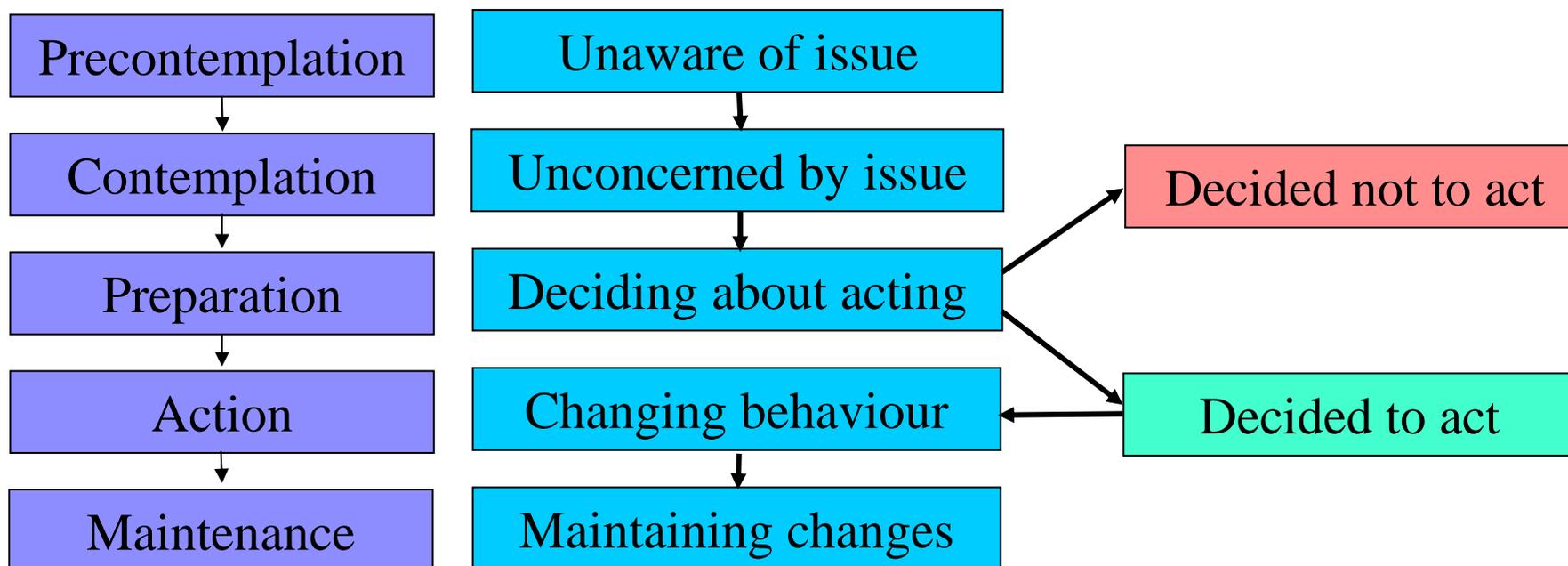
## Rider Risk Reduction scheme - Approach

- What do we know about behavioural change ?
- Riding bikes can be an addictive behaviour
  - mood modification, tolerance, withdrawal
    - compare with joyriding (Kellett & Gross, 2005)
- What can Health Psychology tell us ?
  - Transtheoretical stage model of behaviour change
  - Cognitive-Behavioural methods: 'Think – feel – behave'



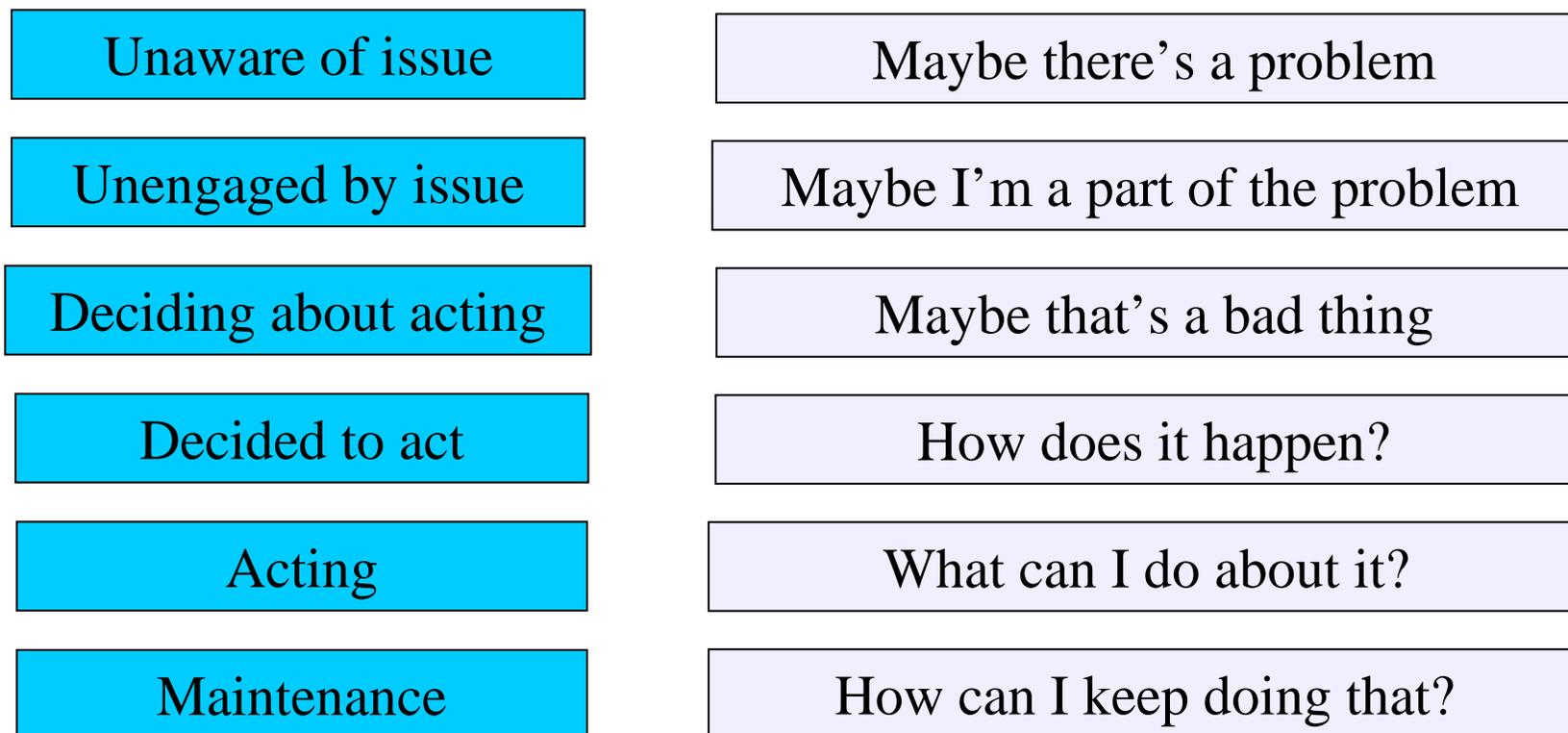


# Stage model of behavioural change





# Stage model of behavioural change



# Rider Risk Reduction scheme - Evaluation

- Self-report feedback
  - “I was expecting lots of pictures of what happens when it goes wrong. Instead it highlighted what goes wrong and why.”
  - “This has given me greater understanding of my limitations and how to stay well within them whilst keeping something in reserve for the unexpected. It’s as much fun if not more fun too.”
  - “I believe it may have saved my life.”
- Readiness to Change Questionnaire (RCQ; Burgess, in press)
  - Evaluation methodologies should be based on same model as intervention itself



# Rider Risk Reduction scheme - Dissemination



- National Rider Improvement Scheme working party
  - Lancashire County Council – ‘RiDE’ scheme
- Driver Behaviour & Training Conference – Edinburgh 2005
  - Kirklees Metropolitan Council/ DSA – Motorcyclist ‘Pass Plus’
  - West Berkshire Council/Thames Valley Police – offender retraining
- International Congress in Applied Psychology – Athens 2006





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## Target & Deliver

- Improving road conditions for motorcyclists
- Materials Laboratory
- **Keith Grant**





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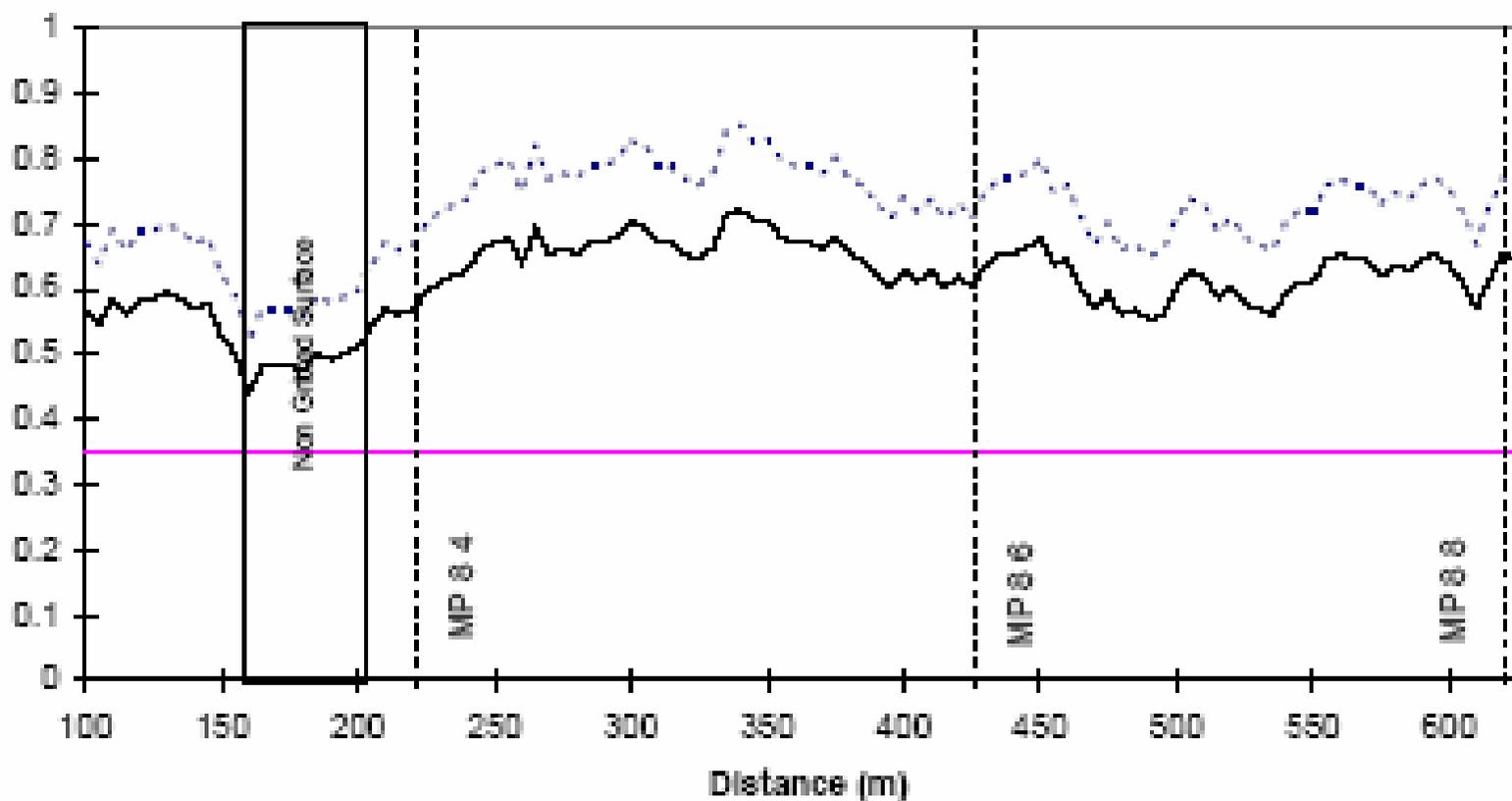
## SMA - Current Problems

- Reports of accidents on newly laid SMA
- Problems reported by:
  - Police
  - Motorcyclists
  - Motorists
  - Horse riders
- Difficulty/controversy in resolving relevance of “wet skid” & “dry skid”





# The Argument for Gritting SMA



# Customer Feedback

- “.... crossroads on her shod horse and also reported it as being **grippy with no slip at all**. .... has a horrible camber as you travel north over crossroads so knowing it is grippy despite it sloping away is very reassuring”



# Measuring Pedestrian/Vehicle Slip/Skid Potential



# ePSV – understanding how aggregates perform in the “real world”

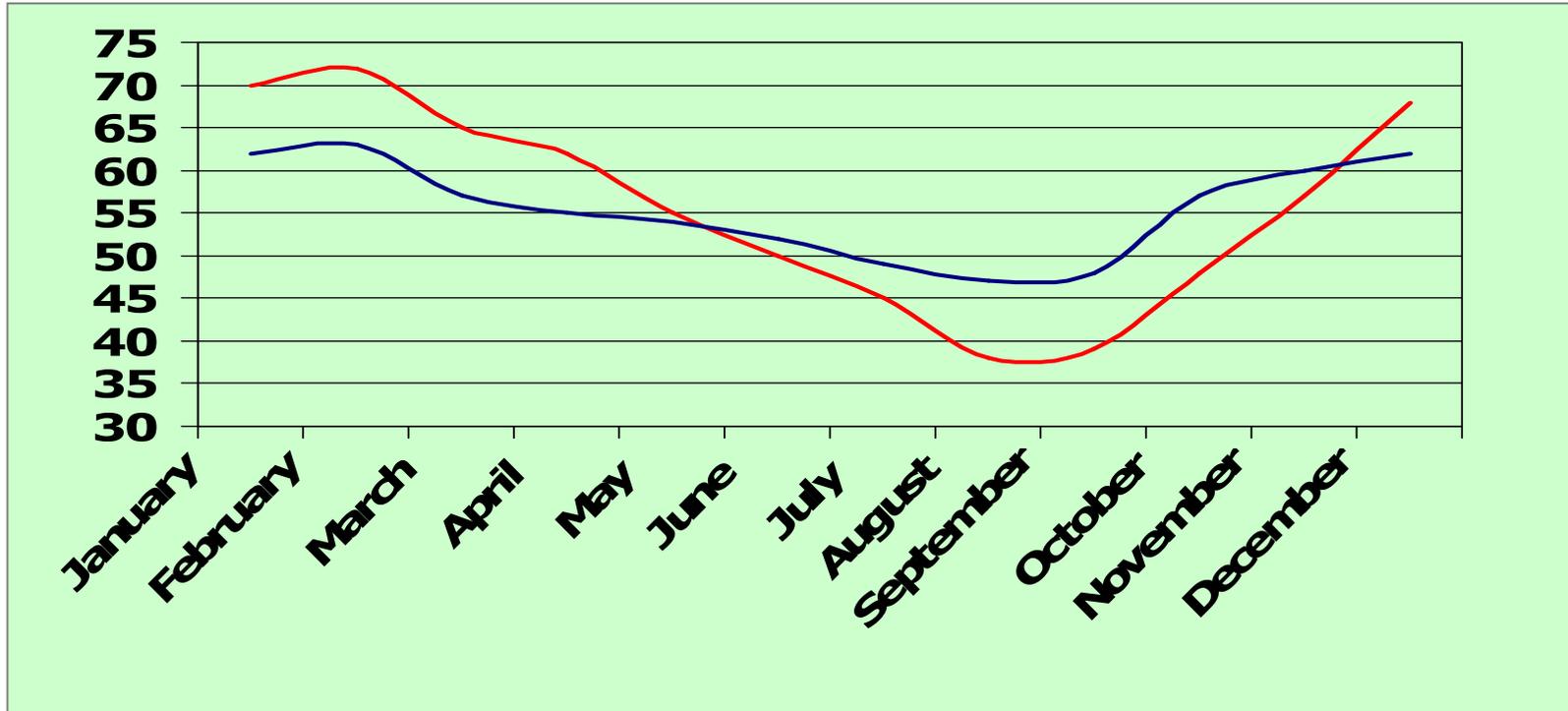
Quarry	Aggregate type	PSV	EPSV
Bardon - Venn Hanson - Barton Wood	Gritstone	65 & 60	60 to 64
<b>Bardon – Blackhill</b> <b>Bardon - Hillhead</b> <b>Hanson - Redball</b>	<b>Quartzite</b>	<b>53</b>	<b>55 to 59</b>
Bardon - Greystone	Basalt	57	50 to 54
Hanson - Trusham Wainwrights - Moonshill	Basalt	54 & 54	45 to 49
Hanson - Hingston Down	Granite	54	45 to 49



# Effective PSV – safe roads are a year-round requirement



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## Audit & Review

- Publicity

# Bikers can help shape the way training is given



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## Death crash mum backs safety push

## Courses set to aid Devon bikers' safety

### Killer spills campaign

A NEW campaign has been launched to highlight the dangers faced by motorcyclists from diesel spills on Devon's roads. Organised by Devon County Council's road safety team, the initiative, called Spiller Killer, aims to raise awareness of the problem and the potential dangers to road users, as well as encouraging drivers to report diesel spills so that the local authority can take action. The initiative is part of the Bringing Bikers Out Of The Blindspot campaign.



# Audit & Review

- Publicity

The screenshot shows the BBC News website interface. At the top, there are navigation links for Home, TV, Radio, Talk, Where I Live, and A-Z Index, along with a search bar. The main header features the BBC News logo and the text 'UK EDITION'. Below this, there's a 'WATCH BBC NEWS IN VIDEO' button. The main content area is titled 'New motorbike to help road safety'. The article text states: 'Devon and Cornwall police have been given a new motorbike, to help educate road users about safety. The unmarked bike, which has been donated by a motorcycle shop, will be ridden by a uniformed officer at shows and motorcycle events. It is hoped the Yamaha 1300cc will create enough attention to enable the police rider to discuss safety initiatives with other riders. The force is trying to reduce the number of accidents this year. Devon and Cornwall Police is jointly involved in the national Bikesafe initiative with Devon County Council.' A quote from Mike Newcombe, Devon County Council, reads: 'A simple glance over the shoulder before carrying out manoeuvres can help save lives.' The article includes a photo of a police officer on a motorcycle and a small video player. On the right side, there are sections for 'BBC Cornwall' and 'BBC Devon' with their respective descriptions. At the bottom, there are 'RELATED INTERNET LINKS' and 'TOP UK STORIES NOW'.

The screenshot shows the MCN website interface. At the top, there's the MCN logo and the text 'www.motorcyclenews.com'. Below this, there's a date 'September 30 2004' and a 'NEWS' section. The main content area is titled 'Stop the diesel spills'. The article text states: 'Devon county council is launching a "Spiller Killer" campaign to try to stamp out diesel spills on the county's roads. The council is acting after asking riders in its area for their road safety priorities, and says Government stats show riders are twice as likely to suffer injuries as a result of diesel spills as they are from slides on ice or snow. The campaign aims to: Raise the awareness of the problem and the potential dangers to road users; Encourage the reporting of diesel spills so that the local authority can take quick remedial action; Educate haulage companies, drivers, farmers, bus companies and petrol filling stations about the problems caused by overfilling, poorly fitted fuel caps and badly maintained vehicles which can all lead to diesel spillage. KillSpills, a national campaigning organisation, has also been lobbying central government to bring in tougher anti-spills laws. MCN ran its own award-winning "Diesel Kills" campaign in the late '90s, presenting thousands of names on a petition to Number 10 Downing Street.' The article includes a photo of a motorcycle accident. On the right side, there's a 'QUICKSHIFTER' section with a 'Quick Search of Bikes For Sale' button. Below the article, there's a 'RELATED STORIES' section with links to 'Diesel spills: The truth exposed', 'Inform on diesel spillages', 'Join in "Kill Spills" rally', 'Anti-diesel rally times', and 'Diesel spills rally success'. There's also a 'LINKED BIKES' and 'LINKED PRODUCTS' section, both showing 'No related bikes found' and 'No related products found' respectively. At the bottom, there's a 'PREMIUM PARTNERS' section with logos for 'Doble Motorcycles', 'Crescent Suzuki', 'CHISWICK HONDA', and 'HONDA'.

# Audit & Review

- Publicity

Autumn 2003

## Bringing bikers out of the blind spot

A joint campaign by Devon County Council & Devon and Cornwall Police, supported by the Motorcycle Action Group and Devon Advanced Motorcyclists

In July 2003 Devon County Council's Road Safety Team launched its **Bringing Bikers Out Of The Blind Spot** campaign. The campaign is initially designed to run for a period of 3 years during which time we intend to:

- Gather intelligence from bikers as to their needs, concerns and aspirations as users of Devon's roads
- Raise the profile of biker safety amongst drivers and riders alike



The launch was attended by the Deputy Leader of Devon County Council.

**The Launch**

The initial press attention from the launch of this campaign was extremely positive. This included extensive coverage on radio, most of the local papers in the county, through the Local Authority Officers Association (LAAOAA) website, leading magazines including MCH and the Motorcycle Action Group.

Subsequently, further advertising campaigns have been included in a number of outlets. For example, an A4 spread in magazine which is distributed to over the County (with an approximate reach of 200,000). Rider survey questionnaires were distributed at the Motorcycle Show and posted and go have been sent to local dealers, bike and finance etc. Fairport Bikes High Escalier was used to distribute this link gather views and opinions. An article campaign will appear in the next MCH newsletter and again we are very good feedback from the members.

Our target is to reduce deaths and injuries

spring 2004

## Bringing bikers out of the blind spot

A joint campaign by Devon County Council & Devon and Cornwall Police, supported by the Motorcycle Action Group and Devon Advanced Motorcyclists

The first stage of the **Bringing Bikers Out of The Blind Spot** campaign was to consult with local bikers to gauge views and opinions on issues that affect the safety of motorcyclists in the County. The response has been good. This edition of the newsletter shows the results of the consultation as well as the other work we are currently undertaking to improve rider safety.

**Rider Development Course**

As part of the Blindspot campaign, we are looking to ensure that good quality, accessible and affordable training is available to all motorcyclists who wish to improve and develop their riding skills. To meet this goal, we are making a Rider Development Course available across the County. The recent Press Release and request in the last edition of this newsletter asked for volunteers to help assess the course. The response was extremely good and we were oversubscribed by 100%.

Eight pilot courses were run and those attending were asked to provide critical feedback. These comments have been used to make alterations to the course to ensure the structure and the training provided suits the needs of riders. By providing sound advice and training we can help reduce motorcycle collisions in the County.

The Rider Development Course will soon be available from the Devon Drivers' Centre and in North Devon. As more instructors are identified and trained we will be able to offer more courses, at more locations around the County.

This course will be suitable for motorcyclists who:

- Upgrading to a larger bike
- Returning to motorcycling after a break
- Or just looking to improve their riding skills

The course has been designed to be flexible to suit the needs and requirements of individual riders. Based on the initial feedback that a rider provides, the trainers will tailor the course around each rider's needs and aspirations.

This newsletter has been designed to keep you informed of the progress we are making in improving safety for bikers.

Our target is to reduce deaths and injuries

summer 2005

## Bringing bikers out of the blind spot

A joint campaign by Devon County Council & Devon and Cornwall Police, supported by the Motorcycle Action Group and Devon Advanced Motorcyclists

### Slippery Subject - Devon County Council's Materials Laboratory Improving Manhole Cover Safety

**Update on the manhole cover debate**

Representatives from Devon County Council's Materials Laboratory are playing a major role in working towards introducing changes to the legislation for manhole covers in the highway. As well as having an officer on the European Steering Group for this issue, Devon County Council has become involved in a major consultation to ensure improved safety in this matter.

The European Standard for manholes, EN124, has been commented on by all of the EU member states and perhaps not surprisingly there has been a mixed response to the UK's proposal for covers to have a declared skid/slip resistance value based on their "in use" condition.

The UK's proposals were bolstered by comments from motorcycle interest groups and Highway Authorities across the UK, following Devon lobbying them with its suggestions for an improvement in the standard. Devon County Council would like to thank all those who responded to our call for comment and who consequently contributed to the standard being adopted in the UK.

There have been counter proposals to exclude certain cover material types from this test requirement as well as suggestions that a test on the as-manufactured cover would suffice. The UK committee is unanimous in resisting any proposals that would reduce the in-service safety of covers. Even the UK manufacturers on the committee are giving their full support to this position. In effect the UK will veto any attempts to dilute the standard to the detriment of public safety.

One of the largest manufacturers of iron covers has produced a prototype of what they hope will provide high levels of skid / slip resistance. A number of these have been installed in Devon so that we can measure how well they perform under heavy trafficking.

Devon County Council have also been assisting other UK manufacturers to develop non skid / non slip designs and materials for a range of end uses from pedestrian areas through to roads. It is hoped that UK manufacturers will be in a good position to meet the safety standards that should become a mandatory requirement across Europe in the near future.

As well as the work that is concerning the changes in the European Standard, work has also been undertaken to ascertain the effectiveness of the various retrofit materials that are currently available on the market (these are normally resin based products applied to iron covers and dressed with aggregate to improve resistance of the surface). To date, the trials to retrofit a skid/slip resistant coating have not been wholly successful as problems of adhesion are proving to be difficult to overcome. Whilst these materials on footway covers, which are only used by pedestrians, generally maintain their cohesion, tests on coated covers in the road, where wear and tear is far greater, have encountered problems.

Thirty one of the utility companies who operate in Devon have been asked for their proposals to deal with any of their covers that are identified as slippery. To date we have had twelve responses. When all the responses are in we will look for consistent action from the utility companies. It may also be of interest to know that around 95% of iron covers in the carriageway are owned and maintained by these companies.

If you have any queries regarding ironmongery in the carriageway, please email questions to bikers@devon.gov.uk

This newsletter has been designed to keep you informed of the progress we are making in improving safety for bikers.



## Summary of outputs and outcomes

- Research of crash data
  - Copies have been requested by from numerous LAs
- Research of user opinion
- Development of training courses
- Multi-media biker safety promotions
- Improved road conditions
- Sympathetic road layouts
- VRU standard feature in driver training





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## Summary of outputs and outcomes

- Ongoing feedback & data collection
- Long term support & involvement from partners
- This work has been highlighted good practice by the IHIE in their latest guidelines
- 100 riders passed through the RRR course with excellent results in their anon. feedback
- TRL Benchmarking Group has allowed us share our initiatives





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## Summary of outputs and outcomes

- 30% drop in biker KSIs between 2002 to 2004

