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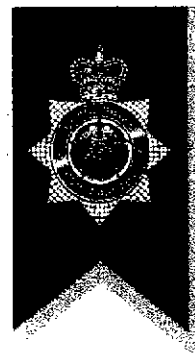
Lancashire
County
Council 

Bike Safe 2000

A Problem Oriented Approach to Motorcycle Casualty Reduction

Overview

by Police Constable Keith Collins
Road Safety Officer
Lancashire Constabulary



WE CAN MAKE
TOGETHER THE DIFFERENCE
Road Safety

Over the last few years there has been an increase in the number of fatal crashes involving motorcycles in Lancashire. In 1998 a total of 17 motorcyclists died and a further 137 were seriously injured on our roads, 7 of those fatalities were in Northern Division.

This is an unacceptable loss of life, causing immense trauma to the bereaved families, and significant cost to the partner emergency services.

The 1997 GB casualty report shows figures for fatal motorcycle accidents rose by 16% in 1997. All motorcycle casualties rose by 6% in comparison with the base line figures for 1987.

The registration of new 600cc plus sports motorcycles for the first quarter of 1999 are up 23% on the same period last year. It is anticipated machine sales for the year will breach 100,000 nationally and a large percentage are bought by the 'born again bikers' in the 30 to 49 years of age bracket who statistically ride these high powered machines beyond their capabilities with disastrous consequences.

Devil's Bridge is situated just over our border into Cumbria and is a nationally recognised meeting place for motorcyclists. On Sundays in the summer months there can be up to 2000 motorcyclists at this venue, and the nearby Bullbeck Picnic area at Caton, in our force area.

A large number disregard the speed limits, indulge in dangerous riding, make excessive noise and treat our local roads as a racetrack.

There is a constant stream of complaints from the public and local residents regarding the anti social behaviour of motorcyclists in this area.

During 1996/7 we undertook mass stop checks and a 'zero tolerance' enforcement campaign in an effort to curb the problem.

There was a rise in written complaints from motorcyclist's that they were being discriminated against and we received adverse comments in the press & media. It soon became apparent that there were severe limitations on traditional policing methods, our actions were perceived to be maverick and did little to stem the reduction in casualties.

As a result we launched the Bikesafe 2000 in Lancashire and I have commenced the casualty reduction initiative in Northern Division focusing on a 5 point plan : **Partnerships. Awareness. Training. Education. Enforcement**

In addition I have progressed several initiatives within the Bikesafe 2000 framework which I believe to be unique.

Our objective is to secure an environment where the individual can use the roads with confidence, free from death and injury, damage or fear.

To educate the motorcyclists so that they ride their machines to an acceptable standard and thereby reduce the number of accidents and complaints from the public.

Coupled with diligent enforcement strategies for those who choose not to heed the 'user friendly' advice.

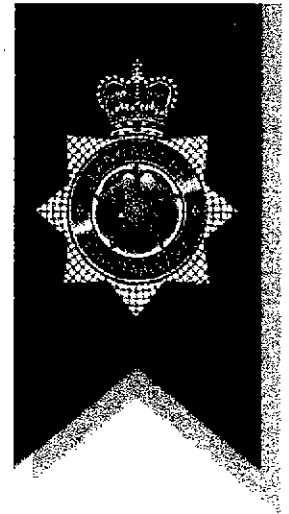
Analysis of crash data, for this year to 30 June 1999, reveals we have had no fatal motorcycle accidents in the division. In the same period last year we had four fatalities on record.

PROBLEM ORIENTED POLICING

**MOTORCYCLE CASUALTY
REDUCTION IN
NORTHERN DIVISION**

BY

POLICE CONSTABLE KEITH COLLINS



The Bikesafe 2000 concept evolved in North Yorkshire in 1997. I attended a number of motorcycle casualty reduction seminars in Yorkshire & Cumbria where the Bikesafe concept was discussed.

In September 1998, as a result of attending those meetings, I submitted a report to Chief Inspector Bell of the Headquarters road safety group, which resulted in Bikesafe 2000 being implemented in Lancashire Constabulary. On 4 March 1999 we held a seminar at Police HQ to launch Bikesafe 2000 as a motorcycle casualty reduction initiative in our six territorial divisions.

This presentation is focused on how I implemented the Bikesafe initiative as a pop in Northern division and how it has succeeded in reducing the number of motorcycle fatalities and casualties so far this year.

The Need For BikeSafe 2000

In 1998 in Lancashire, a total of 17 motorcyclists died and a further 137 were seriously injured on our roads.

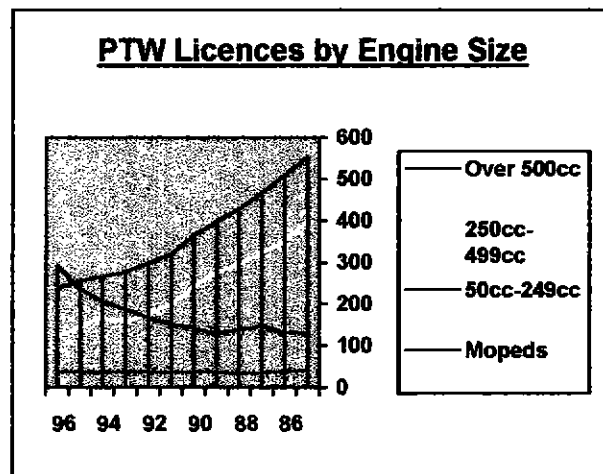
7 of those fatalities were in Northern Division, which encompasses the Lune Valley, and leads into Devils Bridge just over the border in Cumbria.

The 1997 GB casualty report shows the figures for fatal motorcycle accidents rose by 16% in 1997. All motorcycle casualties rose by 6% in comparison with the base line figures for 1987.

The registration of new 600cc plus sports motorcycles for the first quarter of 1999 are up by 23% on the same period last year.

The graph indicates that the number of motorcycles below 500cc have reduced to almost a third of the 1996 figure, at the same time the number of bigger bikes have increased by almost 300%.

It is anticipated that machine sales for the year will breach 100,000 nationally.



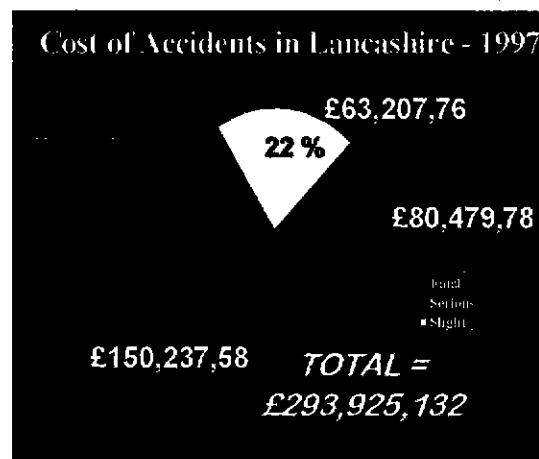
It was also noted that there had been an increase, year on year, in the number of written complaints from residents in the Lune Valley regarding the excess speeds and manner of riding of these sports motorcyclists.

Cost

The cost of all fatal & injury accidents to partner organisations & ourselves cost almost 294 million pounds in 1997.

Our area health authority are as concerned as we are about the financial cost of tying up valuable emergency ambulances treating motorcycle accident victims and the limited bed space in hospitals being taken up by injured riders who are mostly not even from the local area.

Many motorcycle injuries are serious requiring lengthy operations & months of post operative care, which ties, up hospital bed space increasing already lengthy waiting lists.



Analysis

Analysis of Motorcycle Accident trends in the division over the last 3 years from 1996 through 1998 reveal an upward trend specifically with those killed & seriously injured.

Prior to implementing the initiative I conducted analysis of existing crash data to define the problem.

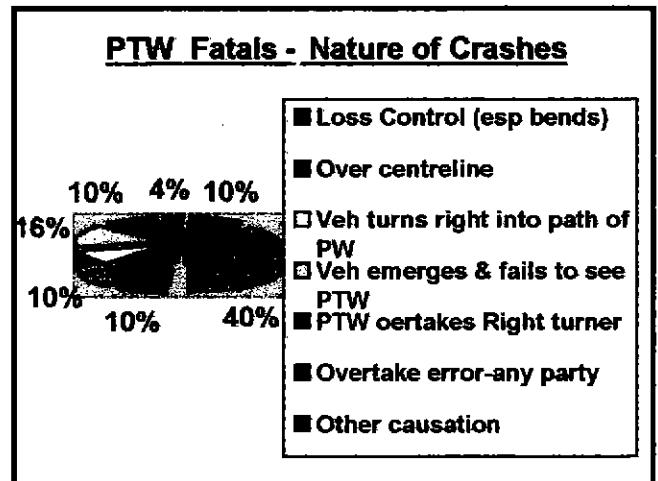
I started with a month on month comparison of motorcycle accidents across the division over a 3-year period.

This revealed there was a rise in accidents during the summer months. (June, July & August) for all years with an exceptional peak in September 1996. The rise in accidents was found to be proportional to the rise in the number of motorcycles on the road when the weather improved.

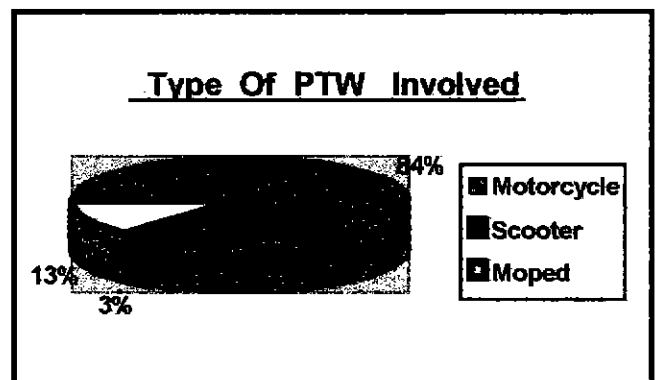
This chart is a snapshot of fatal accidents indicating some of the human errors & failings, which have lead to the crashes.

It was noted that where 40% of riders lost control, many lost control on bends, on left hand bends in particular.

There is a 26% involvement of other vehicles turning into or out of junctions, and a 14% involvement of an overtaking error by one of the parties.



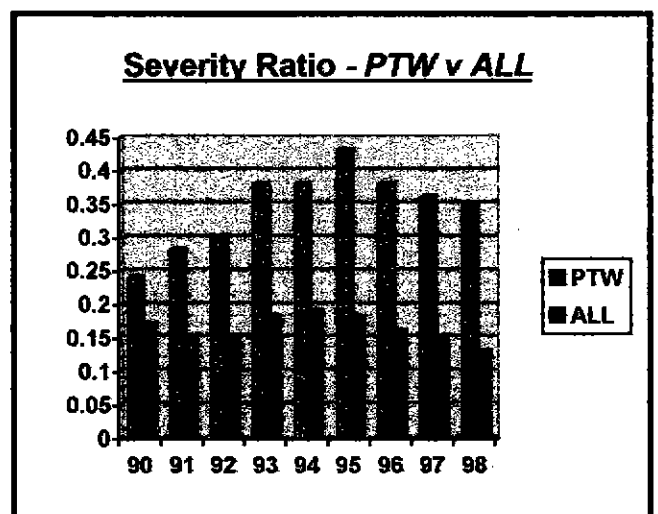
A breakdown of our PTW crashes over a three year period reveals that 84% were motorcycles, 13% mopeds and the remaining 3% scooters.



I noticed that 'slight' injury casualties are falling far more quickly than' KSI 'and this is more noticeable when the severity ratios over the last few years are compared to those for all casualties.

There are 2 possible reasons for this:

1. That when a motorcycle rider is involved in an accident the consequences are likely to be more serious.



2. That single vehicle motorcycle crashes involving slight injuries are less likely to be reported to the Police. (The source for all the data in this document)
Under reporting of motorcycle crashes is considered to be between 35-40%.

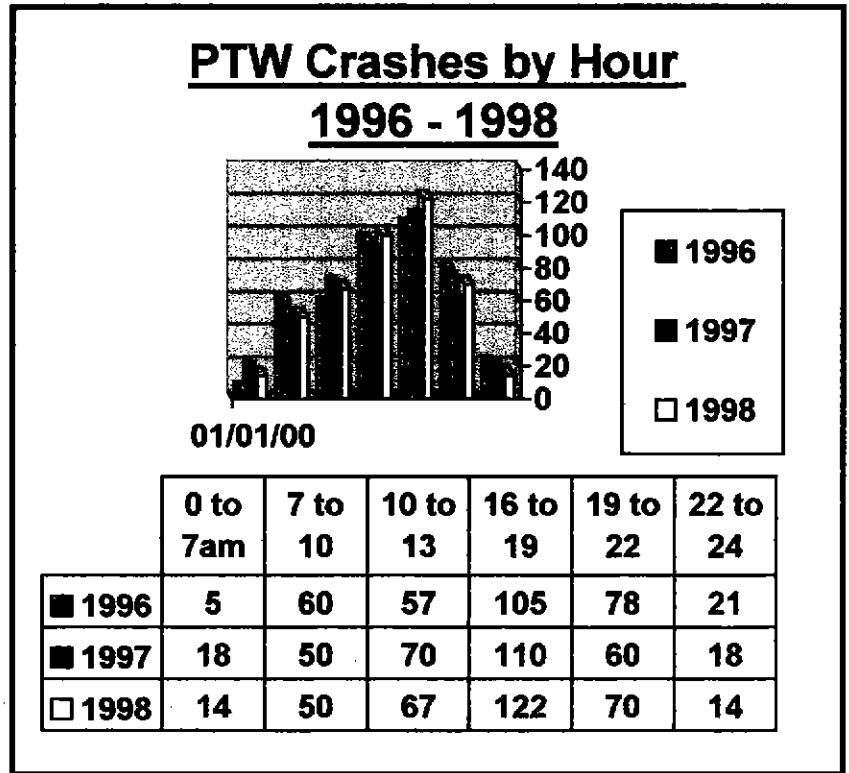
Common factors in Lune valley.

Roads within the Lune Valley are twisting, undulating country roads amidst picturesque scenery and are challenging to the sports motorcycle rider.

The area is the gateway to the Lake District and the roads lead into Devils Bridge, in Cumbria, which is a nationally recognised meeting place for motorcyclists, particularly during the summer where up to 2000 congregate on Sundays causing problems for ourselves and our neighbouring forces of Cumbria & Yorkshire.

This correlates to the increase in the number of bikes on the road at the weekend.

Sundays were identified as being consistently the worst day for motorcycle accidents on rural roads across the division where the national speed limit applies, specifically the A65,A683 and the B6254 roads, in the Lune valley, between 4pm & 7pm in the evening.



• **Accident victim profile.**

On analysis of crash statistics, common factors emerged that casualties were between 30 & 48 years of age and were professional people with disposable income riding sports motorcycles in excess of 600cc at weekend as a leisure pursuit involved in single vehicle crashes due to loss of control on bends coupled with excess speed.

The profile fitted the *'born again biker'* who has held a full licence for a number of years and has returned to riding after a number of years out of the saddle and bought a new bike with racetrack performance at a saloon car price, without taking any form of further training.

It is also worth noting that, unique to this initiative, the victim can also be an offender and be the causation of an accident, or an offender regarding their manner of riding / excess speed.

PTW crashes 1996 – 1998		
Precipitating & causation factors		
68% or 808 PTW's where speed was considered to be a primary factor	3% or 84 PTW's where dangerous riding was considered to be a factor	71% (982) on dry roads 26% (710) on wet roads 1% (35) on oil or mud 1% (32) on snow or ice
Experience?? Not Recorded		

Dangerous riding and excess speed are the two most common problems. The influence of weather and road surface condition have been examined and tend to suggest that when the weather is bad, there is a tendency for the bike to stay in the garage.

I have endeavoured to test the level of experience or competence of the rider, but regrettably I am unable to collect and analyse this information.

Objectives

- To secure an environment where the individual can use the roads with confidence, free from death & injury, damage or fear.
- To educate the motorcyclists to ride their machines to an acceptable standard and thereby reduce the number of accidents & complaints from the public.
- Diligent enforcement strategies for those who choose not to heed the 'user friendly advice.'

- We are not aiming for a confrontational approach, it is paramount to this initiative to win the support of riders with friendly education & advice and diligent enforcement measures where necessary.

As a result of these objectives I have commenced the initiative with the

Bike Safe 2000 Five Point Plan

- **Partnerships**
- **Awareness**
- **Training**
- **Education**
- **Enforcement**



• **Partnership Approach**

We are in partnership with Lancashire County Council Road safety Group under the title ' *Together we can make the difference* '

The campaign aims of this road safety strategy are :

- **Reduction in all road casualties**
- **Raising awareness of the issues surrounding road safety**
- **To develop partnerships between appropriate statutory authorities, private sector and individuals encouraging them to adopt a change in road user behaviour.**

Lancashire
County
Council 

WE CAN MAKE
TOGETHER  **THE DIFFERENCE**
Road Safety

Partnership Approach continued :

Lancashire Area Health Authority

Our area health authority are working closely with us as they are also concerned about the financial cost of treating motorcycle accident victims, tying up valuable ambulance resources, and valuable bed space being taken up by injured riders who are mostly not from the local area.



National & local Insurance Company

AXA direct insurance company is sponsoring me along with Adam & Gaskell Insurance consultants who have provided me with a large mobile exhibition unit for the duration of the initiative.



A partnership has also been forged with a local Kawasaki & Aprilia motorcycle dealership in Lancaster.



We are also in partnership with **MAG** (motorcycle action group), **BMF** (British motorcycle federation), **IAM** (Institute advanced motorists), **MCI** (M/cycle Industry Institute), **ROSPA** (Royal Society Prevention Accidents), **Honda UK** 'MAC' (motorcycle appreciation course) and **SLAM** (South Lancashire advanced motorcyclist's).

Awareness & Training

'MotorCycle Road Safety Challenge'

Safer Riding lectures

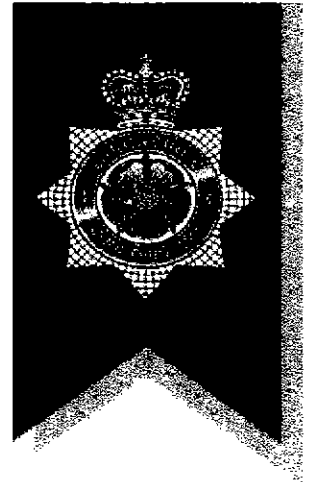
I am running free weekday evening lectures to motorcyclists at a local school. The lectures will include input from Police Advanced M / Cyclists on cornering, positioning, overtaking observation links and defensive riding techniques, based on the Police roadcraft rider training handbook.

Bike Safe 2000

**Lancashire
County
Council**



**WE CAN MAKE
TOGETHER THE DIFFERENCE
Road Safety**



**DO YOU RIDE A MOTORCYCLE ?
WHY NOT IMPROVE YOUR
RIDING SKILLS ?**

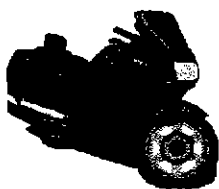
MOTORCYCLE ROAD SAFETY CHALLENGE

**Ripley St Thomas school, Ashton Road Lancaster, 7pm – 10pm
Monday 19th & 26th April - repeated on Monday 10th & 17th May.**

The course includes presentations by :

**Police Advanced riders > Lancashire Ambulance Paramedics >
County Council Road Safety Officers > Bike mechanics >
Assessment rides > with Certificate & discounts on completion**

In association with



frank shepherd



Kawasaki



aprilia



**Ring Lancaster Police Road Safety Team on 01524 596699
to obtain your.....FREE Tickets !Limited places !**

Don't delay, ring today !!

I have designed a handout to give to students giving tips on safer riding techniques. (enclosed copy of 'BikeSafe initiatives for 1999' gives a detailed breakdown of this training)

Basic Roadside First Aid Training

Local ambulance paramedics will give basic first aid training on how to treat road crash casualties specifically tailored towards motorcycle injuries. We have designed a handout giving basic first aid advice called " Help Your Mates " (copy enclosed to rear)

Basic Mechanical Theory

Frank Shepherds motorcycle dealership in Lancaster will provide qualified mechanics to give advice on basic motorcycle maintenance and free bike mechanical safety checks to those attending the lectures.

Rider Assessments

Rider assessments will be conducted for those who have attended the lectures.

The assessments will be conducted by Police advanced motorcyclists & LCC road safety training officers on a 1 to 1 basis, as an observed ride with no form of instruction given, during, or following the ride.

A critique will be given at the end & the student will sign an indemnity form. Those riders who score poorly on the assessment will be strongly advised to undertake a post test motorcycle training course.

Successful completion will result in the award of a certificate entitling the holder to local motorcycle dealer clothing & machine servicing discounts and local motorcycle post test training & insurance company incentives.

I designed the enclosed certificates and had 200 printed free of charge in partnership with Lloyds and TSB banks on high quality parchment paper.



Lloyds Bowmaker

RIGP FINANCE

Joining forces with.....

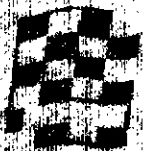
Participate in awarded to

Winning entry in a Bike Safe 2000

As

As

Supported
by



frank shephard

Lancashire
County
Council



Bike Safe 2000 is an initiative by Lancashire Constabulary working in partnership with the motorcycle industry and riders to promote Safe Motorcycling

• Education

This ties in with awareness & training.

On Sundays during July & August we will be running m / cycle road safety exhibition days in the Lune Valley at a picnic area called Bullbeck near Caton where a large number of riders congregate.

The exhibition unit contains a BikeSafe 2000 themed display which I built myself and a BikeSafe 2000 video will be running all day on a continuous loop video/TV unit kindly loaned by ForestHills Corporate Business Centre, Lancaster together with a generator for the duration of the campaign.

We have already run 2 successful exhibition days in May & June at Caton where over 500 riders attended on each date.

We demonstrated our radar equipment & many were heard to comment that on seeing the equipment operating it would slow them down in the future.

The days were also accident free zones in the Lune valley and no one was reported for speeding or their manner of riding.

We will be assisted by local paramedics and a consultant surgeon from Lancaster Infirmary A & E who will bring along an ambulance, their flying squad vehicle and display boards focusing on the ' **Cost of a Crash** '.

I made enquiries with the spinal unit of Southport Hospital, Merseyside and have befriended a local 45 year old man called Michael Bradwell who is paralysed with a spinal injury & in a wheelchair following a motorcycle accident two years ago in the Lune Valley. Michael is keen to help, and has offered to come & speak to the motorcyclists on the exhibition days in the Lune Valley in an effort to try and prevent any other riders suffering a similar appalling injury.

Frank Shepherd motorcycle dealers will also be on hand to give free motorcycle mechanical safety checks and will be displaying a crashed bike.

A free to enter 'prize draw' will be run on each of the dates with entry being made based on a number of simple questions on the BikeSafe 2000 display.

Prizes will include local dealer provided helmets, boots & gloves and a year's free subscription to the major m / cycle publications, Bike, Performance Bike & MCN (Motorcycle News).

Various items of clothing and damaged helmets will be on display which have been donated by riders involved in crashes where the equipment has saved their lives or helped to prevent further serious injuries.

County Council Road safety Officers will be on hand to promote their ' Back to Biking ' & Advanced riding course



As well as a local specialist private motorcycle training firm, Bikes ' R ' Safe.

On the dates we have run the exhibition days we have been able to persuade over 200 riders to sign pledges to the ' Together We Can Make A Difference ' road safety strategy.

We will be giving out our Bikesafe 2000 leaflets and handouts containing safe riding tips and basic first aid advice.

When the exhibition unit is not in use I will display the BikeSafe 2000 exhibition on our own display boards in the local motorcycle dealerships. and Bikes 'R' Safe.

● Enforcement Strategies

- We will be using Laser & hand held radar, Gatso Camera & Las Tech Video Camera and the use of Vascar equipped liveried & plain enforcement cars and liveried m / cycles.

Targeted Enforcement Strategies

- Through analysis of crash data & local intelligence we will conduct focused enforcement strategies & high visibility policing on target roads & identified hot spots to achieve divisional objectives, core service aims and government casualty reduction targets.

Use of the Driver Improvement Scheme

- A proportion of offenders are selected to undertake the D.I.S. run through Lancashire Council which has proved to be very successful.

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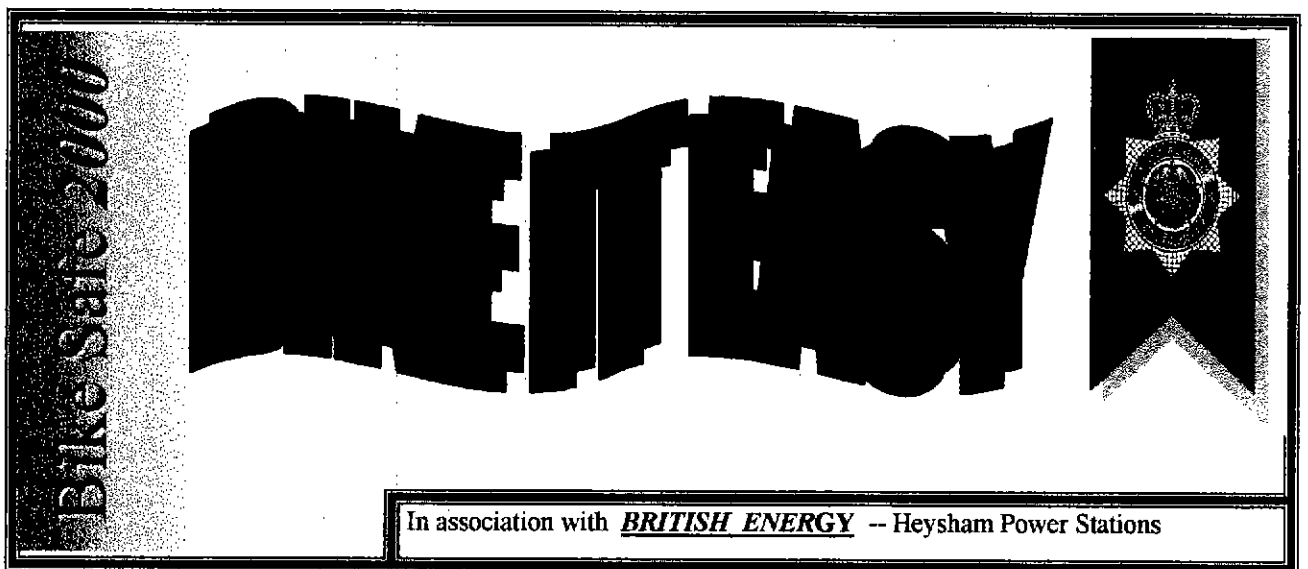
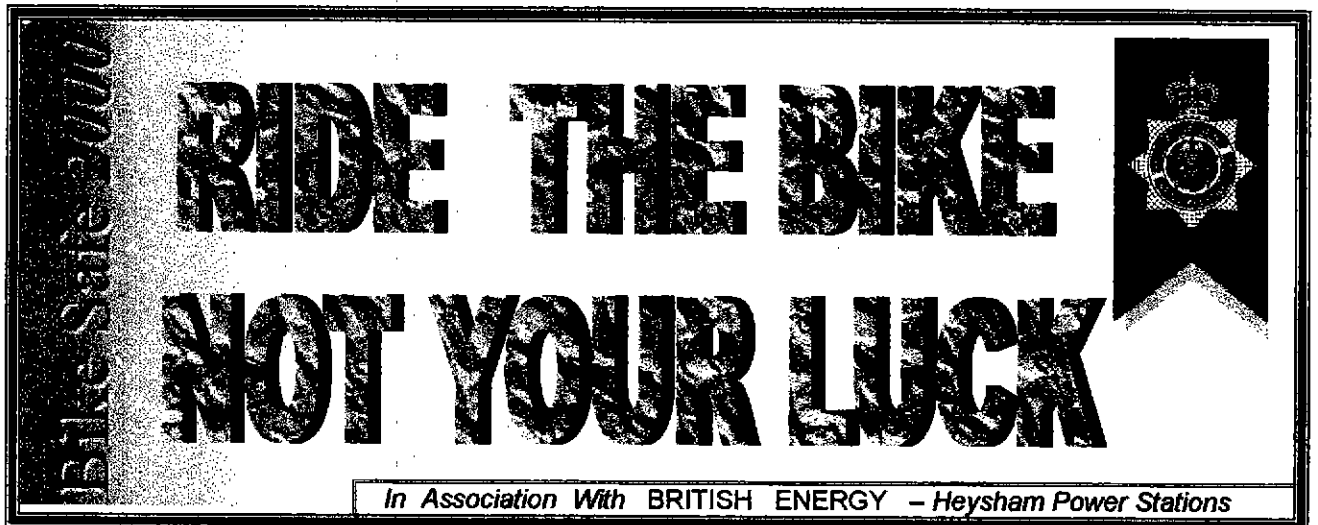


- **Local Initiatives**

British Energy at Heysham power station have given me £2,000 sponsorship to pay for the preparation & printing of a number of vinyl 'bumper back stickers' promoting BikeSafe 2000

The first key stages in developing the initiative was the design of the sticker and a catchy Bikesafe related slogan to put on it.

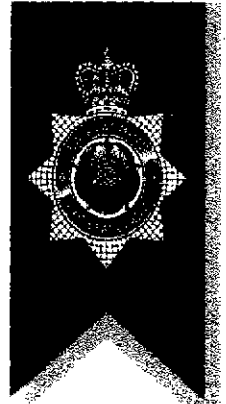
I produced the attached 6 x designs on my own PC at home, 3 of these have been selected by the sponsors, proof copies of my original design have been made and we are now awaiting production of 4,500 bumper stickers and 500 coach / HGV 3 foot long variations on the same theme.



Bike Safe

2000

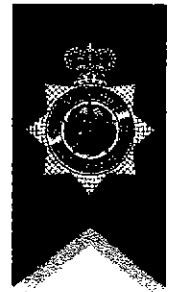
**SLOW DOWN
YOUR LIFE MAY
DEPEND ON IT**



In association with **BRITISH ENERGY** – Heysham Power Stations

Bike Safe 2000

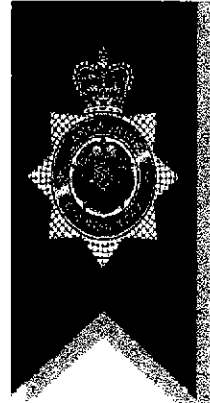
**ENJOY YOUR MIND
ENJOY YOUR BIKE
ENJOY YOUR ROADS
ENJOY YOUR LIFE**



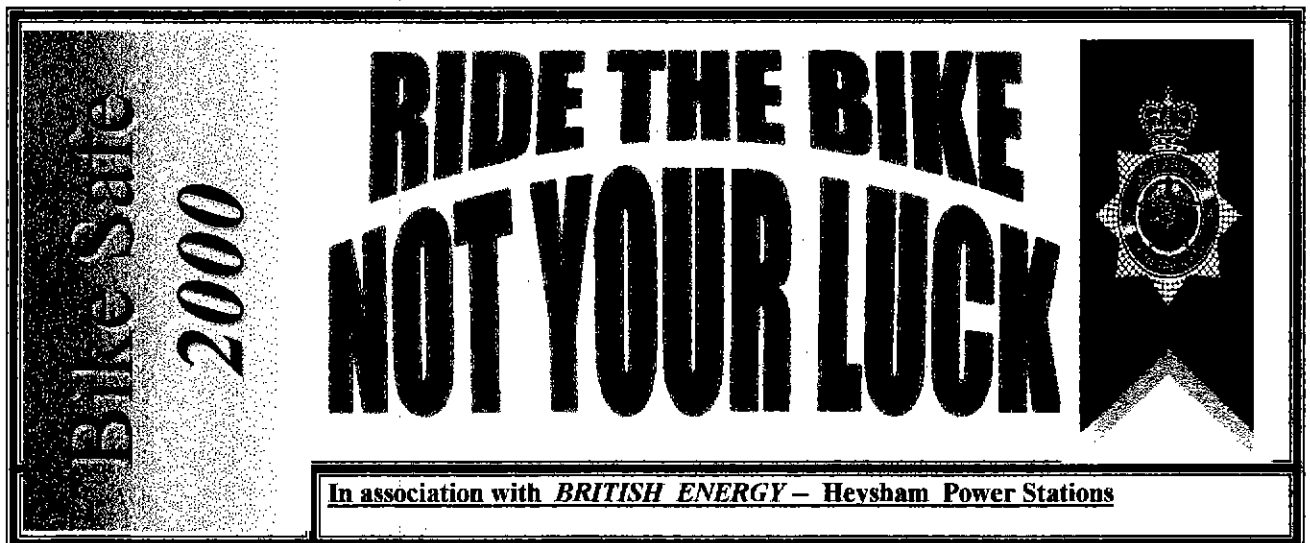
In Association With **BRITISH ENERGY** – Heysham Power Stations

Bike Safe 2000

**WE CAN'T BE THERE TO
CLOSE THE THROTTLE**



In association with **BRITISH ENERGY** -- Heysham Power Stations



I am hoping to progress a media launch of these bumper stickers at Heysham power station in the next 3 weeks, where I would like to see the first sticker being placed on the rear bumper of a local traffic car with this being progressed to all our response vehicles in the force.

I have approached several local transport operators, a local coach company, Battersbys of Morecambe and Bargh's Transport to display the stickers on their fleet vehicles, which travel throughout the UK.

I would like to then approach selected firms in the locality, Lancaster Council, British gas, Telecom etc to display the stickers.

I have approached Morecambe Bay Health authority who have agreed to display the stickers on our all local ambulances.

I progressed the partnership issue a stage further by persuading Mr Harrison, the owner of Battersbys coaches to *sign up with LCC road safety to the " Together We Can Make A Difference- Road Safety "*

Lancashire
County
Council 

WE CAN MAKE
THE DIFFERENCE
TOGETHER

Road Safety

To my knowledge, no other provincial Force has explored the BikeSafe bumper sticker initiative.

- **Ad Trailer**

I am having a high visibility advertising trailer prepared which will display a double sided motorcycle road safety message in 18 inch high letters on two 12 feet by 8 feet boards.

The money is being provided through local sponsorships and the community in the area where there is a motorcycle speed & accident problem.

I am in the process of writing to all the parish councils and businesses in the Lune Valley area to contribute a small sum towards the building of the trailer which has been estimated at £1500. So far I have raised £500.

The trailer will be towed along these routes every weekend and left for short periods at accident blackspots. I am negotiating with the parish councils in an effort to place the towing burden on them and not the police.

- **Close Liaison with parish & Local council**

As a road safety enforcement practitioner, I am attending all the local parish council meetings and dealing with the motorcycle speed and accident complaints face to face.

By adopting this approach the local community has a greater understanding of our strict enforcement guidelines & speed enforcement strategies and how they fit into their local issues & concerns.

These initiatives, along with the ad trailer concept strive to make the community feel safe, involved & reassured.

- **Isle of Man TT races partnership approach**



1st Side

Front Pyramid

Back to Biking
Cartoon

Police Logo

Rear Pyramid

Rolland's Gaskey, etc.

**BIKEIT
EASYS**

SLOW DOWN - YOUR LIFE MAY DEPEND ON IT!

IOI

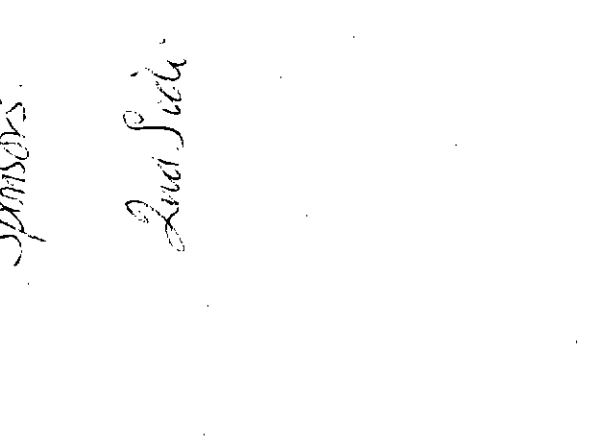
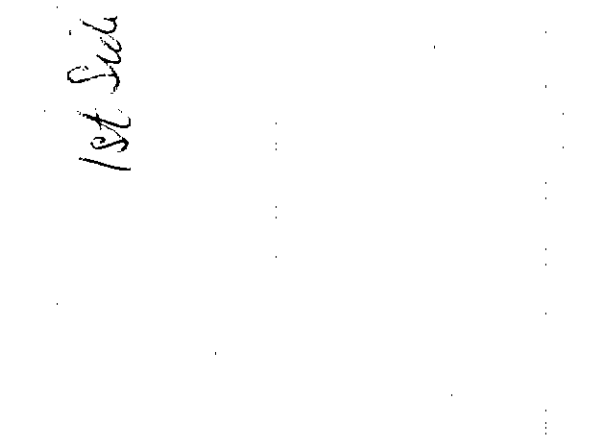
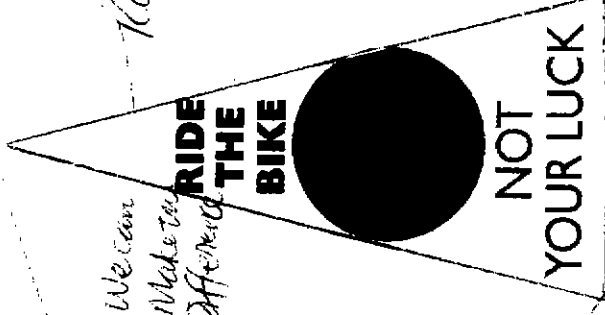
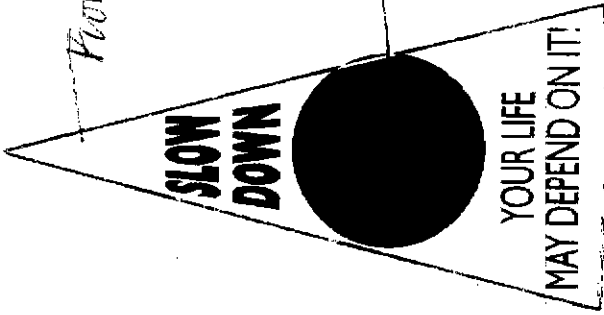
**BIKEIT
EASYS!**

RIDE THE BIKE - NOT YOUR LUCK!

IOI

Additional
Sponsors

2nd Side



We recently joined forces with the Isle of Man Constabulary in a joint motorcycle casualty reduction initiative which I named :

‘ BikeSafe 2000 Hands Across The Water ‘

I was selected to visit the island and gave a Bikesafe presentation to their Deputy Chief constable & the traffic Inspectors.

Following this the IOM Police adopted the Bikesafe initiative and I was invited to give a talk at their seminar launch.

I forged a partnership with the Isle of Man Steam packet Company and Heysham Port Authority who sponsored us to Police the harbour for the full week leading up to the TT event, at private cost.

A special joint Bikesafe 2000 exhibition was staged at Heysham port for the duration of the TT week with a joint launch on Wednesday 2nd June with Isle of Man & Lancashire police motorcyclists handing out literature & giving advice to riders. Over 8000 riders passed through the port to the Isle of Man.

I arranged for the Bikesafe 2000 promotional leaflet to be translated into German & French for the majority of European riders. (copies enclosed)

There were no accidents or incidents throughout the week leading up to the TT event.

• Monitoring & Evaluation

I anticipate having trained in excess of 100 riders by the end of this summer under the 'motorcycle challenge' lectures & rider assessments.

The participant's details will be recorded at initial registration and those same people will be revisited at the year end as part of a Bikesafe customer satisfaction study with a postal reply paid questionnaire I have devised, asking respondents to evaluate their experiences through key questions :

- Has their manner of riding improved since taking the training ?
- Have they been involved in any motorcycle accident following the training ?
- Have they since undertaken any form of post test training ?
- Were the training lectures & rider assessments useful, and have they encouraged anyone else to attend similar training schemes ?

Helmet £30

Designer T- Shirt
£80

Designer
Jeans
£100

Designer Watch
£400

Designer
Trainers
£80

Five point plan

Partnership

Awareness

Training

Enforcement

Education

For further information contact

Lancashire Constabulary Headquarters
Road Safety Unit 01772 618375

Lancashire County Council Road Safety Group
01772 264470

Cumbria Constabulary, Kendal
01539 722611 ext 8686

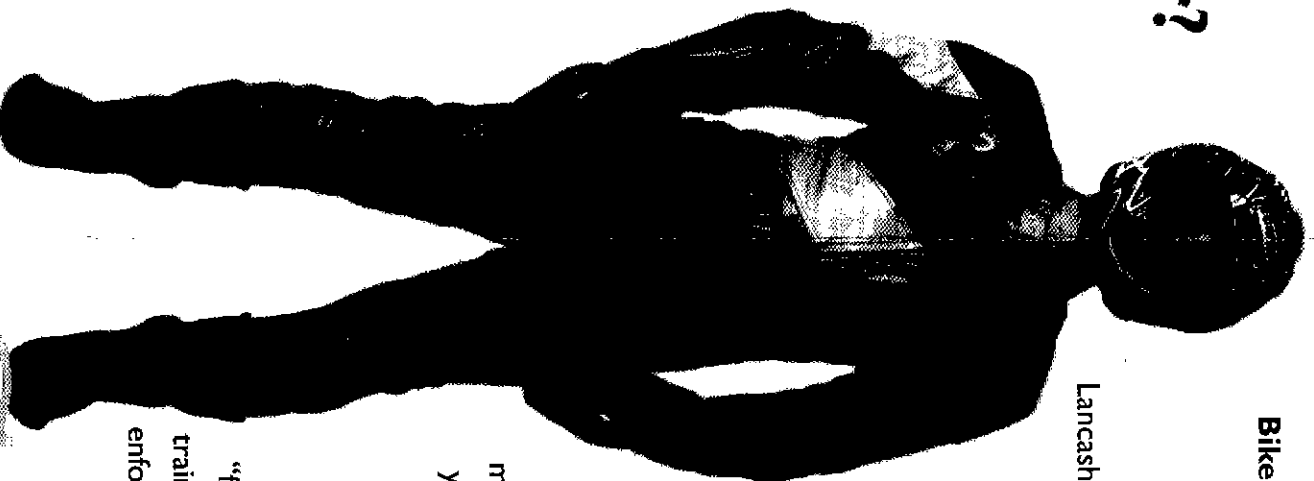
North Yorkshire Police, Northallerton
01609 789271

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BRITISH SAFETY 2000



Who's the cooler biker?



Bike Safe 2000 is an initiative, which aims to reduce motorcycle accidents and casualties.

Lancashire has experienced a steady rise in the number of motorcycle casualties in recent years. Seventeen motorcyclists died and a further 137 were seriously injured on the county's roads in 1998.

Nationally, there has been an increase in the number of riders having accidents on high-powered sports machines.

Many have returned to motorcycling after a gap of several years and simply fail to appreciate the power and capabilities of today's "superbikes".

Bike Safe 2000 comprises a "five point plan" which emphasises training and education, but spells out enforcement measures for dangerous and careless riding.

WHETHER you're new to biking, going back on two wheels after a number of years, or looking to improve your skills, there's a training scheme for you.

If you're just taking to two wheels, **Compulsory Basic Training** is the first step on the road to a full motorcycle licence. The full day's tuition is not a test, but does cover vital areas of safety and good practice. All moped learners (those who do not hold a full car licence) and all motorcycle learners, including those who hold a full car licence must complete CBT before riding on the road. CBT is offered at centres across the country.

Lancashire County Council offers riders a wide range of comprehensive training packages to meet specific needs. It also prepares a rider for the Driving Standards Agency's accompanied moped / motorcycle test.

Back to Biking is a course aimed at riders who have had a lengthy break from motorcycling. It gives a welcome reminder of some of the basics, an update on road and traffic conditions and an appreciation of the capabilities of today's modern machines. A major part of the course involves training in defensive riding techniques.

Advanced Motorcycling is for riders who want to polish their skills. Theory sessions are backed up by individual on-road training rides with the option to take an advanced test.

Direct Access (DAS) Training is for those who wish to "fast track" to a full licence to ride a more powerful machine. A client over the age of 21 who holds a full car licence or who has passed a moped test since 1 July 1998 can undertake a 2.5 day DAS course.

Boots
£150

Gloves
£100

Leathers
£400

Helmet
£250

Bike safe

2000

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BIKE SAFE 2000

Bike Safe 2000 est une initiative dont le but est de réduire le nombre d'accidents de moto et de blessés en résultant.

Depuis quelques années déjà le comté de Lancashire a vu s'accroître de façon régulière le nombre de personnes blessées dans des accidents de moto. En 1998 dix-sept moto-cyclistes ont trouvé la mort et 137 autres ont été grièvement blessés sur les routes du comté.

À l'échelle nationale, le nombre d'utilisateurs de machines de sport de haute puissance ayant eu un accident s'est accru. Beaucoup d'entre eux sont revenus au motocyclisme après un intervalle de plusieurs années et ne se rendent simplement pas compte de la puissance et du potentiel des "super motos" d'aujourd'hui.

Bike Safe 2000 présente un plan de cinq points" qui insiste sur la formation et l'éducation, mais qui souligne aussi les sanctions contre la conduite dangereuse et négligente.

BIKE SAFE 2000

Who's the cooler biker?

Quel motocycliste est le plus cool?

Casque

€ 375,- / FRF 38,11

Plan de cinq points

Partenariat

Casque

€ 45,- / FRF 4,57

Vêtements en cuir

€ 600,- / FRF 60,98
12,20

Prise de conscience

T-shirt griffé

€ 3 120,- / FRF

Gants

€ 150,- / FRF 15,25
15,25

Formation

Jeans couture

€ 150,- / FRF

Bottes

€ 375,- / FRF 22,87

Sanctions

Montre griffée

€ 3600,- / FRF 45,74

Éducation

Baskets griffés

€ 120,- / FRF 12.20

Bike Safe

Pour tout renseignement complémentaire, s'adresser à:

Lancashire Constabulary Headquarters

Road Safety Unit

Tél. 00 44 (0) 1772 618375

Lancashire County Council Road Safety Group

Tél. 00 44 (0) 1772 264470

Cumbria Constabulary, Kendal

Tél. 00 44 (0) 1539 722611, poste 8686

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BIKE SAFE 2000

- The Number of motorcycle offenders referred to Driver Improvement Scheme
- Reduction in motorcycle accident fatalities
- Reduction in motorcyclists seriously injured in accidents.
- The number of riders taking up the LCC ' back to biking and the ' Bikes 'R' Safe ' rider courses as a direct result of having seen or been involved in the BikeSafe initiative.

It is not my intention to assess the enforcement figures, with the exception of excess speed and manner of riding on identified target roads, as in my opinion the 'Performance Indicator' outcome is casualty reduction, not the simplistic measure of inputs.

I also intend to send all the entrants to the free prize draws one of the BikeSafe 2000 questionnaires I have devised. I will undertake this at the year-end (Sept/ Oct) when traditionally most sports riders put their motorcycles away for the winter period. So far I have over 200-prize draw entries with relevant name & address details.

No other Force has used the same criteria to evaluate any similarly run initiatives.

• **Problems**

Press & Media

I have made inroads into trying to get the motorcycle media on our side but it is very difficult.

Admittedly they want to sell magazines to riders who they say don't want to read about road safety. They continue to publish irresponsible / anti social articles about all aspects of road safety.

Limited resources. / Competing demands on Policing.

There is a need for a holistic approach and to adopt a high profile pro-active stance.

- To use selected committed staff to progress the initiative
- Multi agency approach to gain sponsorship
- Publicity and a user-friendly approach .
- Enforcement does not work in isolation.
- Assistance from RSO's (road safety officers)in other divisions who send us their problem every weekend during the summer.

Hard Core

There is a hard core of persistent offenders amongst the motorcycling fraternity who this campaign is mostly aimed at. They are the ones it is difficult to tempt into our Bikesafe environment.

I have looked at this logically and feel I am making inroads into breaking down the barriers by offering tempting motorcycle related to win at the exhibition days if they enter the free prize draws together with dealer & insurance discounts for successful completion of rider assessments.

The perception appears to be amongst the 'persistent offenders and problem riders' that riding close to the edge delivers motorcycling fulfilment.

I am creating opportunities with the initiatives already in place to change that attitude.

- To replace high speed thrills with overall motorcycle enjoyment.
- With rewards gained from absorption, focus and control.
- This equates to changing the motorcyclist's evaluation of the attribute to outright performance.

• Forthcoming Initiatives

Enforcement motorcycles

Northern division has been left a legacy of £5000 by the late Ian Galbraith to be used in local motorcycle training initiatives.

I have received approval for the money to be spent on a plain enforcement motorcycle. It is intended to buy one of our old police BMW m/cycles and turn it into an enforcement bike fitted with a force radio and Vascar.

The bike will be used predominantly to observe, stop and advise other road users, specifically motor cyclists, regarding poor & dangerous riding.

Bad cases will be referred for prosecution and to the driver improvement scheme, which has few motorcycle referrals.

There will be a small surplus left over from the legacy which I intend to use to buy copies of the Police roadcraft riding manual to give away in prize draws on the Bikesafe exhibition days in the Lune valley.

I have also negotiated with Kawasaki & Aprilia motorcycle manufacturers through the local dealership for them to provide 2 motorcycles throughout the summer every weekend for us to ride in the Lune valley.

They will be ridden by Class 1 police riders in full uniform with a strict 'no pursuit, no stop' policy in place.

Their use will be mainly as a traffic calming feature ridden up and down the identified target roads in an effort to slow down the speeding sports bike riders.

Assistance from other divisions

Due to limited resources amongst dedicated & specialised road safety officers I have approached other divisions to assist with our initiative.

This has been done on the basis that whilst they may not have a specific problem with sports motorcyclists in their own division, they are sending their problems on to us.

I have received assurances from Western & Southern divisions that they will provide assistance in the Lune valley throughout the summer where manpower allows.

Monthly newsletters

I have taken the step of producing a Bikesafe 2000 newsletter every month detailing the current events, exhibition days and how we are progressing with the initiative.

I send it to all geographic areas in the division, canteens and enquiry desks, with copies to garages in the Lune valley, lay-by tea bars, motorcycle dealers, and motorcycle magazines, force information unit, magistrates and the coroners officer.
(copy enclosed)

John McGuinness

John McGuinness is 23 years of age and lives in Heysham. He is a rider for the Honda 250 & 500 racing team sponsored by Paul Bird poultry in Ulverston.

John has recently turned professional having just won the 250 senior race in the prestigious Isle of Man TT and broke the world lap record.

I have approached John who is very keen to help with the Bikesafe initiatives.

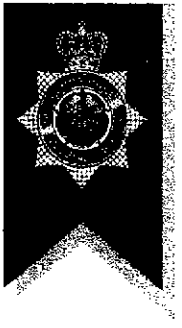
He has already drawn the winners in a recent prize draw that we held in the Lune valley, which attracted media interest as the winner was a very attractive young lady from Blackpool who just happened to be the girlfriend of Karl Crompton the lottery millionaire.

John has also kindly offered to donate a pair of racing boots & gloves for the free prize draws.



Northern Division Road Safety Team

Working together to make Lancashire's roads safer



NEWSLETTER

30 May 1999

The BikeSafe 2000 exhibition day at the BullBeck picnic area on the A683 at Caton on Sunday 9 May 1999 was a success.

We took along our mobile exhibition unit along with 2 local ambulance paramedics, Norman Mitchell & Greg Delaney who brought an emergency ambulance.

We were also joined by Mr Stuart Durham a consultant surgeon from A & E, Royal Lancaster Infirmary and nursing staff in their A & E flying squad vehicle. They provided a display focusing on the 'cost of a crash' and gave advice & first aid handouts called 'Help Your mates' to visiting riders, which was aimed at motorcycle injuries 'giving advice on what to do at the scene of a crash.

Lancashire County Council road safety training and publicity officers, with whom we are in partnership, worked alongside us providing a road safety exhibition and promoted their 'Back to Biking' motorcycle training packages. During the course of the day they amassed over 80 signatures from visiting motorcyclists pledging their support to the "Together We Can Make A Difference" road safety initiative.

The exhibition unit was manned by our road safety team motorcyclists and we demonstrated the use of Laser radar throughout the day which was very popular with visiting riders.

Following demonstrations of this latest technology many were overheard to comment it would slow them down in the future, which is a step nearer to accomplishing our mission !!

High visibility patrols assisted throughout the day conducting enforcement strategies in the Lune Valley.

Approx 500 riders visited the exhibition and the Lune Valley was an accident free zone throughout the day !

The next Bikesafe 2000 exhibition day will be on Sunday 13 June at the same location.

We have joined forces with the Isle of Man Constabulary in a BikeSafe 2000 'Hands across the Water' initiative aimed at reducing fatal & serious road crashes during the build up to the TT event. Around 3000 motorcyclists from across Europe are expected to travel through Heysham Port during the week.

A special exhibition will be staged at the Port from 2 June 1999 for 4 days with Police motorcyclists handing out literature and giving advice to riders. The Bikesafe leaflets have been translated into German & French for the majority of European riders.

Isle of Man officers are visiting the port at 10am on 2 June for a joint launch of the initiative.

We will be launching a 'Bumper Back & Bus Back' Ad campaign later in June. With sponsorship from Heysham Power Stations, 5000 vinyl stickers of various designs are being printed with a Bikesafe 2000 road safety message on them. It is hoped the initial launch will see the stickers displayed on our Police vehicles and emergency ambulances throughout the County together with selected organisations in the private sector such as Battersbys coaches and Bargh's transport at Caton who have kindly offered to display the stickers free gratis throughout the duration of our campaign.

It is hoped to commence the free 'Motorcycle Road Safety Challenge' training lectures later in the month which will be held during the weekday evenings at Ripley St Thomas school, Lancaster. Further information to follow when the dates have been confirmed.

PC Keith Collins
Road Safety Team
BikeSafe 2000 liaison officer 01524 596699

May 1999

DO IT EASY

In Association With



frankshepherd



aprilia



Lancashire
County Council 



Bike Safe 2000

• Conclusions

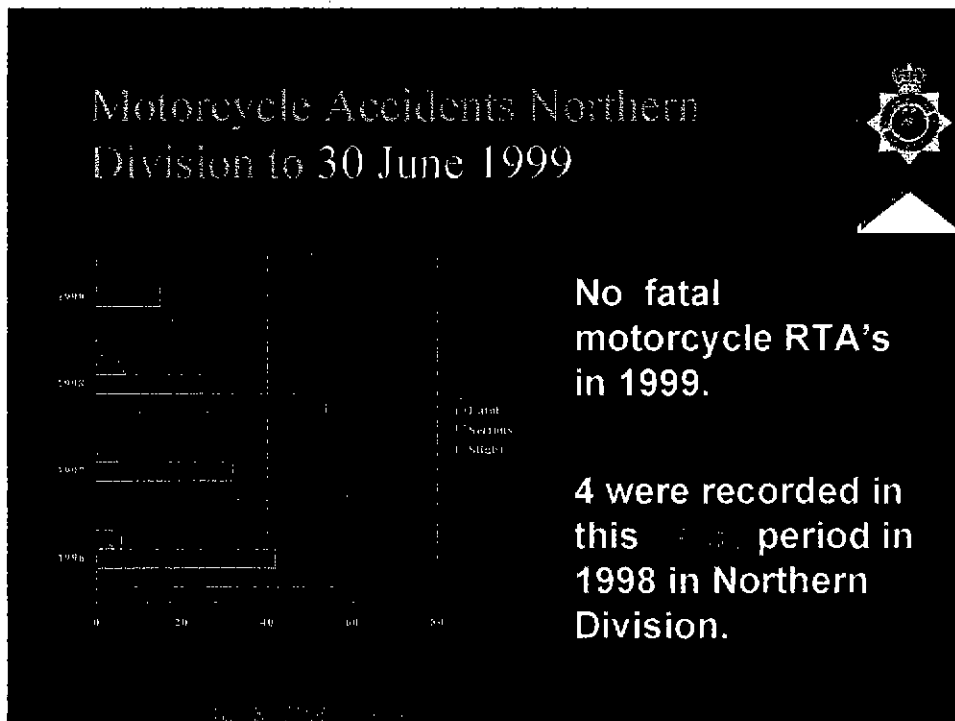
Although the BikeSafe initiative was launched in the Force on March 4 1999, ours is the only division that has taken up the initiative as we have the largest motorcycle casualty and speed related problem.

I am not able to 'fully' assess the success or failure of my strategy until September at the earliest.

I am only able to monitor the accident data, some of which I have reproduced below. To date, the initiative is proving successful with regard to there being no recorded fatal motorcycle crashes so far this year in comparison to 4 in the same period last year.

I intend to focus attention on the serious & slight injury categories as the divisional totals are slightly up on the same period last year.

I will progress this by focusing high visibility patrols in target areas and accident blackspots in the Lune Valley and the positioning of the high visibility 'Ad trailer' in those same areas.



So far this year I have secured £3 500 in sponsorship and the free loan & storage of the mobile exhibition unit, generator and TV/video display unit.

I intend to raise a minimum of £1 000 in further sponsorships before the end of the summer to progress the ad trailer initiative.

I have had a small amount of funding allocated from the division to use on the exhibition days in the Lune valley.

So far this has cost approximately 20 hours in ordinary overtime for 6 x PC's.

There will be a cash surplus of approximately £700 from the private policing arrangements in relation to the Isle of Man TT initiative.

I am given to understand this will go into the divisional funds towards further Bikesafe initiatives and payment for casual overtime, and the provision of suitable venues to hold further training lectures.

Where do we go from here ?

I am committed to making this initiative impact directly on motorcycle casualty reduction. So far it is having a positive effect. I do not , at this time, have an exit strategy in connection with the Bikesafe initiative.

With the approval of my divisional commander I hope to run the Bikesafe initiative into next year and encompass the rising popularity of young people who are now buying small capacity commuter bikes & step through mopeds.

This would involve visiting schools & colleges in the division to speak to 5th & 6th year students. (Bikesafe 2000 + ' Think Bike ' theoretical input)

I also intend to take a multi-agency approach at targeting the growing popularity in the illegal 'after market' fitment of racing exhaust systems to sports motorcycles.

These exhausts are not designed for road use and are clearly marked as such and do not conform to B.S. standards. They cost upwards of £400 and can significantly increase the power output and noise to machines that can already achieve in excess of 150mph +.

It has become fashionable with riders to fit these exhausts to sports bikes and have the ' not for road use ' professionally ground off the silencer, and a ' BS' number engraved in.

Coincidentally the two major manufacturers, ' Quill ' and the ' Carbon Can ' company have their factories & national retail outlets in our division.

Through local intelligence it is suspected that both companies are selling these exhausts over the counter with no advice or warnings given to the purchaser.

In response to this it is desired to progress a trading standards ' sting ' on these premises in order to eliminate the problem.

A weeding out process will then commence, with media publicity to have those users on the public road remove the illegal exhausts through intensified use of the vehicle defect report scheme.

I also intend to progress a joint BikeSafe 2000 day with our neighbouring forces of Cumbria & N. Yorkshire which will encompass other interested groups and training bodies in an effort to maximise on the multi agency approach and partnerships.

I see potential in approaching the major oil & petrol companies for sponsorship to the Bikesafe initiative.

Celebrity attendance of John McGuinness / Carl Fogarty at exhibition days in the Lune valley

Re-run of the Motorcycle road safety challenge lectures and rider assessments.

Greater motorcycle dealer input on exhibition days.

The pro-active use of Data-Tag to seek out stolen motorbikes and engines.

Leaflet & sticker distribution including ' Think Bike ' for car drivers in schools, colleges garages and supermarkets.

Setting up of a contact list with neighbouring forces to share information, and if a rider picked up a Bikesafe leaflet away from his home area a contact list would be printed on the rear giving details local to their place of residence.

To encourage commanders in the other territorial divisions that they have a responsibility to providing resources to the initiative even if they do not have a motorcycle casualty problem.

Every division has a duty to community safety, which dovetails into the Bikesafe initiatives. (Erosion of standard of life due to high speeds / increased accident potential and excess noise)

In addition, to encourage other divisional operational support staff and geographical response officers to support the BikeSafe initiatives.

I have a passionate concern about motorcycle safety and undertake a great deal of work on my own computer at home .To that end, the campaign is very cost effective.

I have run this campaign entirely on my own and owe a great deal to my dear, (and very patient) wife!.

I have implemented Bike safe 2000 in northern division as a user-friendly 'pop plan' tailor made for motorcyclists of all ages and riding standards.

It is designed to educate and inform riders, enhance their enjoyment, and keep them safe on the roads.

Bikesafe 2000 addresses our core service aims:

- Casualty reduction
- Public Tranquillity
- Partnerships
- Prevention of Crime

None of us, whether motorcycle dealers, riding instructors, professional or recreational motorcyclists or members of the emergency services wish to see mature motorcyclists who go out for a ride on a Sunday afternoon, become casualties and don't return home to their families.

We are here with a common goal in sight, to make the roads safer for everyone.

Police Constable Keith Collins
Road Safety Officer
Northern Division
Lancashire Constabulary
Thurnham Street
Lancaster

Lancashire

LA1 1YB

Tel 01524 596699

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1 July 1999