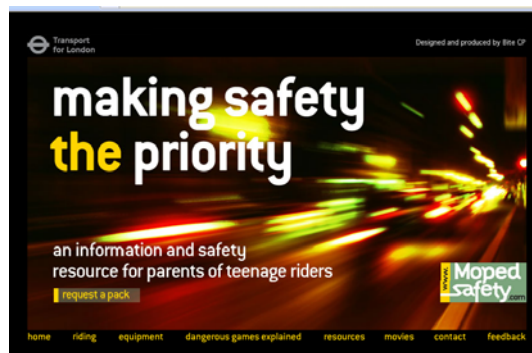




## BP1: Training and Awareness

<b>Reference:</b> BP1 004	<b>Title of Project:</b>	<b>Moped Safety</b>
<b>Version:</b> 1	<b>Website:</b>	<a href="http://www.mopedsafety.com/5-1.html">http://www.mopedsafety.com/5-1.html</a>
<b>Brief Description of Project:</b>	<p>Funded by TfL this is a website aimed at providing information to parents of young moped/scooter riders. There is a link to the Dangerous Games website (reviewed separately). This site contains information on the law, protective clothing, common hazards and collision causation. There are some useful statistics based on collision studies in London which, to some extent, contradict the findings of the MAIDS study. For example:</p> <p style="text-align: center;"><b>27% of the crashes were caused by a car driver error leaving 63% of crashes as the rider's fault; which suggests that the rider's lack of skill and experience was a major factor.</b></p> <p>Information contained on the site, although aimed at parents, is useful for new riders. The layout, overall approach and visuals appear accessible and navigation is easy to use.</p> <p>A resource pack is available for London residents on request.</p>	
<b>Monitoring Data:</b>	<p>The website is targeted and the messages selected using casualty data for London. There is no data comparing collision risk of users before and after accessing the site.</p>	
<b>Results:</b>	<p>There is no comparative data although, as part of the package of measures introduced in London, there is circumstantial evidence of a contribution to the reduction in PTW casualties in the city.</p>	



<p><b>Key Effective Conclusions:</b></p>	<p>The project provides an information portal for parents of young moped/scooter riders. Although the advice given appears sound and appropriate there is no information available on specific effects or numbers accessing the site.</p> <p>The site is London focused but the approach is transferable using local data.</p>
<p><b>Projects for Comparison:</b></p>	<p>'Dangerous Games website'. 'Get it Right'.</p>
<p><b>Justification:</b></p>	<p>As a template for providing an information portal for parents this project offers a potential best practice approach. Young riders are over-represented in the collision statistics and, despite the MAIDS findings, there appears to be significant evidence from London and other UK cities (Hull, Leeds, York) that collisions involving riders age 16-19 are more likely to be 'rider fault'.</p> <p>As parents are often paying for the moped, training and protective clothing, there would appear to be merit in involving them in the decision making process by providing suitable, constructive information.</p> <p>This project addresses the eSUM objective for WP3, BP1 by offering the potential for reducing urban PTW casualties through rider training/behaviour change.</p>