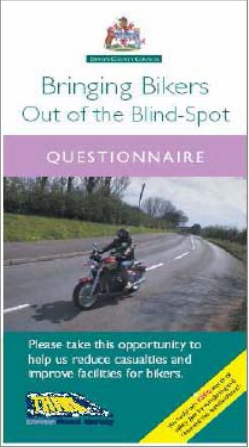




## BP1: Training and Awareness

<b>Reference:</b> BP1 013	<b>Title of Project:</b>	<b>Bringing Bikers Out of the Blindspot, Devon CC</b>
<b>Version:</b> 1	<b>Website:</b>	<a href="http://www.devon.gov.uk/bboobs_ihie_2_final_pdf_for_web.pdf">http://www.devon.gov.uk/bboobs_ihie_2_final_pdf_for_web.pdf</a>
<b>Brief Description of Project:</b>	<div style="display: flex; align-items: flex-start;"> <div style="width: 25%; text-align: center;">  </div> <div style="width: 75%; padding-left: 10px;"> <p><b>Bringing bikers out of the blindspot</b></p> <p>Launched in 2003, the Devon County Council's 'Blindspot' programme, which forms the basis of the authority's programme for motorcycle safety, has been designed to run in three phases. Phase One is research and consultation; Phase Two is concerned with implementation and delivery and runs in parallel with Phase Three, which comprises audit and review. The publication of the Government's Motorcycling Strategy, in February 2005, offers a further opportunity to review the future focus and objectives of Devon's motorcycle safety programme. And, once again, reflecting our commitment towards achieving national goals in a local context.</p> <p>The Blindspot programme has six objectives:</p> <ul style="list-style-type: none"> <li>• gather further intelligence from motorcyclists regarding their needs, concerns and aspirations as users of Devon's roads;</li> <li>• raise the profile of rider safety among drivers and riders;</li> <li>• research, develop and deliver new training programmes for newly qualified and experienced riders;</li> <li>• introduce specialist courses for riders recently involved in crashes;</li> <li>• ensure that highway design and maintenance takes full account of riders' needs;</li> <li>• create the right conditions – in educational, engineering and enforcement contexts – for a reduction in rider crashes and casualties.</li> </ul> </div> </div>	

This is an overtly pro-bike programme. It is based on a fundamental understanding of the environmental, congestion, accessibility and social inclusion benefits to be accrued from this mode, providing that measurable and sustained improvements can be achieved in rider safety.

In addition to the report based on known crash data, it was considered essential to gather qualitative data on riders' experience, needs and aspirations. Since much of the programme would rely on rider support, for development and implementation, it was vital that user views were harvested alongside 'hard' data mining. Online and paper questionnaires reached 500 riders and subsequently gathered thousands of pieces of data including: riders' experience; riders' styles and purpose; crash histories; ideas for future interventions; and demography.

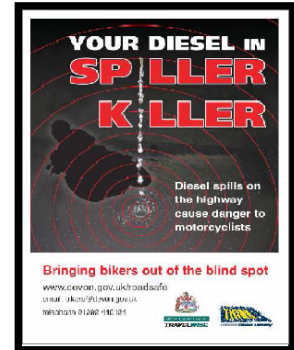
To complement the acquisition of structured data, the Blindspot programme also introduced an innovative online discussion forum for bikers wanting to share views and experiences on, primarily, safety issues. The forum has been highly successful in generating interest – approximately 70,000 hits to 2006 with more than 330 commentary contributions covering more than 60 different subject areas. The forum enables Devon officers to seed discussion and monitor independent user views.

Outputs from the research and resultant programme include the following:

1. Bike Sense – two separate training programmes, for novice licence holders and experienced riders, who are either graduating to a larger machine or returning to riding after a period of absence. Each of these training programmes is run by Devon County Council's Devon Drivers' Centre.
2. Rider Risk Reduction Course – developed in conjunction with Exeter University's School of Psychology and Devon and Cornwall Police. This highly innovative course seeks to address the risk-taking behaviour of riders stopped for prosecutable offences in Devon and Cornwall. The course avoids addressing machine-handling skills and concentrates instead on the psychology of high-risk behaviour and risk avoidance.



3. Spiller Killer – another innovative development that works on two levels. First, the campaign encourages drivers, hauliers and other large fleet operators, to reduce the incidence of diesel spills. Second, a hotline for diesel spills and road defects has been introduced for motorcyclists, to improve user communications and maintenance response times. Although crash data would suggest that diesel spills are not a significant causal factor, this was clearly an area of serious concern among many riders. Consequently, our approach has been to create a high profile with a minimum resource commitment.



4. Multi-media promotions – to raise awareness of motorcyclists among car drivers, and raise the issue of high-risk behaviour among riders. Promotions are run with the support of the Motorcycle Action Group and local advanced rider groups, which includes testimonies from crash victims, bereaved families and support services.



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5. Research into the viability of introducing motorcyclists into bus lanes on the Devon network, without compromising safety.

6. Training for engineers, technicians, road safety officers, accident investigators and police officers in designing and auditing for the vulnerable road user with specific reference to the needs of powered two-wheelers.

7. High-risk route signing – two approaches are being adopted, to reflect crash analyses along principal commuter and leisure routes. First, routes involving single vehicle crashes and high-speed collisions are being marked with experimental and temporary signing, which indicate a rider fatality problem. Second, urban commuter routes have been identified with higher incidences of low-speed overtaking and vehicle-crossing-path collisions. Proposed signing for these routes will primarily alert drivers to the presence of riders.



	<p>8. Improved communications with user groups via:</p> <ul style="list-style-type: none"> <li>• the online discussion forum;</li> <li>• the introduction of the Spiller Killer hotline;</li> <li>• the publication of newsletters that both inform and elicit feedback and input</li> <li>• the programme's progress and performance.</li> </ul> <p>9. Improvements in the nature, location and volume of motorcycle parking.</p> <p>10. Input into the development of production and performance standards for inspection covers, and in particular, within the context of Skid Resistance Value for a forthcoming BS EN standard. This work is led by the county's Materials Engineer and Science Officer.</p> <p>11. Ensuring that awareness of vulnerable road users is a standard feature of driver training courses delivered by Devon County Council's Devon Drivers' Centre.</p>
<p><b>Monitoring Data:</b></p>	<p><b>Outcomes to date:</b></p> <p>In contrast with the national trend, Devon motorcycle KSI figures have reduced against a backdrop of increased motorcycle ownership and miles travelled. Local reductions in KSI figures for powered two-wheeled vehicles are in-line with overall KSI reductions achieved across the Devon network. An outline casualty trend analysis is available on the motorcycle casualty statistics page of the Devon Road Safety website.</p> <p>Tracking data on riders attending training interventions does not appear to be available. The summative monitoring data is positive, although formative, structural evaluation appears to be absent.</p>
<p><b>Results:</b></p>	<p>Devon experienced a 30% drop in Biker KSI between 2002 and 2004. However, the total number of PTW KSIs for 2007 is 104, slightly more than in 2002.</p>
<p><b>Key Effective Conclusions:</b></p>	<p>The project brought together all road safety disciplines; educators, enforcers and engineers. Consultation with motorcyclists was a strong feature.</p> <p>After initial success in reducing the TOTAL number of KSIs in the county, the total for 2007 has returned to a pre-project level</p> <p>At this stage it is not known if this represents the increase in PTW use and therefore a continued decrease in casualty rate per vehicle/km. Clarification and further research is required.</p>

<b>Projects for Comparison:</b>	Operation Achilles in Humberside (BP3 002).
<b>Justification:</b>	<p>Although initial success does not appear to have been sustained, this could be a result of reduced focus of resources or simply increasing use of PTWs. However it is doubtful that PTW use in Devon increased by more than 30% from 2004 to 2007.</p> <p>Overall the results during the initial delivery of the campaign are sufficiently encouraging to identify contributions to eSUM WP3, BP1, 2 and 3 objectives to reduce PTW casualties through education/training, blackspot treatment and enhanced enforcement.</p>