




BP4: Specified Highway Remedial Measures

Reference: BP1 019 / BP4 007	Title of Project:	Calderdale Route Signing Look, Look Again Campaign
Version: 2	Website:	www.calderdale.gov.uk
Brief Description of Project:	 <p>As part of a wider advertising campaign aimed at reducing PTW casualties, Calderdale Council has installed signs on routes through the borough encouraging drivers to look out for motorcycles.</p> <p>The signs are mounted on lamp columns and display a 'motorcycle' symbol and the Look, Look Again message for drivers.</p> <p>The locations for the signs were identified from an analysis of casualty data.</p> <p>Publicity also included bus back posters and printed media advertising.</p>	
Monitoring Data:	Data not yet available.	
Results:	Data not yet available.	
Key Effective Conclusions:	<p>The campaign addresses the main urban PTW collision causation factor (MAIDS, DfT In-depth Motorcycle Accident Study).</p> <p>The locations were selected based on casualty data. The locations are both urban and rural. 'After' data is awaited.</p>	
Projects for Comparison:	<p>Shiny Side Up (BP4 003).</p> <p>Leeds Motorcycle awareness campaign (BP4 005).</p>	
Justification:	The approach appears to have potential to contribute to eSUM WP3, BP1 and BP4 objectives. Monitoring data will establish the effectiveness of the measure when available.	