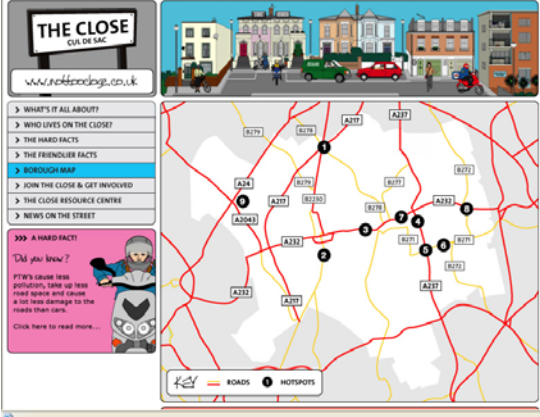




BP1: Training and Awareness

<p>Reference: BP1 022</p>	<p>Title of Project:</p>	<p>‘The Close’, London Borough of Sutton, PTW Safety Campaign</p>
<p>Version: 1</p>	<p>Website:</p>	<p>www.nottooclose.co.uk</p>
<p>Brief Description of Project:</p>	<p>‘The Close’ is part of the London Borough of Sutton's Casualty Reduction Strategy for Powered Two Wheelers (P2W's). These include motorcycles, mopeds, scooters and certain power-assisted cycles. Its aims are to not just reduce casualties and injuries but also to improve the powered two wheeler riding experience and reduce the risk of collisions by a combination of:</p> <ul style="list-style-type: none"> > Raising risk awareness with ALL road users; > Improving driving standards through information and further riding skills development; > Pro-actively addressing collision hotspots and risk areas by introducing physical changes and a special hazard hotline on which problems can be reported. <div data-bbox="397 1350 950 1680" data-label="Image"> </div> <p>The campaign is web-based and draws together information on casualty statistics, training options, rider's tips and 'black-spot' locations.</p> <p>The website is attractive but under-developed and has not been updated since April 2007.</p> <p>‘The Close’ provides information on common collision causation using a series of ‘residents’, including 3 PTW riders.</p>	

	<p>The 'black-spot' locations in the Borough are based on casualty data from 2000-2003. They are shown on a map of Sutton with additional information available on one click operation.</p> <p>The web-site has a 'joining' option which allows all road users and particularly PTW riders, to feedback on problems in the area. There is also information and contact details for reporting road defects and diesel spills.</p> 
<p>Monitoring Data:</p>	<p>The overall campaign is data-led and the 'before' casualty data is presented on the web-site. There is a useful comparison between the local data and that for London and the UK. There does not appear to be any monitoring 'after' data on the web-site. It is not known if any specific monitoring of the web-site has been undertaken.</p>
<p>Results:</p>	<p>The web-site remains active. Rider involvement is unknown at this stage.</p>
<p>Key Effective Conclusions:</p>	<p>Research into use of the web-site would be useful, including the number of 'hits' and any follow-on actions.</p> <p>The information is specifically linked to collision data and the common causation factors described are consistent with the findings of the MAIDS and DfT In-Depth Motorcycle Accidents studies.</p> <p>Monitoring of the campaign based on casualty data would allow an objective assessment of impact.</p> <p>Although the information is specific to Sutton, the concept appears transferable to other areas.</p>
<p>Projects for Comparison:</p>	<p>'Twist and Go For It' website. Bringing Bikers Out of the Blindspot (BP1 013).</p>
<p>Justification:</p>	<p>'The Close' is specifically based on local collision data but evidence of effectiveness is required to fully assess its contribution to eSUM WP3 objectives.</p>