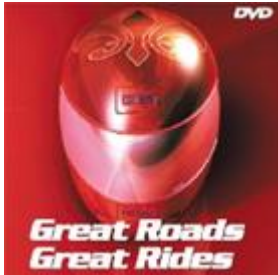





BP1: Training and Awareness

Reference: BP1 023	Title of Project:	Great Roads, Great Rides
Version: 1	Website:	http://www.highways.gov.uk/knowledge/11526.aspx
Brief Description of Project:	<div style="display: flex; align-items: flex-start;">  <div style="flex-grow: 1;"> <p>“Great Roads, Great Rides” is a DVD resource which highlights some of the best roads for riding in the UK. The project is supported by the UK Department for Transport, Driving Standards Agency, Highways Agency and several Police Forces and local government organisations.</p> <p>The DVD takes riders step by step through key information; from basic maintenance checks at the start of the season to riding out with a group. It looks at how to overtake and ride through bends safely and what to do if you’re first on the scene of an accident involving another rider.</p> <p>Although the emphasis is on sports bike collisions on fast, rural roads, there are brief elements covering urban riding and the sections on protective clothing, safety checks, training and equipment choice are generally relevant to eSUM objectives.</p> <p>The DVD presents a simple 4 step risk management plan:</p> <ol style="list-style-type: none"> 1. See it. 2. Plan for it. 3. Position for it. 4. Do it. <p>An updated and improved version will be launched in February 2009. As part of the development, riders were invited to complete an on-line questionnaire, identifying key themes for inclusion on the new video.</p> </div> </div>	

	<p>In addition the revised version will include 'Take the Challenge', which launches an interactive 'Reading the Road' programme when placed in a computer.</p> <p>Developed by a leading games company, this places the viewer on the bike and in the riding position as the whole journey is ridden again. The challenge is to identify dangers and completing the challenge unlocks a bonus section.</p>  <p>Four supporting posters are available to reinforce the skills required to read the road effectively and promote the DVD.</p>
<p>Monitoring Data:</p>	<p>The advice given in the DVD is based on collision data. No direct monitoring of the casualty reduction effects of the resource have been undertaken. Qualitative monitoring techniques indicate a positive response from users.</p>
<p>Results:</p>	<p>The DVD has been distributed free of charge to thousands of PTW riders in the UK.</p>
<p>Key Effective Conclusions:</p>	<p>The original DVD is well produced, the advice appears of high quality and is based on studies of collision data.</p> <p>The emphasis is on high performance PTWs and predominantly covers rural situations.</p> <p>The revised version will be released in February 2009 and will be reviewed when available.</p> <p>The DVD uses UK locations, is in English and the PTW positions are based on riding on the left. The concept appears effective but transfer of this specific resource to other EU states would be very difficult.</p>
<p>Projects for Comparison:</p>	<p>'Handle it or Lose it' website.</p>
<p>Justification:</p>	<p>Although the resource is not transferable, the concept appears to have potential to contribute to eSUM objectives. The DVD does contain useful advice and the revised version should be reviewed. Monitoring data should be assessed.</p>