





BP1: Training and Awareness

Reference: BP1 034	Title of Project:	Hugger Campaign
Version: 1	Website:	www.think.norfolk.gov.uk/Motorcyclists/Campaigns
Brief Description of Project:		<p>Launched in April 2009, the 'Hugger' campaign has been initiated by The Think! Norfolk Partnership. This partnership is made up of representatives from Norfolk County Council, Norfolk Fire and Rescue Service, Norfolk Constabulary, East of England Ambulance Service NHS Trust, Norfolk Safety Camera Partnership, and Highways Agency.</p> <p>Campaign materials also carry the generic UK road safety branding.</p>  <p>The Partnership website describes the aims of the project: <i>'The campaign aims to increase motorcycle safety in Norfolk, and ultimately reduce the number of deaths and serious injuries among motorcyclists'</i>.</p> <p>Although a mostly rural area, Norfolk has a major urban centre in the city of Norwich.</p> <p>The campaign uses a character named after the close-fitting rear mudguard used on some motorcycles.</p> <p>The first phase of the campaign encouraged drivers to look out for PTWs using posters, stickers and advertising on the rear of buses running through the area.</p>

The second phase was aimed at motorcyclists, encouraging them to take further training to improve their skills. This stage was supported by posters and the distribution of leaflets inviting riders to take 'Hugger's Challenge'.



The Hugger Challenge was to undertake a riding assessment lasting approximately 90 minutes to assess riders' ability and identify any areas of riding requiring improvement through further training. If the assessment showed no major flaws, the rider was rewarded with a free gift and a discount card for local motorcycle businesses.




Successful riders are also presented with a UK Driving Standards Agency Enhanced Rider Training Certificate, which provides a discount with several motorcycle insurers.

The website includes downloads of poster and sticker artwork and the poster/leaflet for the Hugger Challenge described above.

The campaign also has a presence on Twitter and Facebook.

The Hugger character and branded materials are also used in road safety educational activities in local schools and colleges.



	<p>The branding is likely to be used on all Partnership PTW safety campaigns in the near future in the Norfolk area. An example is a reminder to riders of the necessity for protective clothing, even in hot weather.</p> 
<p>Monitoring Data:</p>	<p>The casualty data for Norfolk shows that PTWs represent 1% of traffic but account for 26% of those killed or seriously injured. The Partnership states that PTW injuries are falling on Norfolk's roads but at a much slower rate than the overall casualty figures.</p> <p>The website indicates that <i>'statistics from 2006 to 2008 show that the number of accidents involving motorcycles, mopeds and scooters are evenly split between built-up areas and non-built areas'</i>.</p> <p>It is too early (August 2009) to have meaningful data with which to monitor the effectiveness of the project.</p>
<p>Results:</p>	<p>The campaign publicity materials provide a new and single branding for PTW safety campaigns in Norfolk. There is some evidence that previous campaigns have contributed to a reduction in the number of PTW casualties in the area.</p>
<p>Key Effective Conclusions:</p>	<p>The advice provided within the campaign has been developed as a result of an analysis of local casualty data.</p> <p>The initial emphasis on encouraging drivers to 'look out' for PTWs agrees with the most frequent collision causation factor in urban locations as identified by MAIDS and DfT's In-depth Study.</p> <p>From the casualty statistics, the PTW casualty situation in Norfolk appears similar to that in other areas of the UK and Europe, with the number of injuries falling but not as quickly as with other user groups.</p>
<p>Projects for Comparison:</p>	<p>BP1 010 Don't Look, See. BP1 013 Bringing Bikers Out of the Blindspot. BP1 019 Look, Look Again. BP1 033 Look Twice, TWICE.</p>
<p>Justification:</p>	<p>The campaign appears to address the main collision causation factors and the approach could have potential to contribute to eSUM objectives. An assessment of 'after' data, when available, would help to demonstrate effectiveness.</p>