




BP2: Highway Features and Policy

Reference: BP2 010	Title of Project:	UK Department for Transport Motorcycling Strategy
Version: 1	Website:	http://www.dft.gov.uk/pgr/roads/vehicles/motorcycling/
Brief Description of Project:	<p>The UK appears to lead on integrating PTWs into mainstream transport planning and strategy. The Department for Transport monitors Local Transport Plans produced by local government to ensure that provision for motorcycles is included. The UK's National Motorcycle Council steers policy and includes representatives from rider groups, manufacturers and the wider PTW industry.</p> <p>In February 2005, the Department for Transport (DfT) published the UK Government's Motorcycling Strategy. This was developed with the full involvement of motorcycling groups representing the views of industry and users through the Advisory Group on Motorcycling, which was established in 1999 and produced its final report in 2004.</p> <div style="display: flex; align-items: center;">  <div style="margin-left: 20px;"> <p>The theme for the Strategy is to facilitate motorcycling as a choice of travel within a safe and sustainable transport framework. The strategy sets out a framework for action over the next few years. Many of these actions are for central Government to implement; some are for local Government while others are for stakeholders, such as manufacturers, retailers and user groups to pursue.</p> </div> </div> <p>The Government's Motorcycling Strategy is being taken forward by the National Motorcycle Council (NMC), which includes representatives of motorcycle user groups, manufacturing, retailing and training industries as well as local government and the Department for Transport.</p>	

	<p>Four NMC sub-groups have been set up to oversee the implementation of the Strategy's 42 themed actions. These sub-groups are:</p> <ul style="list-style-type: none"> • Road Safety and Publicity • Technical, Engineering and Environmental Issues • Training, Testing and Licensing • Traffic Management, Planning and Transport Policy <p>The 42 actions are wide ranging and include the direction of national publicity campaigns, an annual review of policing, the provision of design guidelines for highway engineers and the promotion of post-test training for riders.</p>	
Monitoring Data:	Before	After
Results:	<p>1997 KSI rate = 172/100mVehkm</p> <p>2007 KSI rate = 127/100mVehkm</p> <p>Key achievements of the Strategy include:</p> <ul style="list-style-type: none"> • A new TV and radio campaign from 2006 aimed at car drivers with the message "take longer to look for bikes" • Think! sponsorship of the British Superbikes Championship. • Research on fatigue, training and drivers' attitudes to motorcyclists. • A new safety rating system for motorcycle helmets. • A leaflet raising awareness of the dangers of diesel spills; • An online motorcycle users' survey on tyres, brakes and mirrors; • A voluntary register of approved Post Test Motorcycle Trainers. • An Enhanced Rider Scheme offering insurance discounts to licensed riders who take further training with an approved instructor. • New guidance to local authorities on Use of Bus Lanes by Motorcycles. • Guidance to highway authorities on motorcycle-friendly infrastructure. • Use of motorcycle-friendly crash barriers on parts of the HA network. 	
Key Effective Conclusions:	<p>The UK Motorcycling Strategy positively supports motorcycling as a transport mode offering potential environmental benefits. The work of the UK NMC in developing data based counter measures appears to have contributed to the reduction in casualty rate amongst PTW users in the UK.</p>	
Projects for Comparison:	<p>'Positioned for Safety' NSW (BP2 009). Motorcycle Charter, Paris (BP2 008).</p>	
Justification:	<p>The provision of a coherent, national motorcycling strategy supporting data based collision counter-measures appears to contribute to eSUM WP3 BP2 objectives and would assist PTW casualty reduction if adopted more widely.</p>	