




BP3: Targeted Enforcement

Reference: BP3 002	Title of Project:	Operation Achilles, Humberside Police
Version: 1	Website:	http://www.humberside.police.uk/
Brief Description of Project:	 <p>In the three year period from 2002 to 2004 motorcycle fatalities in the Humberside Police area rose from 5 to 18 per year. There was a clear upward trend in fatal casualties over the three year period and serious and slight casualties were also increasing. A partnership was formed involving the police, local authorities, Institute of Advanced Motorcyclists, Safety Camera Partnership, Roadaware Partnership and the North Lincolnshire Motorcycle Forum with a view to tackling the problem. Out of this evolved "Operation Achilles" launched in 2005. There is a strong educational element with Bikesafe events and RIDE courses as an alternative to prosecution for certain offences.</p> <p>Operation Achilles 2008 is a campaign which seeks to reduce the number of collisions and motorcycle casualties particularly those that result in death and serious injury. Achilles uses a four pronged strategy to tackle the problem.</p> <ul style="list-style-type: none"> • It uses a strong and consistent media message - that law abiding motorcyclists who have consideration for other road users and the communities they pass through will not be inconvenience by the police. • Offenders are targeted by covert and high visibility police enforcement (using marked police vehicles, unmarked cars and motorbikes and speed camera vans). • "Shinysideup" posters are used along the main motorcycling routes throughout the region. These large, high visibility posters are aimed at both drivers and bikers. Drivers are reminded to "Think Bike!" as they emerge from junctions onto motorcycling routes. Other messages to bikers include "Bends Dead Ahead" and "To Die For?" 	

	<ul style="list-style-type: none"> For non offending volunteers the Bikesafe workshops provide classroom based education and assessed rides with IAM members, police motorcyclists and ambulance paramedics. Clients pay approximately €40 for a full day's input of theory and practice with a view to changing attitudes and behaviour. The scheme is heavily subsidised by Humberside Police and the Roadaware Partnership from surplus from Speed Awareness courses. Incentives are given to those taking part encouraging them to go onto advanced rider training.
Monitoring Data:	Humberside Police figures indicate a 38% reduction in the number of PTW casualties killed or seriously injured over 3 years to 2007.
Results:	In terms of casualty reduction the results are impressive with a 38% reduction in KSI casualties.
Key Effective Conclusions:	<p>This is essentially a rural campaign. Plans to develop an urban derivative in the Humberside area have so far not come to fruition. The mix of targeted enforcement, education, training and publicity appears to provide synergistic gains.</p> <p>Funding is from the surplus generated from Speed Awareness courses.</p>
Projects for Comparison:	Romagna Helmet Campaign (BP3 001 / BP1 005).
Justification:	<p>Although successful, the campaign targets leisure motorcyclists on large capacity machines on rural routes. There is much in the overall approach that could be seen as best practice but the delivery partners have not yet been able to transfer the campaign to urban areas.</p> <p>With development, this project does appear to offer the potential to meet the eSUM objective for WP3, BP3 in offering the potential for reduction in risk of collision in urban areas through enhanced and targeted enforcement action.</p>