



BP3: Targeted Enforcement

Reference: BP3 007	Title of Project:	Weekender Project, Northumbria Police
Version: 1	Website:	http://www.northumbria.police.uk/
Brief Description of Project:	<p>The weekender campaigns are run in conjunction with safety camera partnerships and neighbouring police forces in Durham and Lothian & Borders, targeting areas of known danger to bikers. The project uses a yellow and red card system.</p> <p>In the Weekender campaign a 'yellow card', suggesting improvements and encouraging training, is given out to a rider making a minor mistake through a lack of skill or judgement.</p> <p>For some of the more dangerous or serious errors a 'red card' offers a rider a chance to take part in a course to improve their skill - as an alternative to a court appearance.</p> <div data-bbox="402 1178 808 1482" data-label="Image"> </div> <p>The cards are not used for excessive speeds or dangerous driving, which will always merit a fixed penalty or court appearance.</p> <p>Offences/errors are detected using a mix of marked and unmarked police vehicles and safety camera technology. Northumbria Police have used a specially prepared Harley Davidson to create a high profile for the campaign.</p> <p>During Operation Weekender in summer 2008 more than 250 people attended "cornering clinics".</p> <p>These demonstrated the importance of good skills, with examples of what could go wrong and how to improve.</p> <p>Police stated that in 2008, there had been no fatalities in the Northumberland area, a place traditionally popular with bikers.</p>	

Monitoring Data:	There does not appear to be specific monitoring of the casualty record of those involved in the scheme. However the number of ptw casualties in Northumberland fell by 17% from 2006 to 2007.
Results:	<p>The Weekender scheme appears to have positive feedback from ptw riders and to be contributing to a reduction in ptw casualties.</p> <p>In a number of research studies (The North Report 1988), the re-training option for offenders appears to offer a more effective method of reducing risk taking behaviour.</p>
Key Effective Conclusions:	<p>The Weekender Campaign is essentially a rural routes initiative, although in principle it does appear applicable to urban situations. By targeting riders exhibiting risk taking behaviour the campaign addresses the highest risk individuals. Although the training (cornering clinics etc.) seems focused on rural riding the content could be re-aligned to address common urban collision causation.</p> <p>There appears to be no specific casualty data monitoring relating to participants but there is circumstantial supporting data.</p>
Projects for Comparison:	RIDE and Rider Risk Reduction Courses (BP3 003).
Justification:	Although the content and delivery of the project is currently focused on rural collisions, there appears to be potential to develop an 'urban' variant to provide a contribution to eSUM WP3, BP3 objectives.