



BP4: Specified Highway Remedial Measures

Reference: BP4 003	Title of Project:	Shiny Side Up Partnership
Version: 1	Website:	http://www.multiprint.uk.com/shinysideup/hotspot-locations.html
Brief Description of Project:	<div data-bbox="394 764 1057 1058" data-label="Image"> </div> <p data-bbox="394 1014 1057 1058">These yellow signs warn of crash hotspots</p> <p data-bbox="394 1087 1057 1129">positioning at PTW collision blackspots or routes.</p> <p data-bbox="394 1178 722 1213">There are 4 sign types:</p> <div data-bbox="394 1220 1133 1451" data-label="Image"> </div> <p data-bbox="394 1461 1474 1566">The first 2 are aimed at PTW riders to encourage a more responsible riding style. The third and fourth target driver behaviour, encouraging greater awareness of PTWs.</p> <p data-bbox="394 1623 1474 1696">Although pre-dominantly used in rural locations, there signs are also deployed in urban situations (Nottingham, Leeds).</p> <p data-bbox="394 1749 1474 1822">There is also a website which gives details of PTW collision blackspots on UK roads including information on causation factors.</p> <p data-bbox="394 1829 1474 1864">http://www.multiprint.uk.com/shinysideup/hotspot-locations.html</p>	

Monitoring Data:	The SSU posters appear to be used as part of broader campaigns including enforcement and education. It is difficult to isolate the effects of the SSU material alone.
Results:	Local councils using the SSU signs at 'hotspots' report reductions in casualties resulting from the overall campaigns (East Riding of Yorkshire, Derbyshire, North Lincolnshire etc).
Key Effective Conclusions:	<p>The targeted signing of PTW collision blackspots has been highlighted by rider groups (FEMA 2004) as an effective means of reducing casualties. There does not appear to have been any detailed evaluation of the effects of this type of signing based on casualty data.</p> <p>Circumstantial monitoring data suggests that the SSU signs do make a contribution to PTW casualty reduction as part of wider campaigns.</p>
Projects for Comparison:	
Justification:	<p>The evidence available suggests that the SSU signs are effective when used in conjunction with other measures. They have support from rider groups and road safety professionals. The signs are low cost, frangible and capable of translation into other languages.</p> <p>The initiative appears to meet the eSUM objective for WP3, BP4 in offering the potential for reduction in risk of collision through targeted engineering measures in urban areas.</p>