





BP4: Specified Highway Remedial Measures

Reference: BP4 005	Title of Project:	Driver Awareness Campaign, Leeds
Version: 1	Website:	www.leeds.gov.uk
Brief Description of Project:	<p>Leeds City Council use on-street advertising media to encourage other road users to look out for PTWs. Since May 2008 they have signed PTW routes and junctions with high casualty rates using the 'shiny side up' street posters.</p>  <p>The Council has also used bus-back advertising posters to place key messages in drivers' view on PTW casualty routes. Messages include encouragement to check mirrors and blind spots for PTWs before turning.</p>  <p>Leeds CC continues to monitor the project.</p>	

Monitoring Data:	The counter-measures are targeted using local casualty data and the resources used focus on the primary causation factors identified in the MAIDS and DfT in-depth collision studies. No specific casualty data for the routes/junctions is available at present.
Results:	The junction signing and 'bus back' posters have raised driver awareness of the issues but data monitoring is still ongoing.
Key Effective Conclusions:	<p>This project addresses the key causation factor identified in the MAIDS study that is other vehicles turning across the path of PTWs.</p> <p>The advertising and signing is targeted at routes and junctions identified from PTW collision data. This data-led and focuses approach would appear to have potential to reduce PTW casualties.</p>
Projects for Comparison:	Shiny Side up (BP4 003).
Justification:	Additional monitoring data is required to establish effectiveness but the approach appears to have the potential to contribute to eSUM WP3, BP1 and BP2 objectives.