




## BP4: Specified Highway Remedial Measures

<b>Reference:</b> BP4 007 / BP1 019	<b>Title of Project:</b>	<b>Calderdale Route Signing Look, Look Again Campaign</b>
<b>Version:</b> 2	<b>Website:</b>	<a href="http://www.calderdale.gov.uk">www.calderdale.gov.uk</a>
<b>Brief Description of Project:</b>	 <p>As part of a wider advertising campaign aimed at reducing PTW casualties, Calderdale Council has installed signs on routes through the borough encouraging drivers to look out for motorcycles.</p> <p>The signs are mounted on lamp columns and display a 'motorcycle' symbol and the Look, Look Again message for drivers.</p> <p>The locations for the signs were identified from an analysis of casualty data.</p> <p>Publicity also included bus back posters and printed media advertising.</p>	
<b>Monitoring Data:</b>	Data not yet available.	
<b>Results:</b>	Data not yet available.	
<b>Key Effective Conclusions:</b>	<p>The campaign addresses the main urban PTW collision causation factor (MAIDS, DfT In-depth Motorcycle Accident Study).</p> <p>The locations were selected based on casualty data. The locations are both urban and rural. 'After' data is awaited.</p>	
<b>Projects for Comparison:</b>	<p>Shiny Side Up (BP4 003).</p> <p>Leeds Motorcycle awareness campaign (BP4 005).</p>	
<b>Justification:</b>	The approach appears to have potential to contribute to eSUM WP3, BP1 and BP4 objectives. Monitoring data will establish the effectiveness of the measure when available.	