

spring 2004



DEVON COUNTY COUNCIL
TRAVELWISE

Bringing bikers out of the blind spot

A joint campaign by Devon County Council & Devon and Cornwall Police, supported by the Motorcycle Action Group and Devon Advanced Motorcyclists

The first stage of the **Bringing Bikers Out of The Blind Spot** campaign was to consult with local bikers to gauge views and opinions on issues that affect the safety of motorcyclists in the County. The response has been good. This edition of the newsletter shows the results of the consultation as well as the other work we are currently undertaking to improve rider safety.



For booking information please contact:

Devon Drivers' Centre Tel: 01392 444773

Email: ridetra@devon.gov.uk

The **Bringing Bikers Out Of The Blind Spot** campaign is initially designed to run for a period of 3 years during which time we intend to:

- Gather intelligence from bikers as to their needs, concerns and aspirations as users of Devon's roads
- Raise the profile of biker safety amongst drivers and riders alike
- Research, develop and deliver new training programmes for newly qualified and experienced riders
- Introduce courses for riders recently involved in crashes
- Ensure that highway design and maintenance takes full account of the needs of riders
- Create the right conditions for a reduction in rider crashes and casualties

Competition Winner

The winner of the £200 voucher for safety gear is:
Mr JC Ivison, Exeter

As part of the **Blindspot** campaign, we are looking to ensure that good quality, accessible and affordable training is available to all motorcyclists who want to improve and develop their riding skills.

To meet this goal, we are making a Rider Development Course available across the County. A recent Press Release and request in the last edition of this newsletter asked for volunteers to help assess this course. The response was extremely good and we were oversubscribed by 100%.

Eight pilot courses were run and those attending were asked to provide critical feedback. These comments have been used to make alterations to the course to ensure the structure and the training provided suits the needs of riders. **By providing sound advice and training we can help reduce motorcycle collisions in the County.**

The Rider Development Course will soon be available from the Devon Drivers' Centre and in North Devon. As more instructors are identified and trained we will be able to offer more courses, at more locations, around the County.

This course will be suitable for motorcyclists who are:

- Upgrading to a larger bike
- Returning to motorcycling after a break
- Or just looking to improve their riding skills

The course has been designed to be flexible to the needs and requirements of individual riders. Based on the initial feedback that a rider provides, the trainers will tailor the course around each rider's needs and aspirations.

This newsletter has been designed to keep you informed of the progress we are making in improving safety for bikers.

Our target: to reduce deaths and injuries to motorcyclists by (at least) 40% by 2010

Rider Development Course

Rider training

Bikesafe 2004

Bikesafe, the bike safety initiative being run by Police forces, returns this summer. This allows motorcyclists the opportunity to book onto a half day session and undertake an observed ride where good, friendly advice on your riding style will be given.

Anyone who has not previously attended a Bikesafe event, hold's a full licence and have their own machine can apply. Further details can be found at:
www.devon.gov.uk/roadsafe
www.devon-cornwall.police.uk



Motorcycle Intervention Course (MIC)

The Motorcycle Intervention Course is currently being developed by Exeter University's School of Psychology, under contract to Devon County Council. The basis of this project is to allow bikers who have been stopped by the Police for an endorseable offence the option of attending a 1 day course as an educational alternative to prosecution. The course aims to provide motorcyclists who have been stopped for these offences with a better understanding and appreciation of personal risk and their own vulnerability.

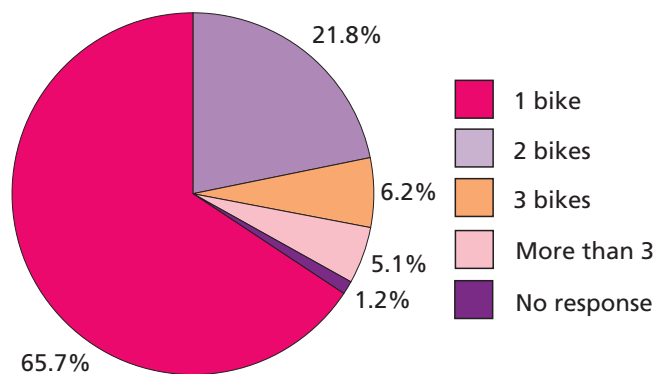
A pilot run of this course has now been undertaken which included representatives from Devon & Cornwall Police, local riding groups and the Motorcycle Action Group. Good quality feedback from this day has allowed us make adjustments to the course. This will ensure that we can deliver a meaningful and positive course that will benefit local riders.

We have been careful to make the emphasis of the MIC pro-biking rather than attempting to portray biking from a negative viewpoint. Attendance on the course seeks to keep bikers safely on the roads to enjoy a lifetime of riding. We are hopeful that this course will be available by summer 2004.

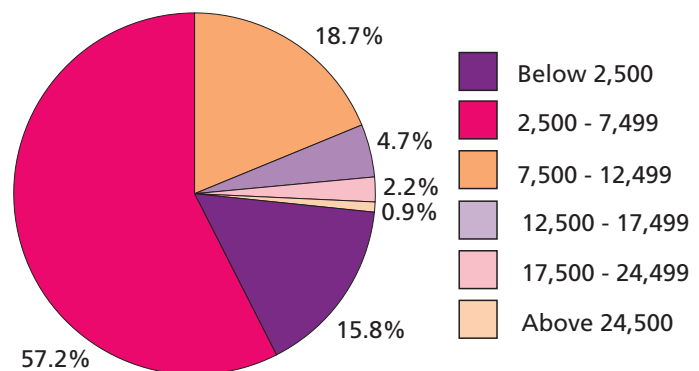
Bringing Bikers Out

Last year Devon County Council initiated a major consultation for bikers throughout the County. We have now had the chance to collate these results and a small selection of these appear here. A full copy of the results will soon be available for download at www.devon.gov.uk/roadsafe or you can get a copy by emailing us at bikers@devon.gov.uk. The next edition will focus on what actions, on top of what is already being done, are proposed to benefit rider safety in the County. 444 questionnaires were completed.

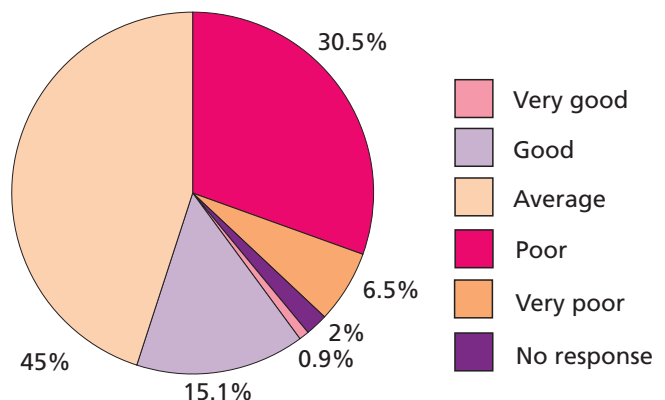
How many bikes do you own?



What is your annual mileage?



What is your opinion of the general condition of the roads in Devon?

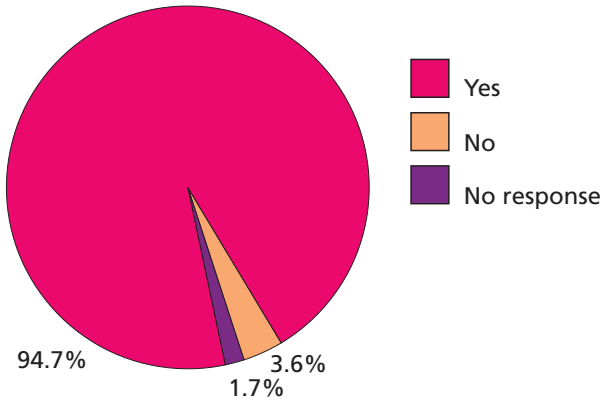


Of The Blindspot consultation results

Rider Development Course

This is a course for regular riders, those returning to riding, commuters etc. so that existing skills can be perfected and new skills can be developed.

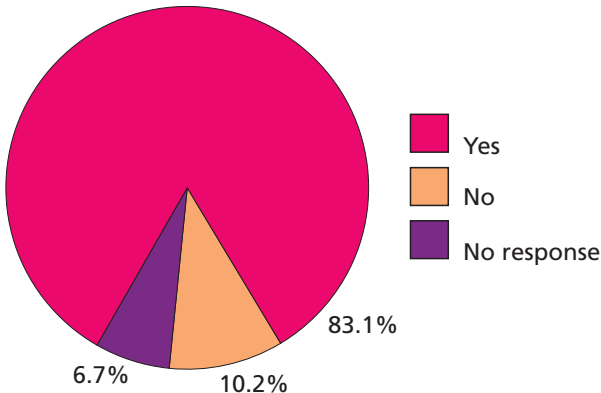
Do you think this course would be worthwhile?



Post CBT Course

This will allow riders who have recently passed their CBT to further their skills beyond the basic stage.

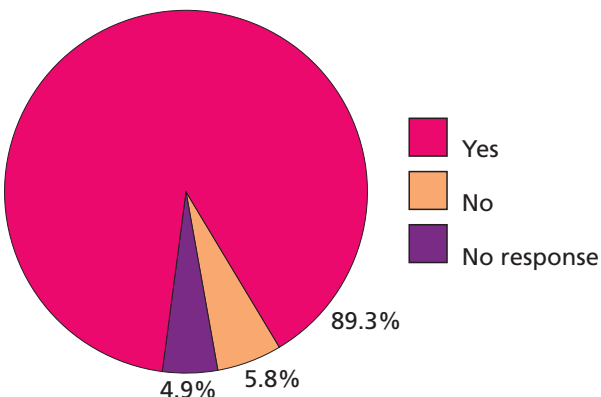
Do you think this course would be worthwhile?



Driver Improvement Course

This allows those who have been involved in a minor crash the option of attending a course that concentrates on providing training to the driver or rider instead of being prosecuted.

Do you think this course would be worthwhile?



The greatest crash type for motorcyclists is single vehicle accidents where the rider has been going too fast, lost control and left the carriageway. Do you have any thoughts on how this can be tackled?

Education / training	242
Improved / consistent road signing	34
Better road conditions	30
Changes in bike design i.e. restrict top speeds	21
Track days	21
More enforcement	15
Stop diesel spillage	5
Higher speed limits	3
Lower speed limits	2
Work with bikers to resolve the problems	2
Free service checks	1
Less safety cameras	1
Better information on safety gear	1
Remove traffic calming	1
Remove roadside obstacles	1
Better traffic calming	1

Car drivers are also responsible for a high number of motorcycle collisions. This includes manoeuvres such as right turning into the path of motorbikes or emerging from side roads. Do you have any thoughts of how this problem can be tackled?

Education / awareness / Think Bike etc	191
Ensure a better appreciation from other road users	62
Changes to the driving test / make more vigorous	45
Daylight running lights on bikes / make coloured lamps available and legal	29
Make better rider training available	27
Harsher punishment for offending car drivers	27
Better road layouts / signing	21
Encourage riders to wear high visibility clothing	20
Free eye tests for car drivers	15
More enforcement to prevent dangerous driving	5
Enforce mobile phone laws	5
Louder exhausts	3
Limit car engine size / introduce new legislation	3
Let bikes use Bus Lanes	2

Biker Safety Forum

As part of our initial consultation exercise, the Biker Safety Forum was established to raise discussion topics about the various safety issues affecting motorcyclists in this area. The response has been very good with numerous threads and discussion points being raised. It may be that, now the initial period of consultation is over the Forum has done its job. However it's hosted by Devon County Council for the benefit of its users. So you decide!

Let us know at www.devon.gov.uk/roadsafe/phpbb
If you've not visited before, find us there today!

Spiller Killer



Diesel left on the highway, by everything from large goods vehicles, buses and tractors to cars, causes a slippery surface which is hazardous to all road users - and potentially lethal to motorcyclists. These spills have been highlighted as a major problem to bikers in our recent motorcycle consultation and mentioned as a contributing factor in collisions in which local bikers have been involved.

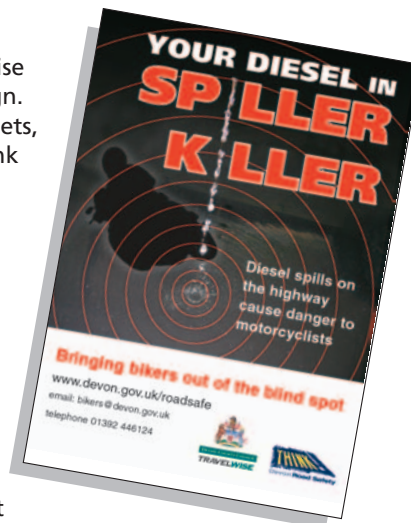
In order to help combat this problem, the Spiller Killer campaign is being launched to promote awareness of this matter. We aim to: -

1. **Raise the awareness of the problem and the potential consequences and dangers to all road users.**
2. **Encourage the reporting of diesel spills so that the local authority can take quick remedial action.**
3. **Promote an education drive aimed at haulage companies, drivers, farmers, bus companies, petrol filling stations etc. about the problems caused by overfilling, poorly fitted fuel caps and poorly maintained vehicles which lead to diesel spillage.**

Various resources have been produced and circulated to raise the awareness of this campaign. These include information sheets, posters, petrol pump / fuel tank warning stickers, keyring fobs with the phone number for reporting spills etc.

Resources for this campaign can be obtained through the Road Safety Helpdesk on 01393 446124 or email: bikers@devon.gov.uk

This is a problem recognised by bikers throughout the UK and anyone wishing to get involved at this level should visit www.KillSpills.com. Kill Spills seeks to place deisel spillage on the national agenda and is supportive of our Spiller Killer work in Devon.



Motorcycle Awareness Campaign

The Road Safety Team is continuing its motorcycle awareness campaign, especially as there are now longer daylight hours and better weather conditions to bring more bikes back on the roads.

Recent press releases have achieved good media attention in the County. We have also continued to advertise this problem, including adverts in local magazines such as Devon Talk and North Devon Scene as well as more radio advertisements on Lantern Radio, Gemini Radio etc.

Resources such as posters, rear window stickers and tax disc holders are available from the Road Safety Helpdesk on 01392 446124 or by emailing bikers@devon.gov.uk

If you have any queries regarding any of the issues in this newsletter email: Bikers@devon.gov.uk
Or write to us at the following address: **Bringing Bikers Out Of The Blindspot**, Road Safety, Environment Directorate, Civic Centre, Barnstaple, Devon EX31 1ED

Motorcycle Casualty Reduction Trailer

Launched at Devon County Council's Drivers' Centre in May, the Motorcycle Casualty Reduction Trailer is an initiative funded by Devon and Cornwall Safety Camera Partnership and designed to highlight the importance of safer riding.

The centrepiece of the trailer is the bike used by a young man tragically killed whilst riding in Devon in August 2003. There is little damage to the machine itself and it serves as a stark reminder that only the smallest mistake can lead to the most devastating consequences.

The trailer is managed by Devon and Cornwall Police but will be used by all the Safety Camera Partners to raise awareness about motorcycle safety throughout Devon and Cornwall.



Report into motorcycling crashes

In the last edition of the newsletter we reported that the Road Safety Team had published a report that presented analysed data from motorcycle collisions in the County, where bikers had been killed or seriously injured.

Much of the work we are undertaking is on the basis of the information that has been gathered and established in this report. If you would like a copy, please email bikers@devon.gov.uk

