

Motorcycle Safety in the UK




Sergeant Rob Heard

**Expect the unexpected.
Give yourself time to react.**

THINK

JOINT OPERATIONS UNIT




 Hampshire and Thames Valley Police work in collaboration called the **'Joint Operation Unit'** since 2012

 The Roads Policing arm consists of **370** officers and staff

 **12** bases across the two areas

 Patrol over **9,813 km²** (3,813 m²)

 Population of **3.7 million** people



What the Roads Policing Unit comprises of:



Patrol cars and Motorcycles

Marked and Unmarked



Road Death Investigation Unit



Forensic Crash Investigation Unit



Vehicle Examiners



Pro-Active Team

Unmarked cars and ANPR

Automated Number Plate Recognition

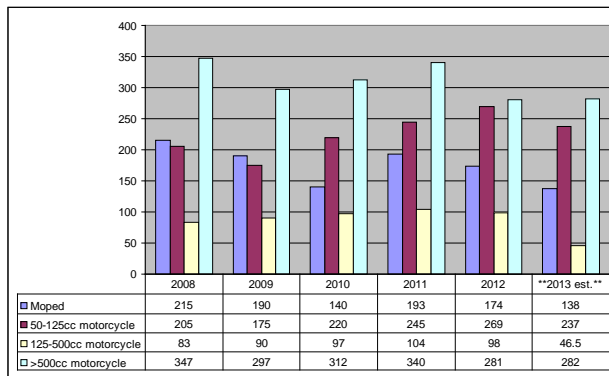
Safer Roads Unit consists of:



Mobile Camera Enforcement



Static Speed cameras



Researchers and Analysts



Road Safety Trainers

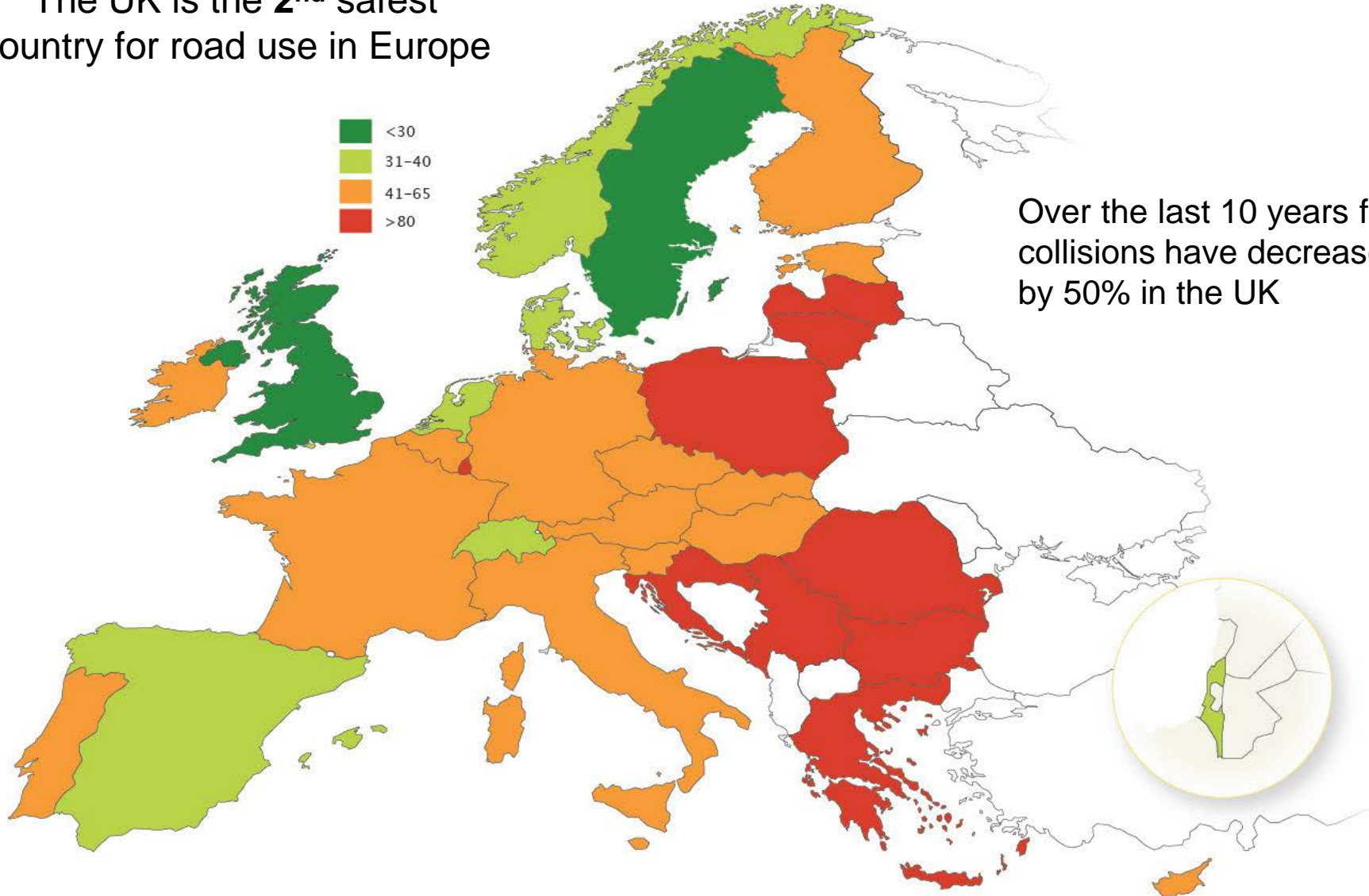


Road Safety Team

Road deaths per million inhabitants in 2013



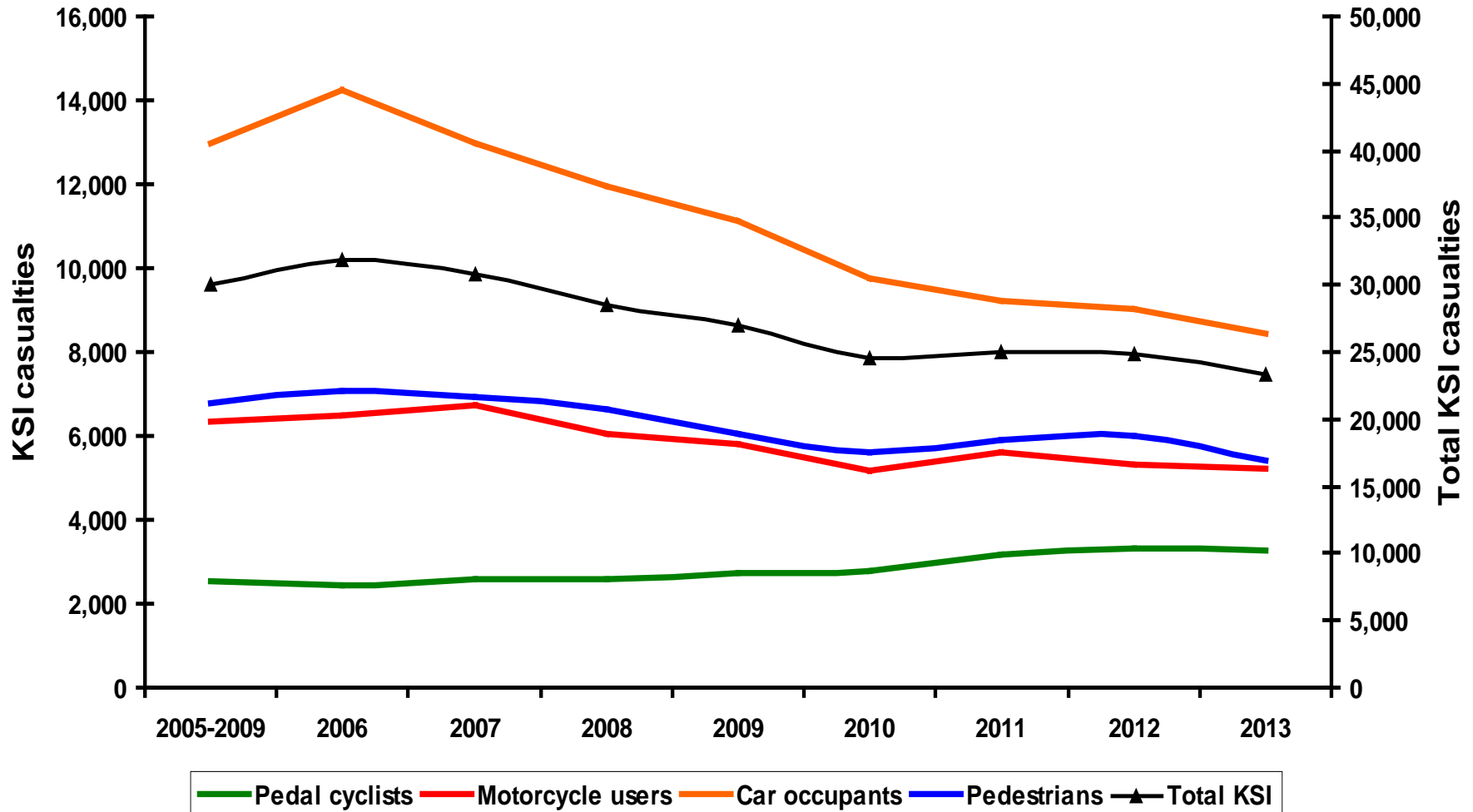
The UK is the **2nd** safest country for road use in Europe



Killed and Seriously injured in Great Britain



Reported KSI casualties by road user, Great Britain, 2009 - 2013



Motorcycle Collision figures in the UK



Motorcyclists make up just **1%** of Road Users in the UK

Motorcyclists account for **21%** of all Urban Road User deaths in the UK

Motorcyclists are **55 times** more likely to be killed or seriously injured than a car driver

In 2013

1,713 people were killed on UK roads

331 motorcyclists were **killed**

4,866 were **seriously injured**

Year on year the numbers have fallen




Main Causes for Motorcycle collisions

95% of all collisions are caused by driver or rider error

Split into two groups






Motorcyclist:

-  Loss of Control
-  Inexperience or poor reading of the road
-  The majority of crashes **do not** involve excess speed or reckless behaviour

Main Causes for Motorcycle collisions

Nearly **50%** of all the motorcycle deaths in the UK happen in crashes with cars

Cars:

-  Failing to look properly
-  Failing to judge the speed or distance of an approaching motorcycle
-  Poor turns, especially right turns



The majority of injury collisions occur:



- 🏍️ At junctions - **30** motorcyclists are killed or seriously injured every day
- 🏍️ In 30mph (45 kph) urban roads
- 🏍️ Between 1600 and 1900hrs – Monday to Friday (Commuters, not leisure riders)
- 🏍️ Involving Motorcycles sizes up to 125cc and over 500cc, **or** involving 16 to 20 year olds riding mopeds
- 🏍️ Involve mainly male motorcyclists

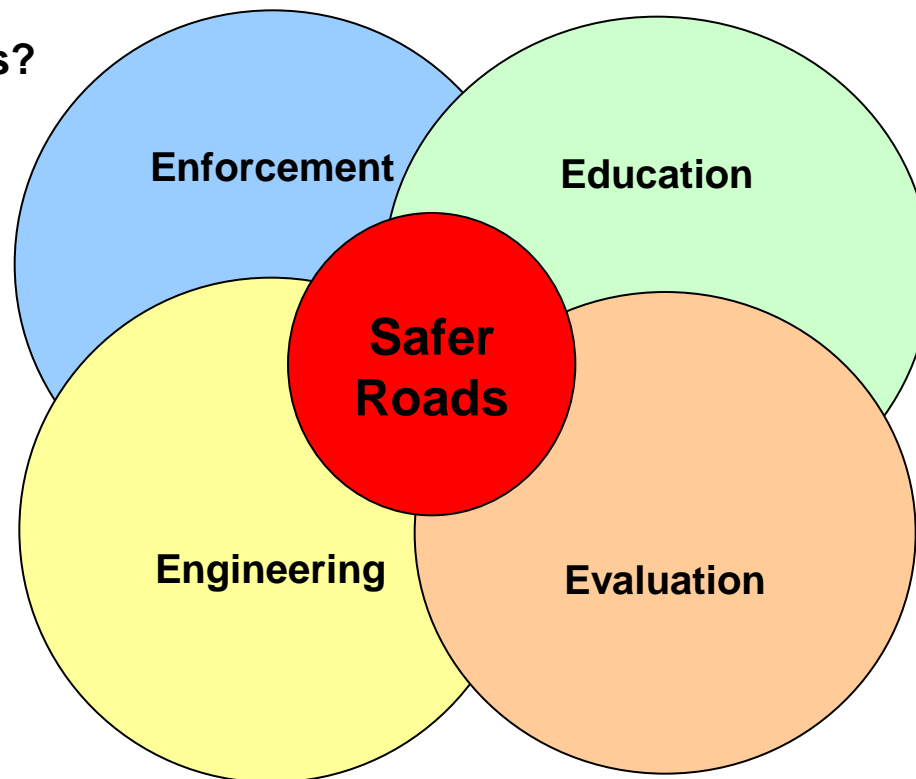
The Four 'E's for Road Safety



Two pronged approach to reduce number of motorcycle collisions:

- 🏍️ Create a better understanding between motorcyclists and other road users to look out for each other.
- 🏍️ Increase motorcyclists' knowledge and abilities by further training to ride defensively and safer

How can we do this?



Enforcement






The Police are seen by some as just a
Enforcement agency



In Hampshire in 2013

110,910 people were reported for Traffic Offences like:

-  Failing to wear seat belt
-  Speeding
-  Using a Mobile Phone

20,743 collisions or driving complaints were dealt with by the Police



Enforcement



However we are balancing enforcement with education.

47% of all Traffic Offences and Collisions in Hampshire are dealt with by training courses rather than prosecution.

We run separate courses addressing:

- 🏍️ Speeding
- 🏍️ Mobile Phone use
- 🏍️ Failing to wear Seatbelts
- 🏍️ Careless Driving
- 🏍️ Specialist Motorcycle courses - RIDE



RiDE – ‘**R**ider **I**ntervention and **D**eveloping **E**xperience’
This is offered to riders who commit offences such as:

- 🏍️ Careless Riding
- 🏍️ Being not in proper control
- 🏍️ Failing to comply with traffic sign



Enforcement

35% of injury collisions involve young people aged 16 to 20 years

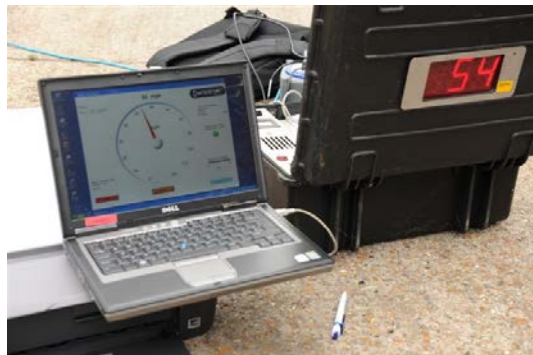
- The majority are riding Mopeds
- You can ride a moped from 16 years of age

Many mopeds have been 'D' restricted, meaning they go faster than the allowed 45 kph. **What do you do?**

Dynostar

Is a mobile device to check a vehicles speed

We have found this extremely effective in detecting and removing these vehicles from the road



Education – ‘GRIP’



Partnership approach:

In Hampshire we have created a partnership approach to reduce the number of motorcycle collisions, this group is called ‘GRIP’

We work with local Councils, Fire Services, Schools, Colleges, Health Service and local motorcycle dealerships

By joining together we:

-  Share funding
-  Share the work
-  Set goals
-  Share experiences, knowledge and contacts
-  Give joint media strategies and branding



Education – Media approach

Media Campaigns targeting Motorcyclists



Education – Media approach

Media campaigns targeting all road users



Boards along high risk roads



Signs on rear of buses

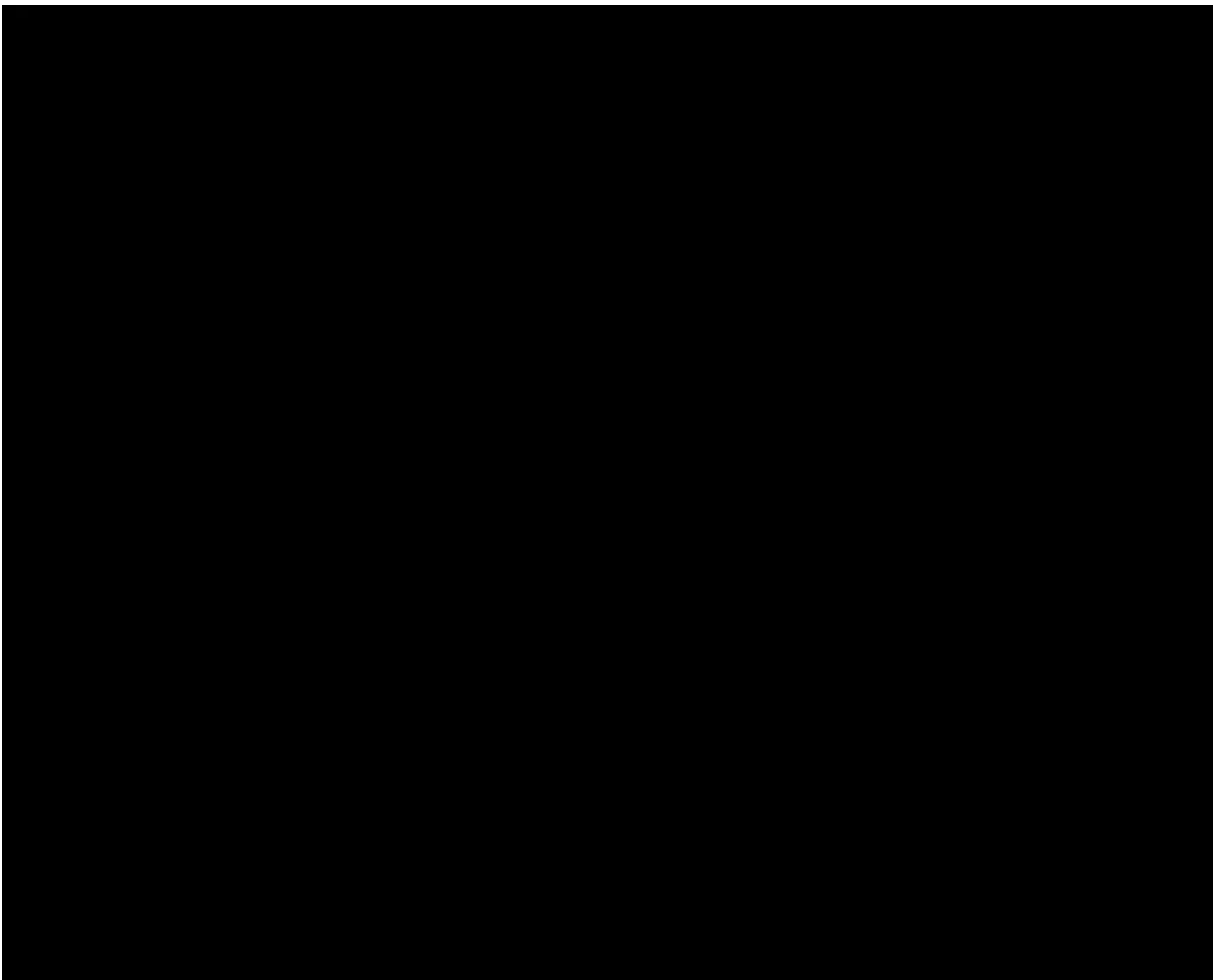


Traffic information signs



Car Stickers for both

VIDEO – How Close



How do we educate Motorcyclists?



The BikeSafe workshop is a **one** day course and is about improving skills, knowledge and hazard awareness



"Bridging the Gap"

Theory input – the morning is classroom based and covers:



Hazard Awareness



Cornering



Junctions



Overtaking



Filtering



Group Riding

Bike Safe

First Aid – We additionally give tuition on First Aid, should a collision occur.



Doing something is better than doing nothing



Practical - The afternoon involves an observed ride out for about 100 miles with Police motorcyclist and 2 participants, putting into practice the mornings session



During the ride out feedback is given
Signpost to further training



Motorcyclist engagement

Bike Safe is a very successful tool to help engage with Motorcyclists and break any barriers down



Celebrity endorsements

Marked up sponsors motorcycles



Local Motorcycle meets

Education – The Young

Young Motorcyclists

Many casualties are 16 to 20 years of age and ride Mopeds.

We attend schools and colleges giving advice on:

- 🏍️ The correct clothing and equipment, and what not to wear
- 🏍️ Ride with dipped headlights
- 🏍️ Encourage new riders to take the National Enhanced Rider Scheme
- 🏍️ How best to be seen – positioning and reflective clothing







Education – The Commuters

Commuter Riders

Many collisions involve Commuter riders, where motorists fail to see them.

We run operations during commuter hours giving out:

-  Fluorescent Ruck Sack covers
-  Fluorescent Vests
-  Riding with dipped headlight on
-  Advice in positioning



Engineering

Sometimes collisions are due to a Road lay out

We review every Fatal crash location to see if something can be done to make the road safer



Crash pad added

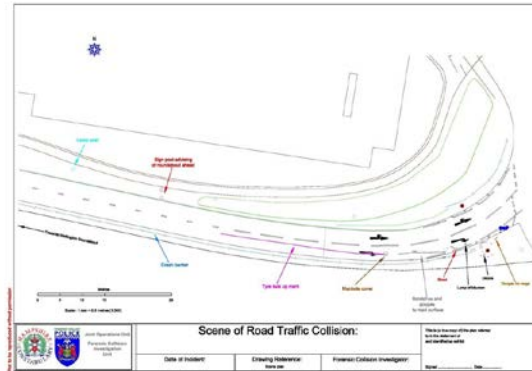


Evaluation

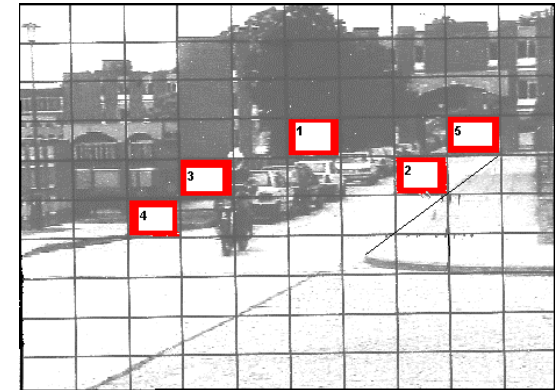
An important part of our work is evaluation and we do this in a number of ways:

Form for recording accident statistics, including sections for 'Accident Statistics', 'Roadway Details', and 'Accident Details'.

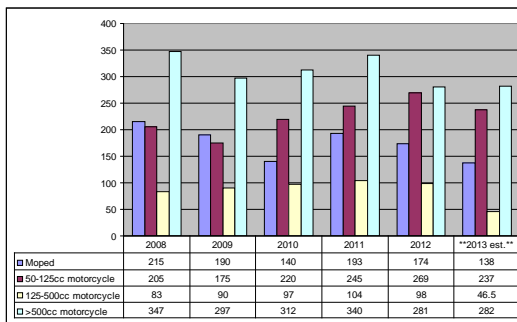
Data collection



Crash Investigation



Experts



Research and analysis



Tactical Coordinating Group

Conspicuity !

Wearing bright clothing helps, but be aware of the background



Even the Police don't always get it right



**Avoid lots of colours
Urban camouflage!**



A block of one colour is best

The Future



The goal is for zero fatalities, how can we achieve this?

- 🏍️ Educate those whose behaviour can be changed
- 🏍️ Robust enforcement on those who can not be changed
- 🏍️ Develop Partnerships
- 🏍️ Share good ideas, Nationally and Internationally
- 🏍️ Find new ways to engage with Young riders and Commuters
- 🏍️ Find new ways to encourage riders and drivers to look out for each other

**So what would
the perfect day
look like?**

VIDEO - The Perfect Day!

