

The Government's Motorcycling Strategy

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Advisory Group on Motorcycling

Department for
Transport

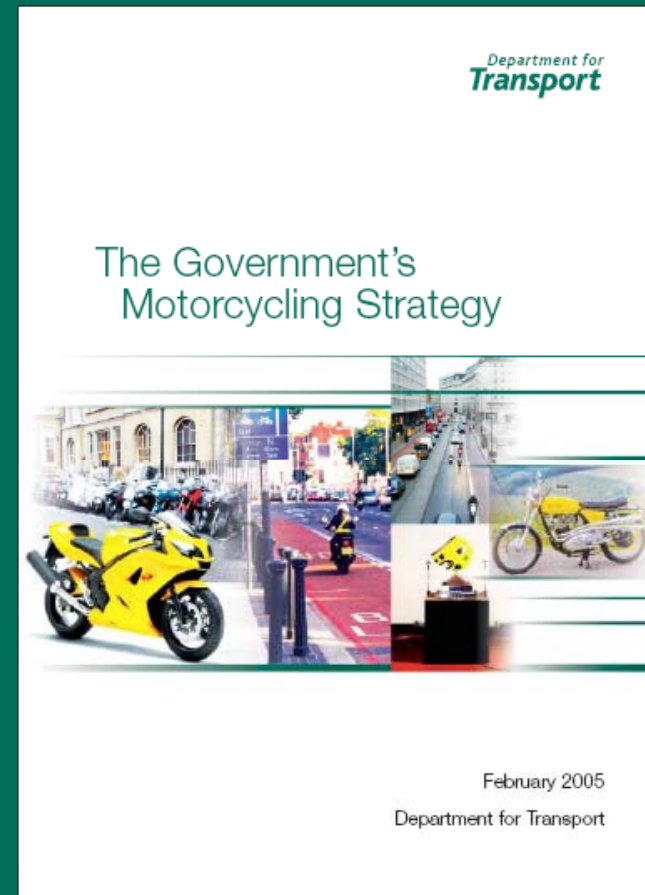
- Established 1999
- Brought together key stakeholders
Users, industry, police, central and
local government
- Considered full range of issues
affecting motorcycling, not just
safety
- Reported 2004



The Government's Motorcycling Strategy

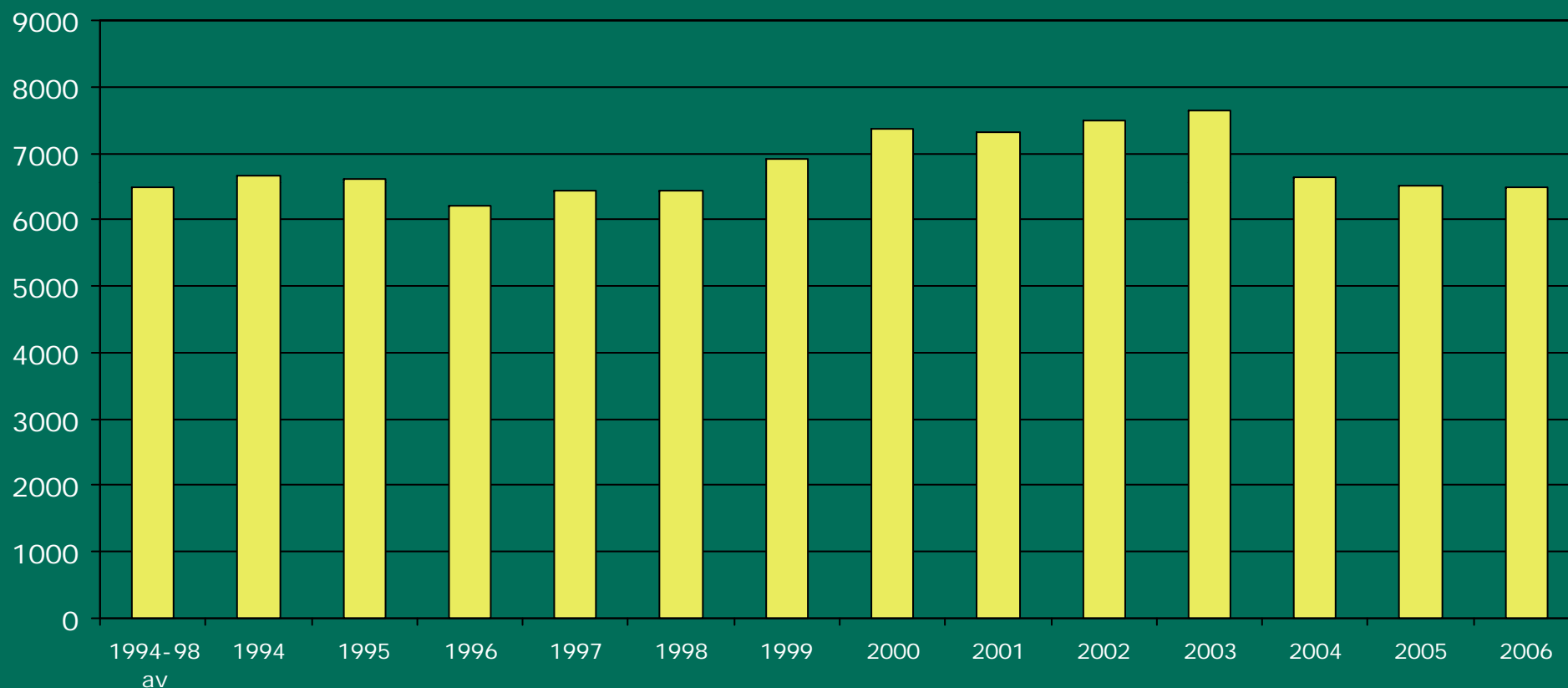
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- Published 22nd February 2005
- Government's response to AGM report
- Mainstreaming motorcycling
- Continuing to work together on implementation, through National Motorcycle Council



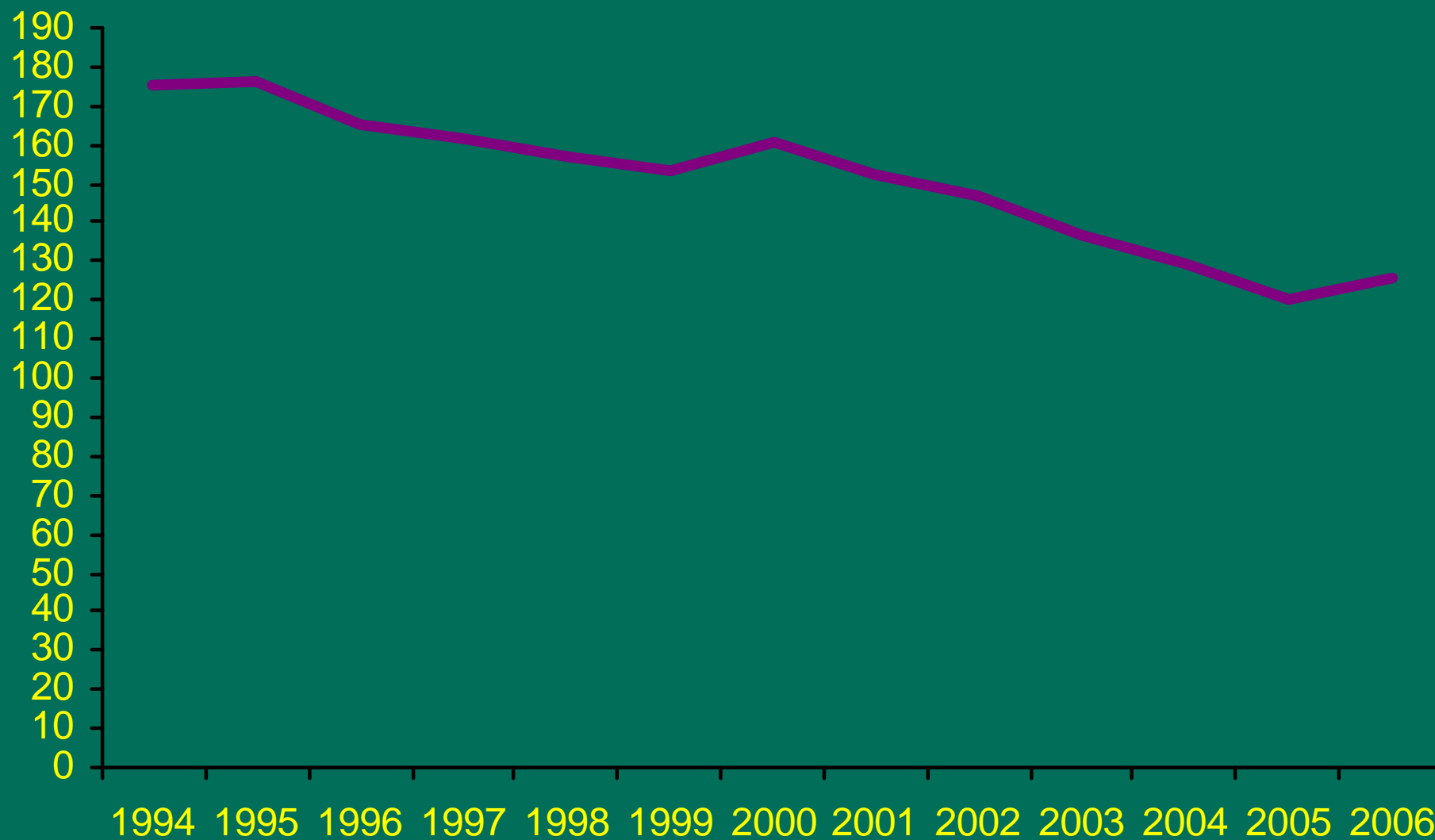
Two Wheeled Motor Vehicle users Killed or Seriously Injured GB 1994-2006

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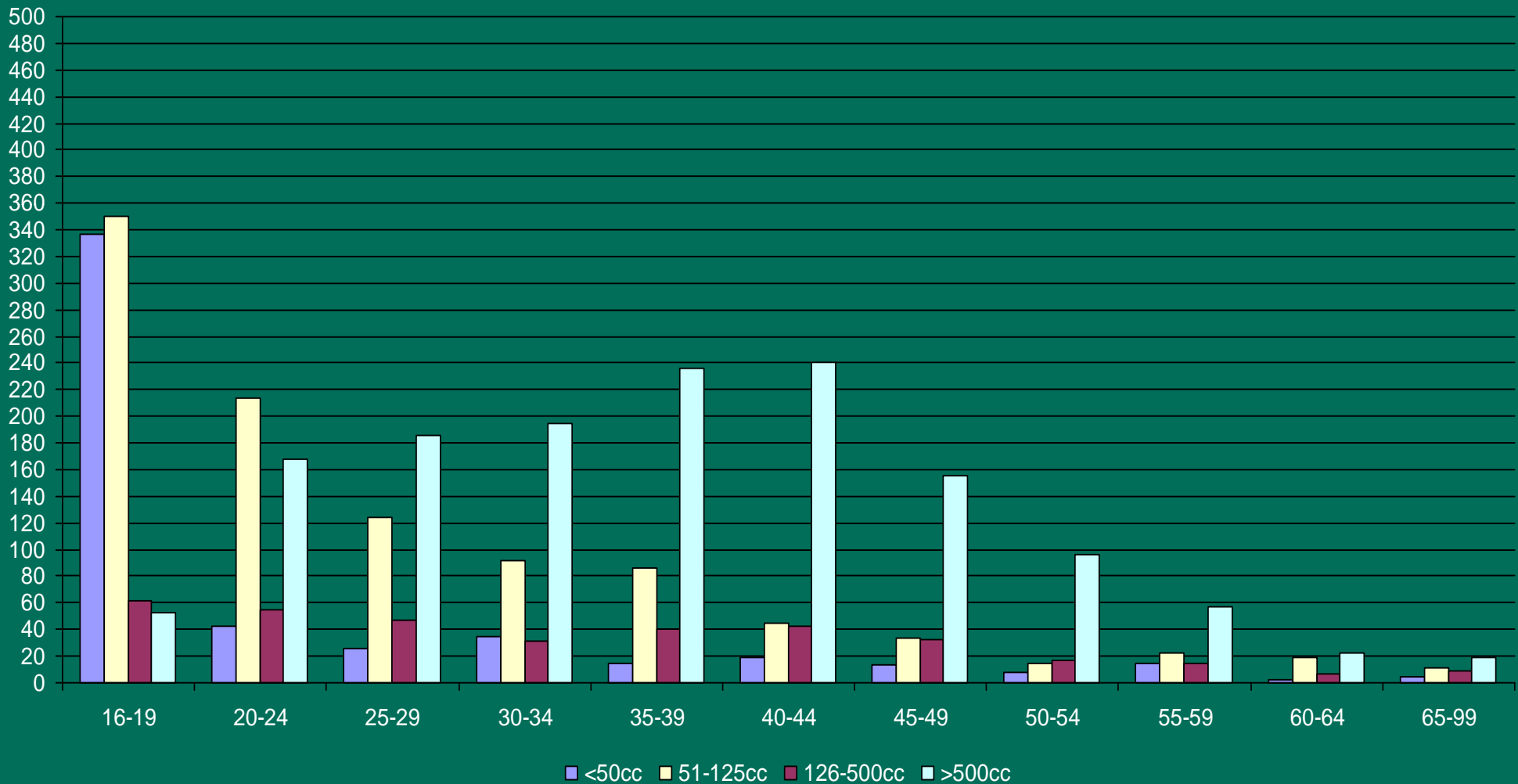
TWMMV Casualty rates: GB 1994 - 2006 (KSI per 100 million vehicle kilometres)

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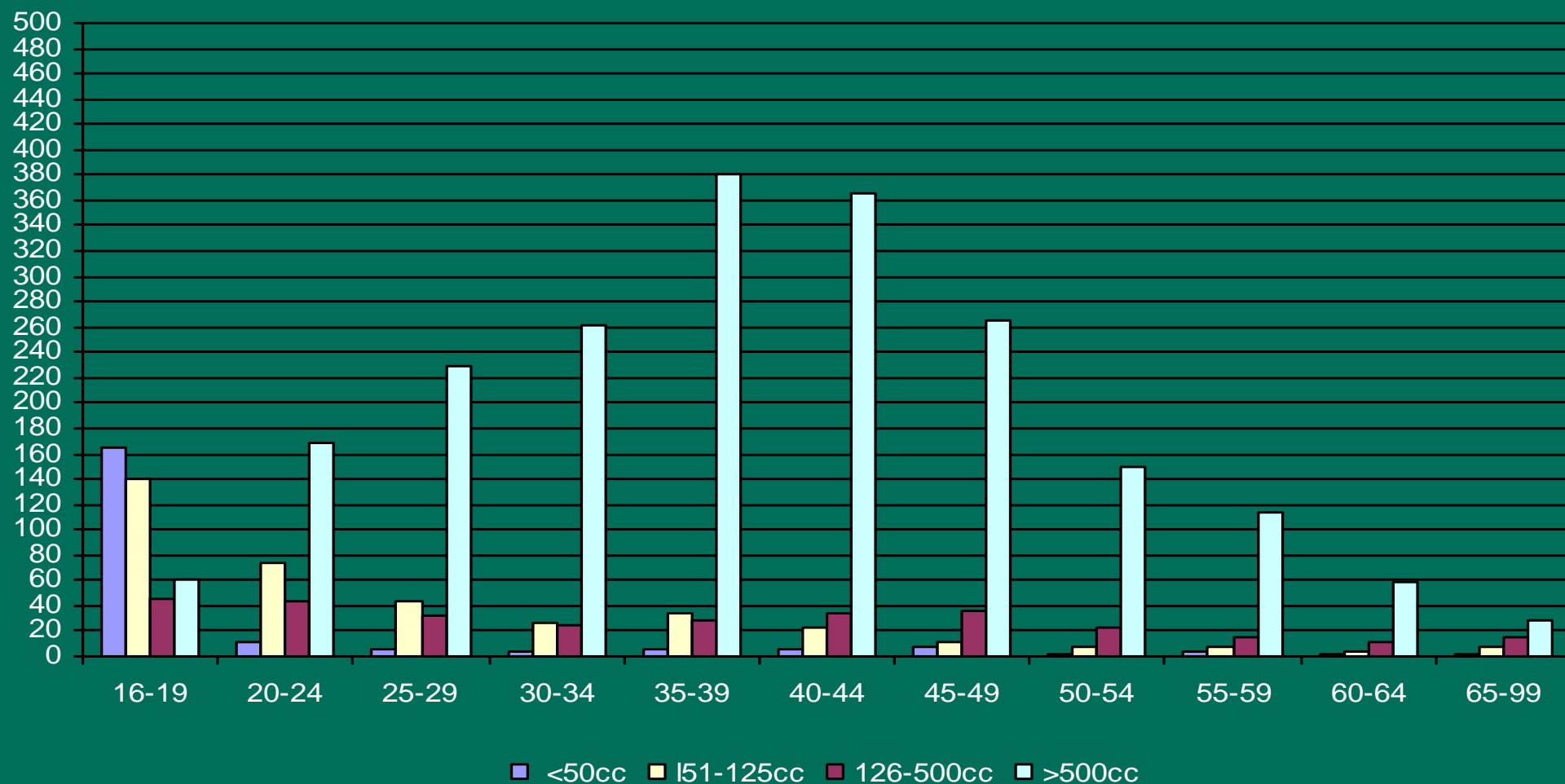
TWMV KSIs in urban areas by size of motorcycle and age of rider: GB 2006

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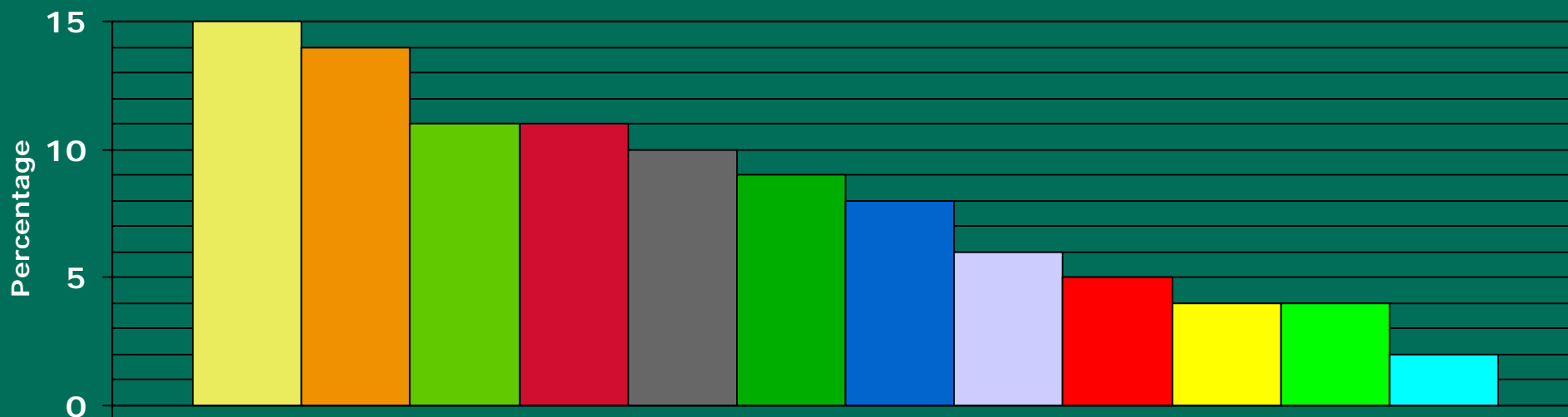
TWMV KSIs in rural areas by size of motorcycle and age of rider: GB 2006

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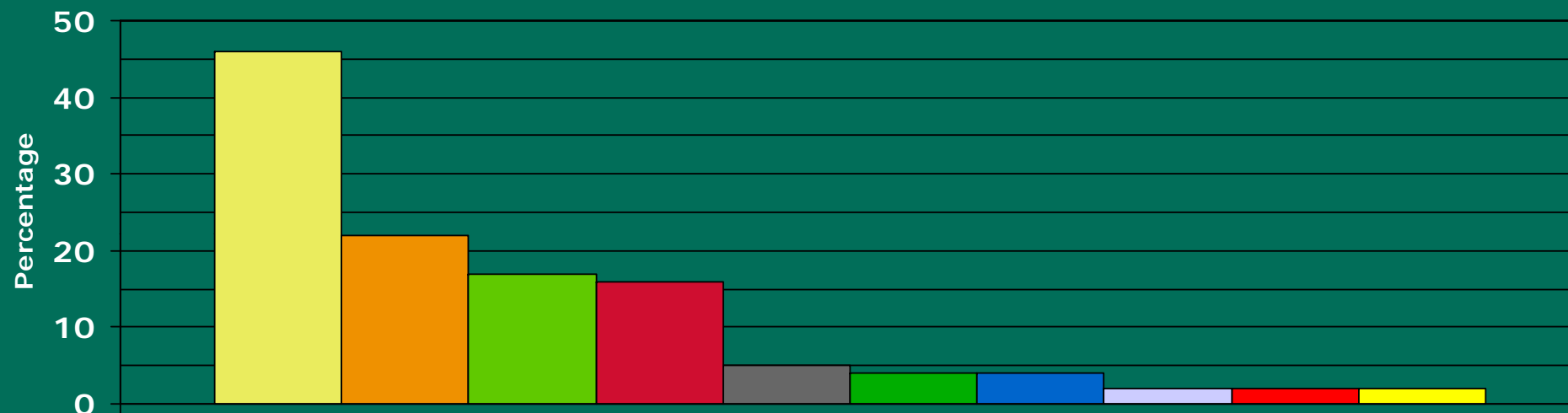
TWMVs involved in accidents: common contributory factors: GB 2006

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- Failed to look properly
- Loss of control
- Failed to judge other person's path or speed
- Careless, reckless, in a hurry
- Poor turn or manoeuvre
- Learner or inexperienced driver/rider
- Travelling too fast for conditions
- Slippery road (due to weather)
- Sudden braking
- Exceeding speed limit
- Following too close
- Impaired by alcohol

Other vehicles in TWMV accidents: common contributory factors: GB 2006



- Failed to look properly
- Poor turn or manoeuvre
- Failed to judge other person's path or speed
- Careless, reckless or in a hurry
- Disobeyed 'Give Way' or 'Stop' sign or markings
- Failed to signal or misleading signal
- Vision affected by stationary or parked vehicle(s)
- Junction restart (moving off at junction)
- Sudden braking
- Vehicle blind spot

Traffic Management and Infrastructure

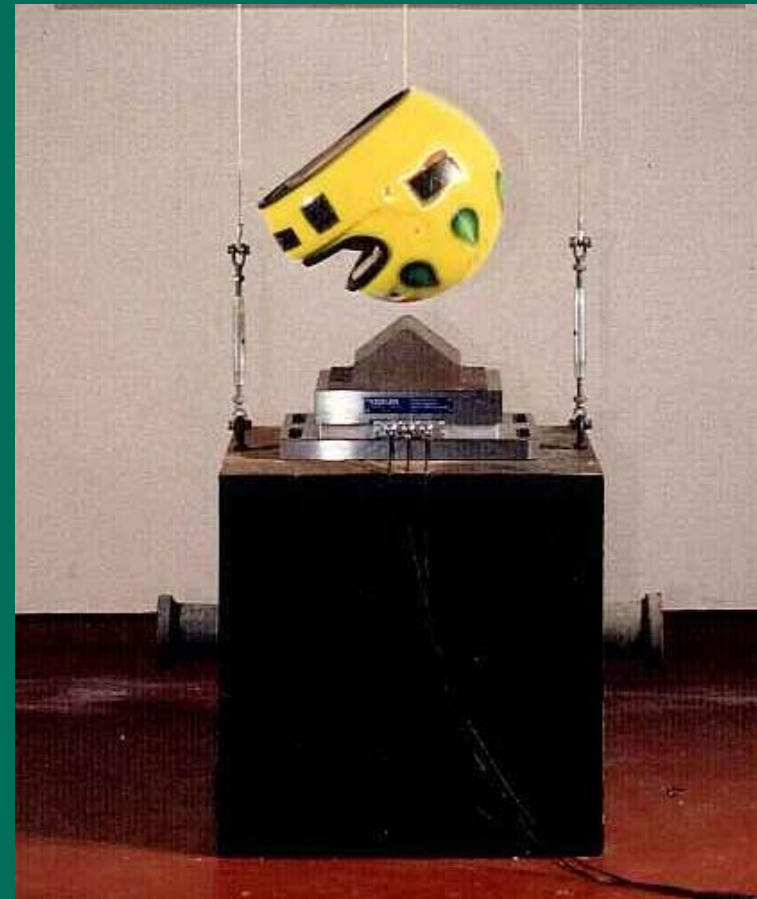
- The Institute of Highway Incorporated Engineers (IHIE) guidelines on the provision for motorcyclists on the highway
- Highways Agency including motorcycles in its Safety Action Plan for trunk roads & motorways
- HA implementing motorcycle friendly crash barriers
- New DfT guidance on allowing motorcycles in bus lanes



Technical and Engineering

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- SHARP - New scheme for improved consumer information on motorcycle helmets
- Diesel spills – information for diesel vehicle users and petrol retailers as well as motorcyclists
- User survey on brakes, tyres, mirrors, to inform policy development



Training and Testing

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- Driving Standards Agency's Post-Test Trainer Registration Scheme – voluntary from Feb 07
- Insurance discounts linked to post-test training – Enhanced Rider Scheme
- 3rd EU Driving Licence Directive – consulting with industry and users on implementation by 2013

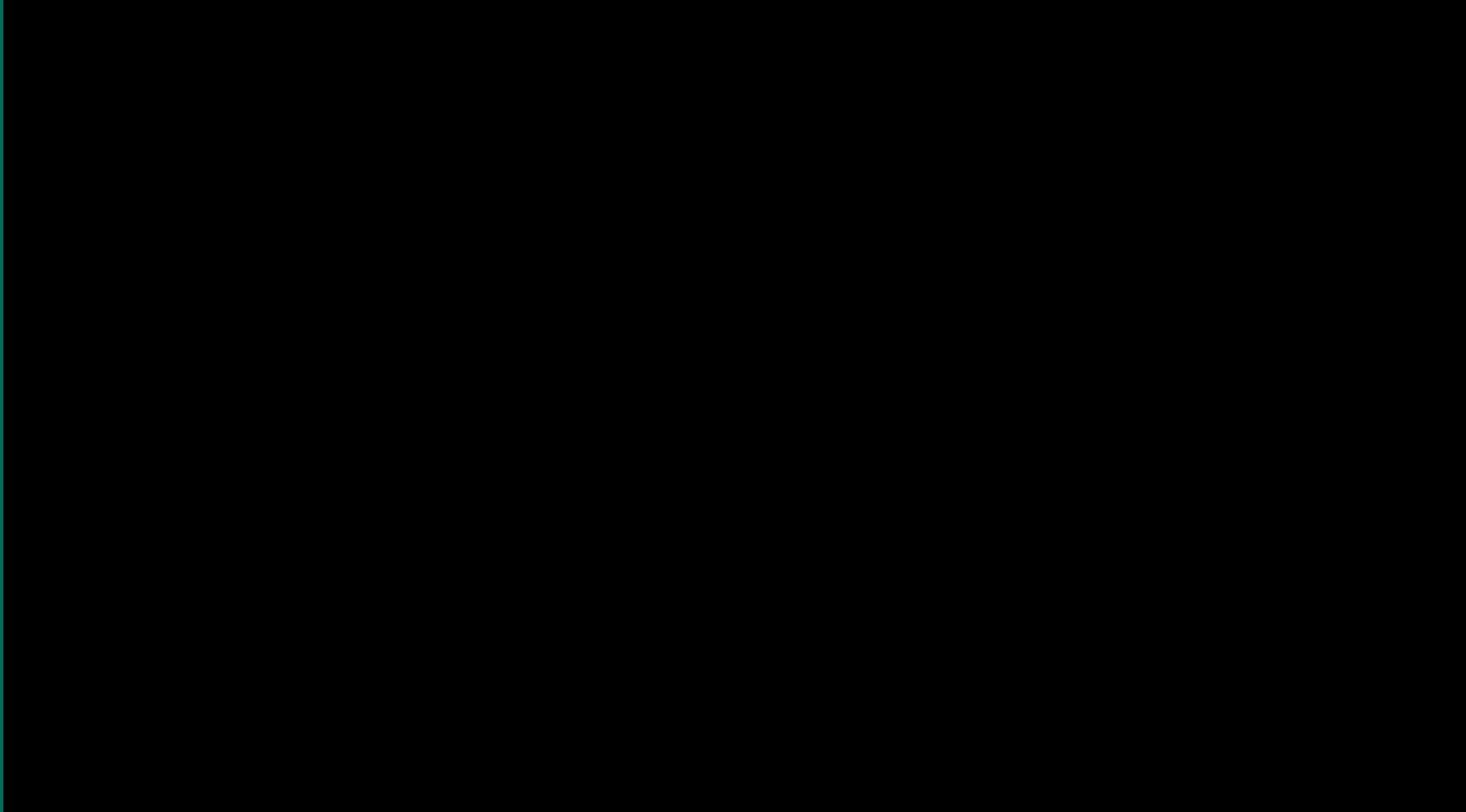


Road Safety and Publicity

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- DfT's 'Think!' road safety campaign sponsors British Super Bikes championships since 2004 – The Think Motorcycle Academy
- TV advert aimed at car drivers warns them to 'take longer to look for bikes'
- Research programme to increase understanding of motorcycle accidents and how to address them, including fatigue, training and drivers' attitudes to motorcyclists.





New Action Plan and Strategy

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- The NMC has agreed a new action plan to update what was published three years ago.
- Refreshes actions so they are better focussed on current priorities
- Next step will be to update the strategy itself by 2010



Further details

- <http://www.dft.gov.uk/pgr/roads/vehicles/motorcycling/thegovernmentismotorcyclingst4550>
- <http://www.thinkroadsafety.gov.uk/campaigns/motorcycles/motorcycles.htm>