

INFORMATION

Over the last few years there has been an increase in the number of fatal crashes involving motorcy in Lancashire.

This trend is also reflected in our neighbouring counties of Cumbria & N.Yorks. This is an unacceptable loss of life causing immense trauma to the bereaved families, and significant cost to the partner emergency services.

Devil's Bridge is situated just inside Cumbria and is a regular meeting place for motorcyclists and on Sundays in the summer months there can be up to 2000 motorcyclists at this venue, and Bullbeck Picnic area on the A683 at Caton.

Whilst there is ever a great problem at these venues it is the manner of riding, disregard for the speed limits and excessive noise which causes the most concern.

This small minority of motorcyclists treat our local roads as a racetrack. Historically there have been a considerable number of fatalities involving motorcyclists in the Lune Valley.

There is a constant stream of complaints from the public regarding the manner of riding of motorcycles in this area.

Nationally there has been a dramatic increase in high powered motorcycle sales and a large percentage are bought by the 'bom again bikers' in the 30 to 49 years of age bracket who statistically ride these high powered machines beyond their capabilities with disastrous consequences.

As a result we have commenced the Bikesafe 2000 casualty reduction initiative and it will continue throughout the Summer.

Bikesafe2000 5 point plan : Partnerships. Awareness. Training. Education. Enforcement

INTENTION

Our objective is to secure an environment where the individual can use the roads with confidence, free from death & injury, damage or fear.

To educate the motorcyclists so that they ride their machines to an acceptable standard and thereby reduce the number of accidents and complaints from the public

Diligent enforcement strategies for those who choose not to heed the 'user friendly' advice

METHOD

Following our successful joint seminar Bike safe 2006 launched on 4 March 1999 at Hutton it is proposed to hold a number of Bike Safe 2000 road safety enforcement & education strategies in the Lune Valley throughout the summer.

We have already held Bikesafe 2000 road safety exhibition days in the Lune Valley at the Bullbeck picnic area Caton on 9 May & 13 June 1999.

These were both successful days with no recorded RTA's and no offences recorded.

I have endeavoured to pen out a few of the initiatives I am currently progressing in more detail on the following pages.



trankshepherd



WE CAN MAKE



Bike Safe 2000 initiatives for 1999

1

Bike Safe 2000 Road Safety Exhibition Unit Days:

9 May 1999. 11 July 1999
13 June 1999.. 29 August 1999 :-

Intentions

1. Mobile exhibition unit to Bullbeck Picnic area, A683 Caton with BikeSafe 2000 themed display. Power supplied via 240 V mobile generator supplied by Roland Gaskell Insurance Consultants & Game Format UK Ltd.
- 2.. Use of unit to promote further events and ' Motorcycle Road Safety Challenge' free training lectures at Ripley St Thomas School Lancaster / observed rides.
3. Partnership with Local health authority to offer free roadside first aid advice and impact to visiting riders on cost / health implications of motorcycle RTA's to society.
4. Free machine safety checks and advice from local dealership mechanics.
5. Participation from Lancashire County Council Road Safety (Together we can make a difference) + promoting LCC post test training /back to biking courses.
6. Participation from IAM & IAM South Lane's Motorcycle section. (Raising motorists awareness to think bike). _
7. Provision of a crashed motorcycle for displaying throughout the duration of the initiative.
8. On Road short 'observed rides' by Class 1 Adv Police + LCC M/cycle instructors.(see attached appendix 3 for details of event structure)
9. Motorcycle Road Safety quiz based on BikeSafe 2000 initiative with all participants entered in free prize draw on day to win motorcycling related prizes in free prize draw. (see attached appendix)
10. Display of enforcement equipment and free explanation of enforcement strategies in the Force.
11. Running of continuous loop Lancashire BikeSafe video on purpose Bell & Howell TV/Video loaned from Northern Comm Affs mounted in unit on built display table. b
12. Use of exhibition unit at Cambrth Police station on rider assessment days (yet to be fixed)

Resource implication

2 x M/cyclists { 7 - 7pm). 2 x ni/cyclists to attend on voluntary re-ros of RD (7~5pm)

> 2 x Wcbe Bay Health authority ambulance paramedics and ambulance. Mr N.Mitchell & CDehney.

> Staff &ora Frank Shepherds motorcycle Lancaster dealership. (Bike Safe 2000 sponsors).

> LCC road safety officers. (John Clark, Linda Sanderson,Ann FinckClare Fairer)

> IAM officers (Keith Shuck, Steve Anderton, Steve Margmsom)

Observed Rides, Rider assessments.

3

To be run in conjunction with free training lectures as part of "MotorCycle Road safety Challenge concept"

Intention

1. Using Police Class 1 advanced motorcyclists and similarly qualified LCC Road safety Group officers taking students out on public roads for an "observed ride" rider assessment on a one to one basis. (approx 1 hours ride per student)

Method

- Introduction and run Bike Safe Video
- Explanation to students re format of rider assessments.
- Using proformas previously completed, on lectures, allocation of students to assessors.
- Assessors i/c students for a short 1 to 1 chat re riding experience and examination of Licence. Brief details to be included on the proforma along with signing of indemnity, whilst assessment ride being undertaken.
- On return to Police station presentation of certificate on successful completion of observed ride and attendance at both training lectures.

Location

Camforth Police station. (proximity to Lune valley + room to display mobile road safety exhibition unit on throughout duration of rider assessments on station car park)

Resource Implication

- > 4/6 x Advanced Police motorcyclists x 8 hours
- > 2 x LCC "Instructor M/Cyclists"
- > 1 x Admin PC/PS

- The certificate will be presented on successful completion of the Motorcycle Road safety Challenge. This will be linked in with local m/ cycle dealer discounts on clothing, accessories and servicing.

Performance Indicators

Numbers of students attending free lectures & certificates presented
Numbers of students taking up post test rider improvement schemes
Evaluation of crash data at year end to determine if any of students involved in subsequent road crashes
Questionnaires given to students to complete at end of training sessions / rider assessment to determine usefulness of the lectures and rider assessments for future improvements.

Rider Assessments on Exhibition Unit days at Caton

It has also been considered to run 1 to 1 observed rides from the BuUbeck Picnic area in a short 2 mile loop back through Caton to the picnic area.

These would run throughout the day with no certificate issued to the riders on completion.

All participants would be able to enter a prize draw at the ex unit to win a dealer supplied prize / years free subscription to a popular *bike* magazine at the end of the day.

Additional Bikesafe initiatives being progressed

4

Bikesafe Bumper Back & Bus Back Campaign

British Energy at Heysham power station have given me £2,000 sponsorship to pay for the preparation & printing of a number of vinyl bumper back stickers promoting BikeSafe 2000

The first key stages in developing the initiative was the design of the sticker and a catchy Bikesafe related slogan

I produced the attached 6 x designs on my own PC at home, 3 of these have been selected by the sponsors, proof copies of my original design have been made and we are now awaiting production of 4,500 bumper stickers and 500 coach/HGV 3 foot long variations on the same theme.

I am Hopeful to progress a media launch of these bumper stickers at Heysham power station in the next 3 weeks where I would like to see the first sticker being placed on the rear bumper of a local traffic car with this being progressed to the fitment on all our response vehicles in the force.

To my knowledge no other provincial Force has explored the BikeSafe bumper sticker initiative.

I have approached several local transport operators, a local coach company, Battersbys of Morecambe and

Bargh's transport have been initially selected to display the stickers on their fleet vehicles which travel throughout the UK. I would like to then approach selected firms in the locality, Lancaster Council, British

gas, Telecom etc to display the stickers.

I have approached Morecambe Bay Health authority who have agreed to display the stickers on our local ambulances.

I progressed the partnership issue a stage further by persuading Mr Hanisot the owner of Battersbys coaches to sign up with LCC road safety to the "Together We Can Make A Difference" road safety partnership.

Isle Of Man TT Week

11 Isle of Man TT runs from 3 May To 11 June 99. This event attracts world wide attention and thousands of motorcyclists from all over Europe travel through Heysham Port between 25 May & 4 June 99.

I approached Heysham port authority & Isle of Man Steam Packet Co who agreed to pay for 4 Pc's per day, at private cost to man our exhibition unit at the port for the week leading up to the TT event to speak to the riders

waiting to board the ferries.

With the assistance of Hq Road Safety this initiative was progressed with mutual aid being provided from other divisional motorcyclists to man the unit.

I called the initiative BikeSafe 2000 "Hands Across the Water" as I was able to visit the IOM Police and following exploratory talks with their traffic Inspector, they decided to launch the BikeSafe 2000 initiative in partnership with ourselves.

I was invited to re visit the island to give a BikeSafe 2000 Talk at their seminar launch on 24 May 1999 where members of the audience included the IOM Chief Constable, IOM Chief Minister, Ron Haslam & Steve Hislop, world motorcycle race champions, Sir Geoff Duke & Nonnan Wisdom !! who at the tender age of 50 years is still a keen rider.

A contingent of TOM officers came over to Heysham for a joint media launch on 2 June 1999.

The initiative proved a success with no recorded accidents for any riders travelling to the TT event we spoke to approx 5000 riders who visited the port.

I had the Bikesafe Leaflets translated into German and French to assist with the language difficulties.

Other Bikesafe initiatives currently being implemented.

- Use of BikeSafe display panels & publicity material in the motorcycle dealers premises who have given financial sponsorship towards the Bikesafe initiative. (Frank Shepherds in Lancaster)

• Attendance at relevant Parish Council / public meetings by road policing practitioners to give talks on Bikesafe 2000 initiatives and overview of our Force enforcement strategies.

• Encouraging other officers to make greater use of the D.I.S referral scheme in connection with poor riding standards and the pulling of motorcycle 'wheels' and 'doughnuts', which are now events done in of Police Officers & G.A.A. with an ensuing chase have approached this by proving a monthly Bikesafe 2000 newsletter which I distribute throughout the division (copies attached)

Northern Division Road Safety Team

- The local use of a professional motorcycle racer John McGuinness, who rides for Honda & lives in Heysham. John is an up & coming rider and has just won the 250 TT event in the IOM TT and broken the world lap record. John has recently drawn the prizes from one of our prize draws at Catoii picnic area where I was given a crash helmet, a years subscription to Ride magazine and a copy of Police motorcycle road craft 10 give away in the draw. The entry form was based on a number of simple questions based on the theme of the bikesafe 2000 display unit.
- Use of a 45 year old male called Michael Gradwell from Poulton who has spent the past two years in a wheelchair with a spinal injury following a high speed m/cycle crash on 20 April 97 near Ingleton.. whilst he was riding ~~III~~ Honda Fireblade .
Michael was a married man and a self employed electrician. He is now unemployed and divorced, which is directly attributable to this crash. He has a specially adapted car to get around.
He is very keen to assist us with the Bikesafe initiatives and come along and speak to other motorcyclists and present himself as a ' worst case scenario'.
- I am currently selling up the use of a single axled trailer with a 12 foot by 8 foot double sided display board mounted thereon with a suitable eye catching Bike safe road safety message on the boards which could be towed along target roads on **exhibition** days in the Lune valley, or left at a high, visibility location /RTA blackspot throughout the day. The trailer could also display logos of all the sponsors to the Lancashire initiative.
I am trying to involve the local community in sponsoring the cost of the trailer which is estimated at £1500. I am writing to each of the parish councils to get them to fund the building to the tune of £50 each, along with a financial pledge from all the businesses, hotels & public houses in the Lune Valley.
So far I have raised £4-50.

I have persuaded Southern & Western division road safety officers to assist with our initiatives throughout the summer on the basis that **whilst** their divisions may not have have a motorcycle casualty problem, they are sending riders, who live in their area on to us and causing us a problem.

We have been left a legacy of £5000 from the estate of a local rider who has bequeathed the sum to Lancaster division for the further training of motorcyclists in the area.
I have put forward the recommendation that the money be spent on a plain enforcement motorcycle to educate & train motorcyclists in the division.
This has been approved and we are progressing the purchase of one of our divisional K1 100 liveried motorcycles to be converted.

I have also sought approval from Kawasaki & Aprilia motorcycles through our local dealer to provide us with 2 plain motorcycles throughout the summer every weekend to patrol the Lune Valley with a Police Officer riding the machines.
The bikes will be used as a high visibility deterrent with a strict ' no stop' policy in force.
The use of the bikes will act as a visible deterrent & traffic calming feature every weekend

to date, Bikesafe 2000 is proving successful. It is liked by the motorcycling press, the riders themselves and serious injury RTAs are down and we have had no fatalities so far this year.
Up to the same period last year we had 3 motorcycle fatalities.



PC 660 Collins
Road Policing officer
Northern Division

24 June 1999

Working together to make
Lancashire's roads safer

Lancashire
County Council
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Northern Division Road Safety Team newsletter

Over the last few years there has been an alarming increase in the number of fatal crashes involving motorcycles in Lancashire. This trend is also reflected in our neighbouring counties Of Cumbria and North Yorkshire, This is an unacceptable loss of life, causing immense trauma to the bereaved families, and significant cost to the partner emergency services. Our objective is to secure an environment where the individual can use the roads with confidence, free from death & injury, damage or fear.

Following our successful joint seminar Bike safe 2000 launch, on 4 March 1999 at Hutton it is proposed to hold a number of Bike Safe 2000 road safety enforcement & education strategies in the Lune Valley throughout the summer these include BikeSafe 2000 exhibition days at the BuHBeck picnic area on the AC83 at Caton using a mobile exhibition unit provided by Roland Gaskell Insurance consultants in Lancaster, and sponsored by AXA insurance, on the following dates:

Sunday 9 May 1999.
Sunday 17 July 1999.

Sunday 13 June 1999.
Sunday 29 August 1999.

The unit will be towed by our divisional Police incident unit and staffed throughout the day by divisional road safety motorcyclists, who will be assisted by Lancashire County Council road safety officers with whom, we are in partnership under the title 'Together We Can Make A Difference' together with members from the Instituted Advanced Motorists, British M/Cycle Federation, Honda MAC and ambulance paramedics with an emergency ambulance with a display focusing on the "Cost of a Crash" and giving our roadside first aid advice on what to do at the scene of an accident.

There will be a prize draw on each of the dates based on a simple to enter BikeSafe 2000 road safety based Questionnaire, with motorcycle related prizes donated by our sponsors and some of the main bike magazines.

Further education initiatives are being rolled out during the summer including free lectures (on dates yet to be fixed) to motorcyclists during the weekday evenings in 2 x 2 hour lectures at Ripley St Thomas School called the 'Motorcycle Road Safety Challenge' which will include Police Roadcraft m/cycle riding input from m/cycle road safety officers, ambulance paramedics giving first aid training, bike mechanical safety by mechanics, & LCC road safety officers on riding skills and their 'Back to Biking' post test training courses.

This will be followed by on road 'observed ride' rider assessments from Police road safety advanced m/cyclists with the presentation of certificates, provided with sponsorship from Lloyds Bank, to successful students which will entitle the holders to discounts on servicing, safety clothing and insurance.

BikeSafe 2000 5 point plan : Partnership. Awareness. Training. Education. Enforcement.

High visibility Enforcement strategies focusing on excess speed, on target roads & "careless / * dangerous riding will run throughout the summer in line with the divisional road policing plan, of casualty reduction.
• (Don't forget to consider the driver improvement scheme !!)

BikeSafe 2000 is a "user friendly" approach which emphasises training & education. PLEASE try not to stop individuals or groups just to check to find an offence, all this will do is serve to alienate them. I have dished out numerous quantities of the current BikeSafe 2000 leaflets. Grab a handful and spread the word, details on the rear for any queries from motorcyclists on BikeSafe 2000 training in adjoining forces as, Several other new initiatives are also pending which I am still working on, further information to follow.....

PC Keith Coffins
Road Safety Team
BikeSafe 2000 Liaison officer Ext 6680

MAKE IT EASY

In Association With



frankshepherd





Northern Division Road Safety Team

"Working together to make Lancashire's roads safer"



NEWSLETTER

30 May 1999

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Bike Safe 2000

The BikeSafe 2000 exhibition day at HwBullBeck picnic area on the A6M at Citoa on Sunday 9 May 1999 was a success.

We took along our mobile exhibition unit along with 2 local ambulance paramedics, Norman Mitchell & Greg Delaney who brought an emergency ambulance.

We were also joined by Mr Stuart Durham a consultant surgeon from A & E. Royal Lancaster Infirmary and nursing staff in their A & H flying squad vehicle. They provided a display focusing on the 'cost of a crash' and gave advice & first aid handouts called 'Help Your mates' to visiting riders, which was aimed at motorcycle injuries 'giving advice on what to do at the scene of' a crash.

Lancashire County Council road safety training and publicity officers, with whom we are in partnership, worked alongside us providing a road safety exhibition and promoted their 'Back to Biting' motorcycle training packages. During the course of the day they amassed over 80 signatures from visiting motorcyclists pledging their support to the 'Together We Can Make A Difference' road safety initiative.

The exhibition unit was manned by our road, safety team motorcyclists and we demonstrated the use of Laser radar throughout the day which was very popular with visiting riders.

Following demonstrations of this latest technology many were overheard to comment it would slow them down in the future, which is a step nearer to accomplishing our mission!!

High, visibility patrols assisted throughout the day conducting enforcement strategies in the Lune Valley.

Approx* 500 riders visited the exhibition and the Lune Valley was an accident free zone throughout the day!

The next Bikesafe 2000 exhibition day will be on Sunday 13 June at the same location.

We have joined forces with the Isle of Man Constabulary in a BikeSafe 2000 'Hands across the Water' initiative aimed at reducing fatal & serious road crashes during the build up to the IT event. Around 3000 motorcyclists from across Europe are expected to travel through Heysham Port during the week.

A special exhibition will be staged at the Port from 2 June 1999 for 4 days with Trade motorcyclists handing out literature and giving advice to riders. The Bikesafe leaflets have been translated into German & French for the majority of European riders.

Isle of Man officers are visiting the port at 10am on 2 June for a joint launch of the initiative.

We will be launching a 'Bumper Back & Bus Back' Ad campaign later in June. With sponsorship from Heysham Power Stations, 5000 vinyl stickers of various designs are being printed with a Bikesafe 2000 road safety message on them. It is hoped the initial launch will see the stickers displayed on our Police vehicles and emergency ambulances throughout the County together with selected organisations in the private sector such as Battersbys coaches and Bargh's transport at Caton who have kindly offered to display the stickers free gratis throughout the duration of our campaign.

It is hoped to commence the free 'Motorcycle Road Safety Challenge' training lectures later in the month which will be held during the weekday evenings at Ripley St Thomas school, Lancaster. Further information to follow when the dates have been confirmed.

PC Keith Coffins

Road Safety Team

BikeSafe 2000 liaison officer 01524 596699

May 1999

BIKE IT EASY

In Association With



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Lancashire
County
Council





County Council



BIKESAFE 2000 PRESS RELEASE

As part of ongoing initiatives towards motorcycle casualty reduction in Northern Division a free to enter prize draw was held on Sunday 13 June 1999 at the BuUbeck picnic area on the A683 at Caton Nr Lancaster in the Bikesafe 2000 mobile exhibition unit which was manned by local Police motorcyclists, Lancashire County Council road safety officers and ambulance paramedics.

A simple questionnaire was devised with questions based on the BikeSafe 2000 motorcycle casualty reduction theme.

The exhibition unit was visited by over 1000 motorcyclists throughout the day who entered the free draw.

PC Collins, a Police motorcyclist who is leading the Bike Safe campaign said the prize draw had proved very popular with the visiting riders who took the time to visit the road safety exhibition, speak to the Police & paramedics, and see the speed enforcement equipment on display.

He thanked the sponsors for their support & providing the prizes for the free draw.

The prizes on offer include a new full face crash helmet, a years subscription to Ride magazine, a national motorcycle publication, and motorcycle roadcraft safer riding handbooks.

The draw will be made at 11.00 am today (16 June 1999) at Frank Shepherds Motorcycles, North Road, Lancaster, who is sponsoring the Bikesafe 2000 campaign, by local professional motorcycling racing celebrity John McGuinness who has just won the prestigious Isle of Man TT 250 event and holds the record for the fastest lap of the Island.

John said "I am pleased to be associated with the Lancashire Police Bikesafe 2000 campaign as it is an excellent initiative towards reducing motorcycle casualties on the roads."

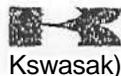
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|-------------------|-----------------------|---------------------------------------|
| Prizes donated by | 1. Crash Helmet | Frank Shepherds Motorcycles.Laneaster |
| | 2. Years subscription | Ride Magazine (E Map Publications) |
| | 3. Rider Handbook | Bikes 'R' Safe North Rd Lancaster. |

PC Keith Collins
Bikesafe 2000 Liaison Officer
Northern Div Road Safety Team
Lancashire Constabulary

Tel 01524 596693 Fax 01524 596132



frankshepherd

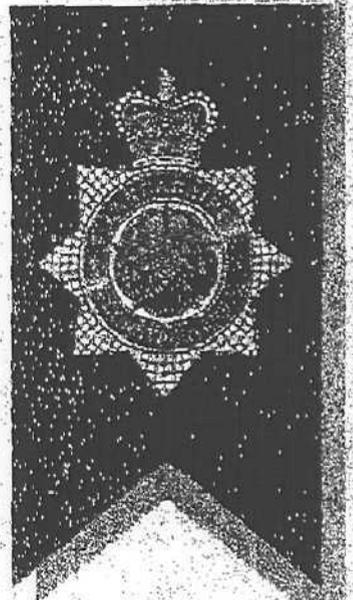


Bike Safe 2000



**Lloyds
Bowmaker**
RIGP FINANCE

Joining forces with.....



This Certificate was awarded to

Who took part in a Bike Safe 2000

Assessed Ride on

AuvmUts _____ Possessor

Supported
by



frankshepherd

Lancashire

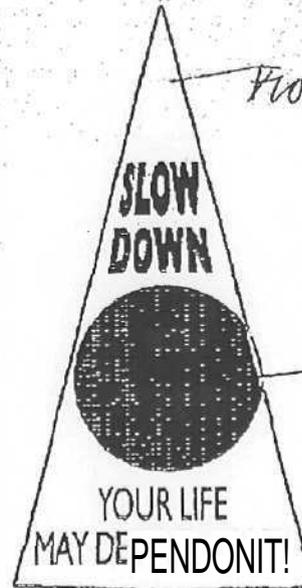
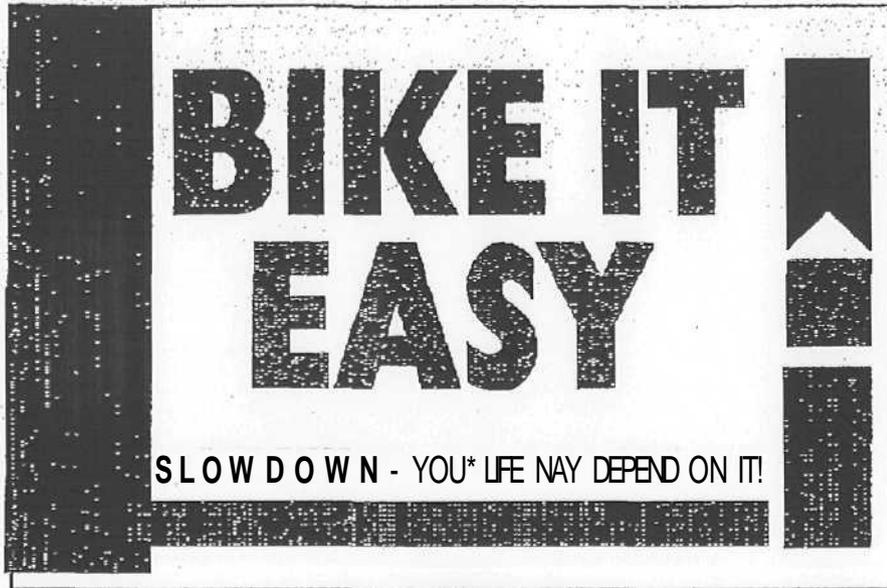
County
Council



WE CAN MAKE
TOGETHER THE DIFFERENCE
Road Safety

Bike Safe 2000 is an initiative by Lancashire Constabulary working in partnership with; the motorcycle industry and riders to promote Safe Motorcycliwig

1st Side



Front Pyramid

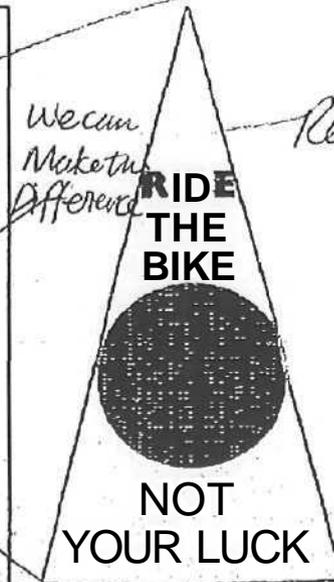
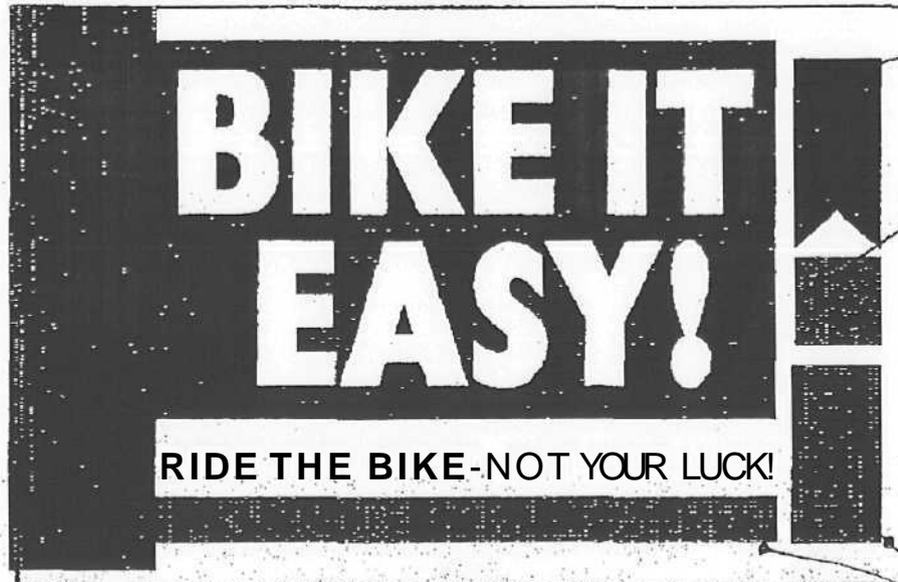
Back to Biking Cartoon

Additional Sponsors



Police Logo

2nd Side



Rear Pyramid

We can Make the Difference

RIDE THE BIKE

NOT YOUR LUCK

Roland & Gaskell. etc



Bike Safe 2000

**RIDE THE BIKE
NOT YOUR LUCK**



In association with *BRITISH ENERGY* - Heysham Power Stations

Bike Safe 2000

DRIVE IT EASY



In association with *BRITISH ENERGY* - Heysham Power Stations

**Bike Safe
2000**

**SLOW DOWN
YOUR LIFE MAY
DEPEND ON IT**



In association with *BRITISH ENERGY* - Heysham Power Stations

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Bike Safe 2000

**ENJOY YOUR RIDING
ENJOY YOUR BIKE
ENJOY YOUR ROADS
ENJOY YOUR LIFE**

In Association With *BRITISH ENERGY* - Heysham Power Stations



Bike Safe 2000

**WE CAN'T BE THERE TO
CLOSE THE THROTTLE**

In association with *BRITISH ENERGY* - Heysbam Power Stations



**Bike Safe
2000**

**RISE THE BIKE
NOT YOUR LUCK**

In association with *BRITISH ENERGY* - Heysham Power Stations

