

## 9 Motorcycling Strategy

# Motorcycling Strategy

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## 1. Executive Summary

### Casualty summary

Motorcyclists comprise just fewer than 2% of Cambridgeshire's road user population and over 18% of the KSI figures. During 2004, there were 54 fatalities – 10 of these were motorcyclists. Additionally 474 people were seriously injured, 87 were motorcyclists.

### Central Government

Government has stated it's aim to “mainstream” motorcycling in February 2005, in the document “The Government's Motorcycling Strategy”. The theme of the strategy is “to facilitate motorcycling as a choice of travel within a safe and sustainable transport framework”. It highlights:

- The benefits to riders
- The affordability compared to the car
- The widening of employment opportunities
- Affordable alternative to public transport where public transport is limited
- Leisure use
- Favourable comparison to other vehicles on most environmental parameters

### The Institute of Incorporated Highway Engineers

Launched the “Guidelines for Motorcycling” document in April 2005. This document sets out to provide a co-ordinated approach to cater for the needs of this minority road user group, across the whole range of activities delivered by local authorities. It supports and builds upon the central government strategy.

### Motorcycling Officer

To ensure that Cambridgeshire effectively tackles all motorcycling issues, and in particular to reduce the over representation of motorcyclists in the county's KSI figures; a co-ordinated approach is needed. It is strongly recommended that as a first step, resources be identified to support the development and commencement of the implementation of this strategy. Further consideration will then need to be given to the creation of the dedicated post of “Motorcycling Officer” as deemed ‘good practice’ by the IHIE, a view also supported by Central Government.

### Purpose of the Strategy

This is the first County Council motorcycling strategy, which has been drafted in response to the ‘Local Transport Plan 2’ process, requiring all local authorities to consider the transport and safety needs of motorcyclists. Additionally, central Government published its first national motorcycling strategy in early 2005, and the Institute of Highway Incorporated Engineers published national best practice guidelines for motorcycling.

The strategy provides scope to focus on:

- a) all cross-cutting issues affecting motorcycling, if desired
- b) just the casualty reduction element

## 2. Cambridgeshire's Motorcycling Accident & Casualty Data

### Data summary

Powered Two Wheel Motor Vehicles (PTWMV) make up less than 2% of the county's road user population. However, Table 1 (page 12) clearly shows a rise in the number of riders who are being killed and seriously injured to the point where in 2004, over 18% of the fatal and serious injuries totals comprised PTWMV riders.

### Casualties by local authority (2002- 2004 average)

Severity	District					
	Cambridge	East Cambs	Fenland	Hunts	South Cambs	Peterborough
Fatal	0	2	1	2	2	1
Serious	11	11	11	23	29	22
Slight	43	25	27	48	56	75
<b>Total</b>	<b>54</b>	<b>38</b>	<b>39</b>	<b>73</b>	<b>87</b>	<b>98</b>

Analysis of the data surrounding fatalities shows two distinct areas where riders fail to cope with their road environment. These comprise overtaking and cornering:

- The overtaking fatalities usually involve another road user and tend to occur at or near some form of road junction
- The cornering fatalities occur mainly at left hand bends
- The inappropriate use of speed is often a secondary factor
- This data is reflected nationally

### 3. Central Government

#### Introduction

In February 2005, central government launched “The Government’s Motorcycling Strategy”. This states “that Government is committed to supporting motorcycling as an important part of the transport mix, working together with the motorcycling community to address the needs of motorcyclists”.

- “The aim of the strategy is to ‘mainstream’ motorcycling, so that all organisations involved in the development and implementation of transport policy recognise motorcycling as a legitimate and increasingly popular mode of transport. We want to see an end to old stigmas and stereotyping – motorcycling can be a modern, practical way of getting around, and we all need to recognise it as such.” (David Jamieson MP, Parliamentary Under Secretary of State for Transport)
- The strategy theme is “to facilitate motorcycling as a choice of travel within a safe and sustainable transport framework” recognising that some people ride motorcycles to beat congestion and others for leisure activity. Motorcycles offer a number of benefits, offering an affordable alternative to the car, providing independence and mobility and widening employment opportunities, especially where public transport is limited. They also provide quicker travel for riders in traffic-congested areas. Motorcycles also compare favourably to other classes of vehicles on most environmental parameters. Government recognises that to deliver the agenda for mainstreaming motorcycling, partners will have key parts to play.

#### The Environment

The Government strategy states that motorcycles are getting cleaner although they have lagged behind the dramatic improvements achieved for cars in recent years. Government intends to implement more stringent emission standards for new motorcycles, to be introduced from 2006/7 – these are expected to bring emissions performance of motorcycles closer to those of current cars and better with respect to oxides of nitrogen. This will be achieved through EC directive.

Motorcycles have a clear advantage over cars in terms of carbon dioxide emissions – machines of 400cc or less (urban/commuter sector) tend to have carbon dioxide emissions per kilometre travelled of less than half of those of the average car, due to their far greater fuel economy. Larger motorcycles, however, can emit more carbon dioxide than some cars kilometre by kilometre because they offer far poorer fuel economy.

#### Infrastructure and Traffic Management

Government is keen to see that the infrastructure takes account of the needs of motorcyclists. The Highways Agency has been investigating a number of areas relevant to motorcyclists; in particular, safety fences and manhole covers and is now actively considering motorcyclists in building, managing and operating the trunk road network. Government recognises that local authorities have some guidance, often spread across a number of different documents. Government welcomes the IHIE initiative summarised later that seeks to provide advice and good practice for local authorities.

#### Motorcycle use

The Transport Statistics Bulletin – Road Traffic Statistics: 2003 (DfT 2004) shows that nationally there are around 1 million motorcycles licensed at the year end and around 1.5 million in use during the summer months (some riders only use their machines during the summer months). Between 1993 and 2003, motorcycle traffic grew by 47%, compared with a growth of other motor vehicle traffic of 19%. Since 2000, around 120,000 new motorcycles were registered each year.

This suggests that the increase in motorcycle traffic may be a response to traffic congestion, as is the greater use of bicycles and public transport. It is further suggested that the growth in motorcycling has resulted from modal switch with the motorcycle replacing car use, with most motorcycle users having access to a car.

### 4. The Institute of Highway Incorporated Engineers “IHIE Guidelines for Motorcycling”, April 2005

This report recommends:

#### Policy

- 1 Local transport plans should refer to the role that motorcycles can play, focusing on the strengths of the mode and containing strategies to mitigate their weaknesses, including reducing their accident involvement rate. These strategies should cover both engineering and non-engineering activities.
- 2 Consultation with riders is essential to ensure that strategies and initiatives meet the needs of the users.
- 3 Good practice in including motorcycling, as an integral part of Travel Plans should be followed where appropriate.
- 4 Secure parking facilities should be provided at transport interchanges and journey ends to mitigate the likelihood of theft and minimise “unofficial” parking. The public sector should set good examples in this area.

#### Travel Plans

There are advantages to including motorcycling into Travel Plans. Good schemes offer:

- 1 Incentives to encourage staff to switch from a less sustainable mode.
- 2 Motorcycle user groups.
- 3 Parking, changing facilities and lockers.
- 4 Safer routes.
- 5 Security systems accessible to riders.

## Road Design and Traffic Engineering

Many of the current road design and traffic engineering practices are suitable for all road-user groups but the particular dynamic stability needs of the motorcycle need special consideration:

- 1 Designers need to “think bike”
- 2 Getting input from a suitably trained and experienced rider to inform this thinking at an early stage and prevent the inadvertent inclusion of design features that increase the risk to riders.
- 3 The relationship between the road and braking/steering/accelerating on motorcycles needs to be a design consideration.
- 4 Using this understanding to pick up on good design points.
- 5 Exploring new possibilities by considering allowing motorcycles into bus lanes and to use Advanced Stop Lines.

## Motorcycle parking

- 1 Motorcycling has grown to around 5% of motor vehicles in use.
- 2 Motorcycle theft has also grown (approximately 37,000 machines per year).
- 3 National policy and enabling regulations are firmly in place.
- 4 Local demand can be difficult to assess, but relatively straightforward to satisfy.
- 5 Effective motorcycle parking is “*Near and Clear, Secure and Safe to use*”.

## Road Maintenance

The role of the maintenance engineer is critical to this mode of travel in:

- 1 Providing a consistent road surface with suitable skid resistance.
- 2 Keeping roads clear of contamination and debris.
- 3 Maintaining visibility, especially at bends and junctions.
- 4 Ensuring best practice in maintaining road signs, road studs and markings.
- 5 Setting up efficient, well-publicised systems so that members of the public can report road defects that receive prompt attention.
- 6 Implementing maintenance policies that focus on preventative action.
- 7 Designing winter maintenance regimes that keep the needs of riders in mind.
- 8 Ensuring that road works are safe for all road users.

## Road Safety Campaigns

A well designed, targeted and researched road safety campaign comprising the appropriate elements of education awareness, training and publicity and that deals with both attitudinal and behavioural factors leading to accident involvement is a vital tool for dealing with motorcycle road safety problems.

Important points to remember include:

- 1 Where a road safety campaign is designed in support of engineering measures the budget should be built in to the scheme costs.
- 2 Liaison with neighbouring authorities will bring cost and resource benefits when a problem is shared across boundaries.
- 3 A regional campaign brings benefits of scale and is recommended when there is a generic problem in the region, allowing remedial measures to be offered in the home area of high-risk riders.
- 4 Every opportunity should be taken in any educational or promotional campaign to include vulnerable road users.
- 5 Sponsorship opportunities exist, especially from those associated with retail or leisure services, and provide excellent opportunities to present initiatives to riders at their own gathering places.
- 6 Expertise and experience in mounting effective campaigns is available.

## Motorcycles and Traffic Calming –

The majority of motorcycle riders are responsible road users, and have the same polarised opinions about traffic calming schemes as other people, facing the same “residents-and-road-users” dilemma that most people face. If traffic calming is the only way to improve the road safety record or environment of an area then these factors need attention:

- 1 Location
- 2 Lighting
- 3 Materials
- 4 Maintenance

The consequences of poor design and maintenance in this context can be harmful for riders, defeating the purpose for which traffic calming was intended.

## Motorcycling and Road Safety Audit –

There is no exhaustive checklist for accounting for motorcycles in RSA work. Nor does anyone expect an RSA practitioner to undertake motorcycle training in order to understand the needs of riders. Gaining a better understanding of the safety problems likely to face motorcyclists includes:

- 1 An understanding and awareness of the common characteristics of motorcycle accidents.
- 2 An understanding and awareness of the more severe implications for riders of hazards that affect all road users.
- 3 An understanding and awareness of the road dynamics of motorcycles and the safety implications of their relationship to road surface properties, street furniture and obstructions.
- 4 An understanding of the different problems faced by riders in the urban and rural environments.

- 5 Informing RSA practice by discussions with local motorcycle forums or internal discussions with colleagues who ride.
- 6 RSAs on larger schemes may include a rider to advise the audit team.

## 5. Road Safety Education Training and Publicity

### Current activity

#### Publicity – “Hit the Road” Campaign

The Road Safety Officer (Driver Behaviour) chairs an Eastern Region working group for motorcycling under the umbrella of the Local Authority Road Safety Officers Association (LARSOA). During 2004, this group launched a region-wide publicity campaign “Hit the Road” which targeted full licence holding riders. The aim of this campaign was to encourage them to raise their hazard perception skills by understanding what to look for and how to react to individual situations correctly and safely. Some member authorities, including Cambridgeshire, reinforced this message by offering riders a short classroom based theory course to help get the message across. In Cambridgeshire, this is undertaken under the national BikeSafe banner.

The Road Safety team faces a major challenge to combat the over representation of motorcyclists in the county’s crash figures. During 2005, staff will attend major motorcycling events in the county as well as mounting roadside stops with Cambridgeshire Police on known routes in the county. To effectively target this road user group, it is essential that any activities undertaken take place in direct contact with the target group to ensure maximum impact and effective use of resources including officer time.

#### TRL Motorcycle Benchmarking Group

This group has been formed by the Transport Research Laboratory to establish a national platform to co-ordinate motorcycle ETP activities. It seeks to be a source of good practice for road safety professionals. TRL plan to establish this information on a database. Cambridgeshire County Council is a member of this group.

It is envisaged that the results of monitoring and evaluation will also be held on this database enabling tried and tested formats to be adopted by other practitioners throughout the country. This will be immensely helpful when judging what approach to take to tackle specific problems effectively.

#### Other Cambridgeshire County Council Motorcycle Provision

This strategy identifies ways in which the wider motorcycling issues can be approached, which may not already being addressed.

### Education

#### ‘BikeSafe’ courses

All the activities will strongly encourage riders to avail themselves of the national BikeSafe scheme available widely, as well as in Cambridgeshire. BikeSafe is a Police led initiative that tends to rely on rider assessment. In Scotland, this approach was found to be not working and BikeSafe was stopped because crash rates increased amongst riders who had taken part in a riding assessment. This initiative is promoted through press releases and advertising as well as by attendance at events. It is believed that by covering the theory elements of riding first, a much better skill and rider attitude level is developed as displayed on riding assessments conducted by the Police.

In Cambridgeshire, the County Council is working in partnership with the Police and Peterborough City Council offering a short three evening course, classroom based; addressing the specific crash causation factors of motorcycle crashes in Cambridgeshire, namely cornering and overtaking. Major emphasis is placed on the rider’s attitude towards safe and responsible road usage. This is followed up by a short riding assessment to ensure that the riders involved have absorbed the classroom messages correctly.

### Proposed Action/Future developments

#### Motorcycle Forum

During 2005, it is intended that the feasibility of establishing a motorcycle forum be investigated. If there is sufficient interest from stakeholders who would be able to contribute to the forum, it is proposed that a forum be established.

The forum would comprise Cambridgeshire County Council, District Councils, Health Authority, Emergency Services (Fire, Ambulance and Police), Motorcycle Dealers, Motorcycle Training Industry and the British Motorcycle Federation (BMF).

The forum would provide a platform to explore and implement effective measures to help reduce the numbers of motorcyclists killed and injured in Cambridgeshire. These would include promoting safer motorcycling messages, improving facilities for riders and environmental issues.

#### Bus lane and advanced stop lines use by motorcycles

These two areas are subject to experimentation in some areas of the country. TRL are currently looking at the use of bus lanes. Early indications are that bus lane use neither increases nor decreases crash involvement amongst bus lane users. Derbyshire County Council is looking at advanced stop lines.

Until findings from these experiments are published, it is not proposed to investigate this area.

## Remedial Rider Training (diversionary schemes)

The National Driver Improvement Scheme offers riders the opportunity to undertake a one and a half day long training course as an alternative to prosecution through the courts for Section Three road traffic offences. These courses are very popular amongst drivers but few motorcyclists take them up.

A pilot course is being trialled and independently evaluated in Lancashire, aimed specifically at motorcyclists, where the offence is witnessed by a police officer but no crash occurs.

## Motorcycle Rider Training

There are a number of private sector training companies operating in Cambridgeshire providing training for new riders through to an advanced level. The level of geographical coverage is sufficient to enable any would be rider seeking training to undertake it without having to travel prohibitive distances.

### Compulsory Training Pre-licence

Newcomers to motorcycling have to undertake Compulsory Basic Training (CBT) before being able to ride on the road unaccompanied on mopeds (50cc engine capacity) at age 16 or motorcycles (max 125cc engine capacity) at age 17. The CBT certificate has a 2-year life.

At age 17, a rider who has completed CBT can progress to a larger machine with a maximum power output of 33 brake horse power (restricted) and take the Driving Standards Agency (DSA) theory, hazard perception and road tests. They cannot ride these machines unless a qualified instructor accompanies them. This restriction ensures that riders receive necessary training. At age 21, the restriction on engine power is lifted and they are then able to ride any size machine without further compulsory training.

At age 21, a rider who has completed CBT, can progress to a restricted machine (as detailed above), undertake Direct Access Scheme (DAS) training accompanied by a qualified DAS trainer, complete the theory, hazard perception and road tests with the DSA and then ride any size machine without further training.

It is an established fact, highlighted in The Government's Motorcycling Strategy, that since the introduction of CBT, accident rates amongst novice riders have reduced. However, since DAS became available it seems that accident rates amongst riders who have completed DAS have increased. This would seem to be borne out by the numbers of riders crashing on high-powered machines. However, there is an absence of data to support this.

### Voluntary Training – Post Licence

Defensive and Advanced rider training is available from private sector training organisations as well as voluntary groups such as the Institute of Advanced Motorists and RoSPA's Advanced drivers Association.

### National Consultation on Motorcycle Rider Training

- Developmental training delivered by quality assured trainers
- Assessment to help focus training, but not another test
- Not be exclusive, leaving space for other initiatives
- Promote skills improvement for riders of all abilities rather than "advanced riders"
- Offer recognition and status to trainers participating in the scheme

Because of the lack of any requirement to undertake further training post L test, it seems likely that this loophole will be closed as a result of this consultation. It is also possible that some form of restriction could be placed on riders limiting the power output of machines for riders who have little experience.

### Private Sector Engagement

Appropriate rider training can contribute significantly to casualty reduction and safer motorcycling. To increase rider participation on 'post-licence' training the County Council will seek to identify ways of engaging local approved training bodies (ATB's) in the delivery of all types of motorcycle rider training outlined above.

## 6. The IHIE Guidelines for Motorcycling recommendation

### Motorcycling Officer

The IHIE recommend that a dedicated motorcycling officer be appointed to lead and co-ordinate all aspects of motorcycling within each local authority.

This role would ensure that motorcycling is treated thoroughly throughout the local authority. This scenario already exists in Cambridgeshire with a dedicated Cycling Officer. There would be likely similarities between these two posts. To enable full justice to be given to this role, it is essential that the post holder is a motorcyclist.

This post would need to carry a casualty reduction remit. However, because of the number of functions carried out by the County as a Highway Authority, this post would have a much wider remit to link with the planning, safety audit and maintenance areas. Consideration needs to be given to where exactly this post would be situated. Gloucestershire County Council have a Motorcycling Officer

### Monitoring & Evaluation

- Reduction in motorcycle rider accident & casualty figures
- Monitor impact of the strategy, with regular progress reports/inputs to future LTP's.

## Good practice

The IHIE Guidelines for Motorcycling comprise good practice for local authorities and should be adopted countrywide to ensure a consistent approach to the motorcycling crash problem.

## Source documents

“The Government’s Motorcycling Strategy”, Department for Transport February 2005

“IHIE Guidelines for Motorcycling”, Institute of Highway Incorporated Engineers. April 2005.

“Joint Accident Data Report 2004”, Cambridgeshire County Council 2005

## Appendix A Background to the PTWMV casualty problem

Year	Fatal		Serious		Slight		Total	
	PTWMV	All	PTWMV	All	PTWMV	All	PTWMV	All
1994	8 (12.5%)	64	110 (18.5%)	596	207 (7.8%)	2667	325 (9.8%)	3327
1995	11 (15.5%)	71	78 (14.9%)	522	202 (7.2%)	2794	291 (8.6%)	3387
1996	8 (13.3%)	60	70 (13.3%)	528	168 (5.6%)	2964	246 (6.9%)	3552
1997	7 (13.5%)	52	91 (16.9%)	537	179 (5.8%)	3102	277 (7.5%)	3691
1998	5 (9.6%)	52	84 (16.7%)	503	182 (6.0%)	3011	271 (7.6%)	3566
1999	5 (7.9%)	63	84 (17.8%)	471	165 (5.9%)	2811	254 (7.6%)	3345
2000	9 (12.7%)	71	84 (17.1%)	491	202 (6.5%)	3116	295 (8.0%)	3678
2001	4 (7.7%)	52	56 (11.9%)	471	197 (6.2%)	3185	257 (6.9%)	3708
2002	6 (11.5%)	52	83 (18.1%)	459	199 (6.6%)	3027	288 (8.1%)	3538
2003	8 (15.7%)	51	83 (19.8%)	419	194 (6.5%)	2970	285 (8.3%)	3440
2004	10 (18.5%)	54	87 (18.3%)	474	206 (7.2%)	2871	303 (8.9%)	3399

## Appendix B Summary Tables of Strategy for Motorcycling in Cambridgeshire

### Policy

Objective	Action	Lead partner	Project leader	Consultees	Target date	Achieved
LTP to refer to ‘mainstreaming’ of motorcycling	<ul style="list-style-type: none"> <li>Incorporate detail in LTP2</li> </ul>	CCC LTP Authors	Road Safety (Driver Behaviour)		March 2006	Yes
Motorcycling as an integral part of Travel Plans to ensure provision	<ul style="list-style-type: none"> <li>Write relevant sections. Ensure authors understand the specific needs of motorcyclists</li> </ul>	CCC		Travel for Work & Safer Routes to School, MC Officer	2005	
Investigate / establish motorcycle forum	<ul style="list-style-type: none"> <li>Consult with relevant potential partners</li> <li>If CCC supported by potential partners, hold initial meeting to elect officers to Forum and agree terms of reference</li> </ul>	MC Officer	MC Officer	Motorcycle retailers, training schools, BMF, County & District Councils, Health Authority, Emergency services, CCC Road Safety	Autumn 2005	
Provide secure parking facilities	<ul style="list-style-type: none"> <li>Audit existing facilities</li> <li>Provide sufficient parking in relevant locations</li> </ul>	CCC		Planners & traffic engineers District Councils MC Officer	2005 (ongoing)	

### Travel Plans

Objective	Action	Lead partner	Project leader	Consultees	Target date	Achieved
Incentives to encourage staff to switch from a less sustainable mode for urban journeys where appropriate	<ul style="list-style-type: none"> <li>Raise awareness of the benefits of motorcycling.</li> <li>Highlight the increased risks involved, identifying measures to control them.</li> <li>Consider employee purchase loan schemes.</li> </ul>	CCC Travel for Work (TfW) MC Officer		Employers	Ongoing	
Motorcycle user groups	<ul style="list-style-type: none"> <li>Encourage the formation of user groups with employers.</li> <li>Ensure representation from user groups on the Motorcycle Forum.</li> </ul>	CCC TfW MC Officer		Road Safety Officer, Employers	Ongoing	
Parking, changing facilities and lockers	<ul style="list-style-type: none"> <li>Encourage employers to cater for the needs of motorcyclists by providing secure, level parking.</li> <li>Provide storage facilities for protective clothing.</li> <li>Provide changing facilities.</li> </ul>	CCC TfW MC Officer		Employers	Ongoing	

Objective	Action	Lead partner	Project leader	Consultees	Target date	Achieved
Safer routes	<ul style="list-style-type: none"> <li>Encourage riders to use safer routes minimising risks faced during travel.</li> </ul>	CCC TfW <i>MC Officer</i>		Employers	Ongoing	
Security systems accessible to riders	<ul style="list-style-type: none"> <li>Provide security measures in parking areas (CCTV/Anchor points for machine locking. Provide secure protective clothing storage.</li> </ul>	CCC TfW <i>MC Officer</i>		Employers	Ongoing	

## Road Design & Traffic Engineering

Objective	Action	Lead partner	Project leader	Consultees	Target date	Achieved
Encourage Designers to "think bike"	<ul style="list-style-type: none"> <li>Provide relevant information to engineers to ensure their understanding of the needs of motorcyclists.</li> </ul>	CCC Traffic Engineers		<i>MC Officer</i>	2005/06	
Input from suitably trained & experienced rider(s) to inform thinking to prevent inadvertent inclusion of design features that increase the risk to riders	<ul style="list-style-type: none"> <li>As above.</li> </ul>	CCC Traffic Engineers		Motorcycle Forum <i>MC Officer</i>	2005/06	
Relationship between road & braking/steering/accelerating on motorcycles for design stage	<ul style="list-style-type: none"> <li>As above.</li> </ul>	<i>MC Officer</i>		Motorcycle Forum <i>MC Officer</i> CCC Traffic Engineers	2005/06	
Explore new possibilities e.g. advanced stop lines/bus lanes	<ul style="list-style-type: none"> <li>Review research data when published to decide whether to undertake further investigations in this area.</li> </ul>	<i>MC Officer</i>		<i>MC Officer</i> CCC Traffic Engineers	2006/07	

## Motorcycle Parking

Objective	Action	Lead partner	Project leader	Consultees	Target date	Achieved
Utilise existing national policy and enabling regulations	<ul style="list-style-type: none"> <li>Ensure familiarity with regulations.</li> </ul>	CCC		<i>MC Officer</i> District Councils	2005	
Provide effective motorcycle parking ("near & clear, secure and safe to use")	<ul style="list-style-type: none"> <li>Audit existing facilities to ensure they are appropriate to the needs of motorcyclists.</li> <li>Provide additional suitable spaces/areas where identified.</li> </ul>	CCC		<i>MC Officer</i> District Councils	Ongoing	

## Road Maintenance

Objective	Action	Lead partner	Project leader	Consultees	Target date	Achieved
Provide a consistent surface with suitable skid resistance	<ul style="list-style-type: none"> <li>Ensure that maintenance programmes take account of the needs of motorcyclists.</li> </ul>	CCC Traffic maintenance Engineers		<i>MC Officer</i>	Ongoing	
Keep roads clear of contamination and debris	<ul style="list-style-type: none"> <li>As above.</li> </ul>	CCC Traffic maintenance Engineers			Ongoing	
Maintain visibility, especially at bends and junctions	<ul style="list-style-type: none"> <li>As above.</li> </ul>	CCC Traffic maintenance Engineers		<i>MC Officer</i>	Ongoing	
Ensure best practice in maintaining signs, studs & markings	<ul style="list-style-type: none"> <li>As above.</li> </ul>	CCC Traffic maintenance Engineers			Ongoing	
Implement well publicised system to allow public to report road defects which receive prompt attention	<ul style="list-style-type: none"> <li>Road surface contamination (diesel spills &amp; mud) are dealt with as a priority.</li> </ul>	Press & PR Traffic Engineers <i>MC Officer</i>		<i>MC Officer</i> Motorcycle Forum Local Media	Ongoing	

Objective	Action	Lead partner	Project leader	Consultees	Target date	Achieved
Implement maintenance policies that focus on preventative action	<ul style="list-style-type: none"> <li>Ensure that maintenance programmes take account of the needs of motorcyclists.</li> </ul>	CCC Traffic maintenance Engineers		<i>MC Officer</i>	Ongoing	
Winter maintenance that keeps the needs of riders in mind	<ul style="list-style-type: none"> <li>As above.</li> </ul>	CCC Traffic maintenance Engineers		<i>MC Officer</i>	Ongoing	
Ensure road works are safe for all road users	<ul style="list-style-type: none"> <li>As above.</li> </ul>	CCC Traffic maintenance Engineers		<i>MC Officer</i>	Ongoing	

## Education, Training and Publicity

Objective	Action	Lead partner	Project leader	Consultees	Target date	Achieved
<b>Publicity</b>						
Eastern Region Local Authority Road Safety Officers Association (LARSOA) "Hit the Road Campaign"	<ul style="list-style-type: none"> <li>Continue to promote the campaign message</li> </ul>	CCC Road Safety Officer (Driver Behaviour)	E Region LARSOA	<i>MC Officer</i> E Region LARSOA reps.	Ongoing	<b>Yes, but ongoing</b>
Attend relevant Motorcycling events e.g. BMF shows, Meldreth Show	<ul style="list-style-type: none"> <li>As above.</li> <li>Promote BikeSafe courses.</li> </ul>	CCC Road Safety Officer (Driver Behaviour)	CCC & Police	Police <i>MC Officer</i>	Summer 2005	<b>Yes, but ongoing</b>
Plan and implement "Roadside stops"	<ul style="list-style-type: none"> <li>Identify roads with a known motorcycle crash problem and select suitable, safe locations to undertake stops.</li> </ul>	CCC	CCC Road Safety Officer (Driver Behaviour) Police	Police CCC Accident Investigation Team <i>MC Officer</i>	Summer 2005 (ongoing)	
<b>Education</b>						
Publicise and administer BikeSafe courses	<ul style="list-style-type: none"> <li>Identify appropriate media/locations to promote courses.</li> </ul>	Cambs Police CCC Road Safety	CCC Police P'borough City Council	<i>MC Officer</i>	Ongoing	<b>Yes, but ongoing</b>
<b>Training</b>						
Contribute to TRL Benchmarking Group	<ul style="list-style-type: none"> <li>Attend quarterly meetings to share best practice to ensure effective use of resources</li> </ul>		Road Safety Officer (Driver Behaviour) <i>MC Officer</i>	TRL Local authorities	Current & ongoing	
Look at feasibility of establishing Remedial Rider Training (diversionary schemes)	<ul style="list-style-type: none"> <li>Consider when findings of pilot schemes (Cheshire, Lancashire &amp; Devon) are published</li> </ul>	Road Safety Officer (Driver Behaviour) <i>MC Officer</i>	CCC Police	Pilot authorities Evaluation Police	2006/7	
Investigate, design and implement further campaign strategies	<ul style="list-style-type: none"> <li>Investigate further campaign strategies locally, regionally and nationally, identified by best practice.</li> </ul>	Road Safety Officer (Driver Behaviour) <i>MC Officer</i>	CCC LARSOA	TRL Benchmarking group Police Retailers E. Reg. LARSOA	2006	
Contribute to National Consultation processes on motorcycling training	<ul style="list-style-type: none"> <li>Respond to all consultation processes e.g. Driving Standards Agency, Department for Transport</li> </ul>	Road Safety Officer (Driver Behaviour) <i>MC Officer</i>			Ongoing	<b>Yes (ongoing)</b>