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IAM
DRIVING ROAD SAFETY

National Motorcycle Conference

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The Enhanced Rider Scheme

Issues surrounding take-up

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Take-up

Take-up was very low amongst both trainers and riders, for different reasons

Trainers

- RPMT registration costs
- Lack of DSA support
- Lack of product comprehension

Riders

- Lack of product identity
- Problems with incentives
- Lack of promotion
(including Local Authority – competing schemes favoured)

Marketing

Lack of appropriate marketing. Participant suggestions included:

Motorcycling journalists to report on ERS experience

Improve the image of the scheme in promotional materials

Encourage preferred insurers to promote scheme

Repackage in different forms to appeal to different groups

Promote via partner agencies (LAs, fire service, police)

Improve clarity of content, structure, duration & price

Offer dealership packages

Incentives

Insurance discount unsuitable & not upheld by all insurers

Suggestions:

Free taster sessions (for initial uptake)

Low-level ERS variant for sub-DAS riders

Incorporating ERS with other things i.e. riding adventure trip, track event

Kit discounts

Subsidy (this was the main suggestion)

Standards and consistency

Inconsistent perception of level
Pass Plus, IAM, RoSPA?

Lack of clarity of standards for
grades A, B, C, D

Length & price of intervention
90 mins to multiple days

Matching trainees with trainers

Under-representation of some groups in both camps (higher risk groups)

Rejection or acceptance of attitudinal and behavioural coaching (vs. skills-based training)

Lack of agreement of identification between trainer and trainee compromises appeal and effectiveness

Support requirements

DSA

Marketing

- Online presence

- Motorcycling press

Data recording & management

Local Authorities

Support scheme publicly

Make it regionally relevant

Conclusions

The scheme has strong potential, but:

Lacks identity –
problematic for
marketing and buy-in

Variability in views on
what it is, what it should
be, and what approach
it should take

Strength is in flexibility and
adaptability to individual needs,
but it urgently requires structure
and clarification before it can
gain acceptance

RPMT members are
keen but in need of
leadership and
support from the DSA

Recommendations

Clearly demonstrate the DSA's dedication to ERS promotion, in order to reinvigorate trainers' enthusiasm and make the industry and the motorcycling community pay attention

Support trainers in their active attempts to promote the ERS – for example lend support to trainers' requests for journalist participation, and funding if possible

Facilitate high-level links with partner organisations, i.e. Police Service (via ACPO), Local Authorities (via RSGB), Fire Service, etc.

Clarify the structure of the ERS in marketing materials, whilst highlighting the potential for flexibility.

Emphasise the tailoring of the scheme to meet the needs of different rider types – promote a coaching-based approach rather than a riding-school approach

Revisit the incentives offered – chase insurance partners to ensure that staff are trained and discounts are offered. Set a minimum discount, both in terms of a proportion and an absolute figure

- Investigate alternative or additional incentives, for example kit discounts, integration with other forms of training or motorcycling holidays, etc.
- Consider developing an ERS variant for non-full-licence holders, in order to catch riders at an early stage, and maximise public awareness of DSA-backed voluntary training
- Attempt to identify ways of establishing broad-scale subsidy for the ERS
- Officially position the ERS firmly within the training continuum
- Clarify the assessment sheet grading system for all trainers, with more detail and the opportunity to attend a workshop or receive further support for any trainer who still feels unsure of the assessment criteria
- Monitor assessment sheet scores to identify trends between trainers and regions
- Investigate any notable regional differences, but ensure appropriate ERS provision on a national basis

Use the most successful RPMT members as “champions” to lead other trainers. Those with a non-ATB background typically appear to be achieving the highest take-up, and could support the development of others to integrate more effective measures into their promotion and training

Encourage self-awareness among trainers, and promote the importance of maintaining awareness of the effects of personality, learning style, and approach to riding in developing rapport between trainer and trainee

Create a suite of ERS variants, each of which promotes an image designed to appeal to a different sub-group of riders, in order to target individual groups more effectively. The primary difference would lie in the marketing materials rather than in any key structural differences

Increase trainers’ awareness of the challenges of dealing with a Look-at-Me Enthusiast in the post-test training environment, and encourage the application of a non-judgemental coaching-based approach, rather than an instructional approach

Aim to maximise the number of female RPMT members. A disproportionately high number of ERS trainees/participants are female and people are more receptive to others who they perceive to be “similar” to them

Ensuring that ERS training is readily available in areas of low population density may attract a broader demographic of participants as more people may ride for practicality rather than for interest

Improve the quality and quantity of data recorded by the DSA in relation to each ERS completed

Take steps to improve relations with the Local Authorities, and ensure that even if they are not willing to actively support the ERS, they are not acting in competition with RPMT members

Improve the quality of the ERS certificate – it is often unfavourably compared to the IAM certificate and it has been accused of devaluing the scheme

Consider either including a track element in ERS or affiliating with track-training providers, as riders are motivated to pay for track time and it may attract additional rider groups

Either integrate or offer additional bolt-on training such as pillion training, carrying luggage, motorway riding, optimal parking, overtaking, filtering, advanced hazard perception, and counter-steering

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