



# Two Wheels Safer

## “Realising the Motorcycling Opportunity”

**Nick Adderley**  
**ACC Staffordshire Police**

# The situation

- People are looking for solutions to:
  - Rural isolation
  - Urban congestion

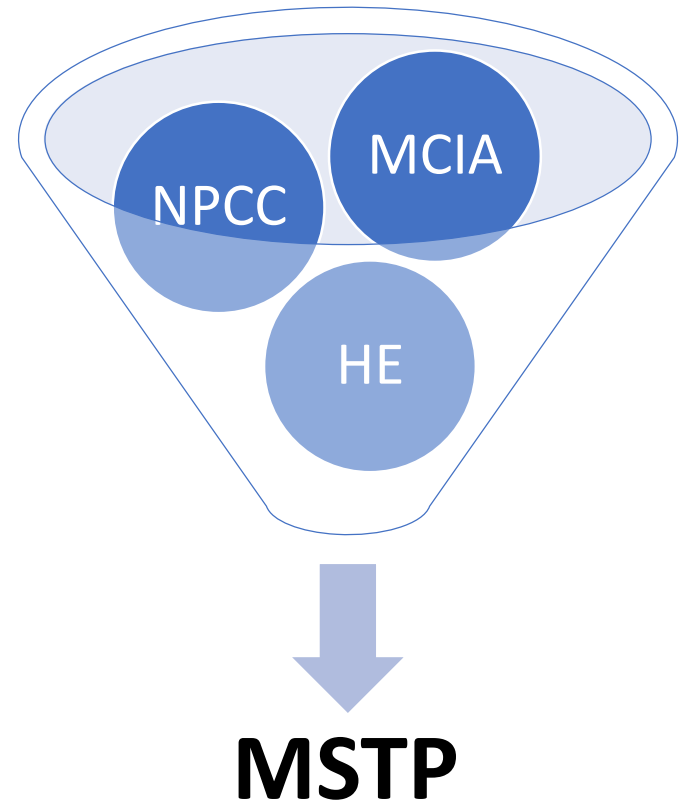


# Doing nothing...not an option

- Positive contribution
  - Reduced congestion
  - Improved air quality
  - Affordable solution

# The Partners

- Motorcycle Industry Association
- National Police Chiefs Council
- Highways England



# Safe Systems

Safe system	Theme 1	Theme 2	Theme 3	Theme 4	Theme 5	Theme 6	Theme 7
Management	<b>X</b>		<b>X</b>	<b>X</b>	<b>X</b>		
Roads				<b>X</b>		<b>X</b>	<b>X</b>
Vehicles					<b>X</b>	<b>X</b>	
People	<b>X</b>	<b>X</b>		<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
Post collision		<b>X</b>					



**1** Road User Awareness



**2** Educate to Deliver



**3** Motorcycles as a Practical Solution



**4** Safer Infrastructure



**5** Unlocking the Benefits of Motorcycling



**6** Better Motorcycle Industry Engagement in Society



**7** Partnership with Cycling

# Theme 1

Road User Awareness

7 actions

Medium to long term aims



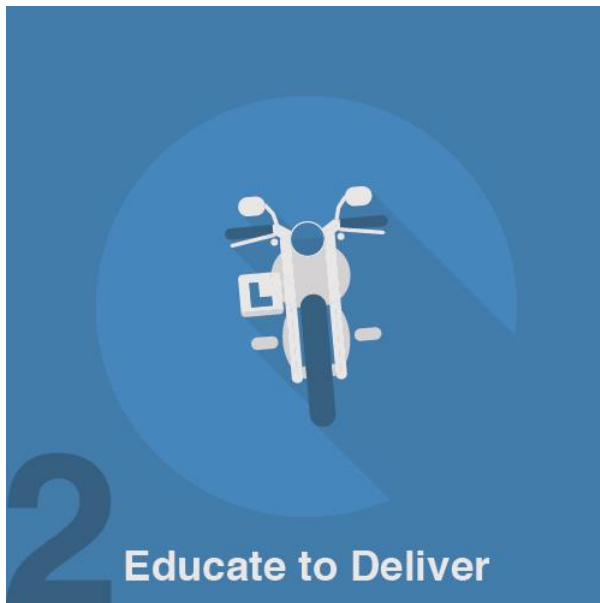
- Making all road users aware of motorcyclists
- Making sure the casualty stats are clear and consistent in their presentation
- Introducing road safety resources into the current core curriculum
- Amending the theory and hazard perception tests
- Work with Local Authorities to enhance the use of motorcycles

# Theme 2

Educate to Deliver

13 actions

Short to long term aims



- Clear education and enforcement strategy from NPCC
- Work with the RiDE scheme
- Raise standards of motorcycle ATBs via MCIAC Accreditation
- Improve the testing regime
- Encourage more people to take a test
- Allow a licence to be upgraded by approved training schools
- Encouraging Post Test Training
- Encouraging riders to wear PPE
- Secure BikeSafe's position as acknowledged best practice – helped by HE funding



# Theme 3

Motorcycles as a Practical Solution

3 actions

Medium to long term aims



- To encourage policy makers to include motorcycles in their plans.
- To be considered in line with other modes in policy decisions.
- To work with different Government departments to allow maximum benefit of using motorcycles.

# Theme 4

Safer Infrastructure

3 actions

Short to long term aims



- To establish better roads infrastructure policy.
- To conduct detailed case studies of provision of safer motorcycle infrastructure.
- To promote and stimulate an appropriate level of investment in Safer Infrastructure for motorcyclists.

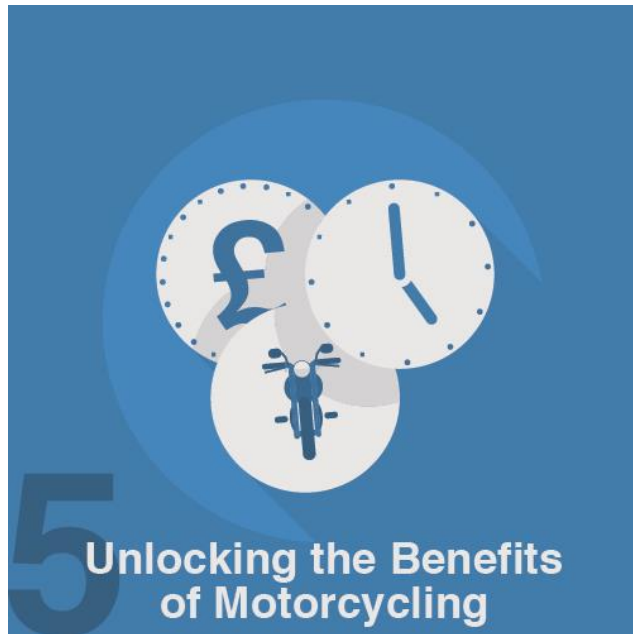
# Theme 5

Unlocking the benefits of motorcycling

3 actions

Short to long term aims

- Establish incentives for Ultra Low Emission Motorcycles
- Create wider awareness of the motorcycle industry's contribution to the UK's economy, jobs and growth
- Establish a 'Motorcycle to Work Scheme' to incentivise motorcycle commuting



# Theme 6

Better Motorcycle Industry  
Engagement in Society

2 actions

Short to medium term aims

- Ensure that the motorcycle industry engages with Society's aims
- Encourage the development of safer motorcycles & equipment.

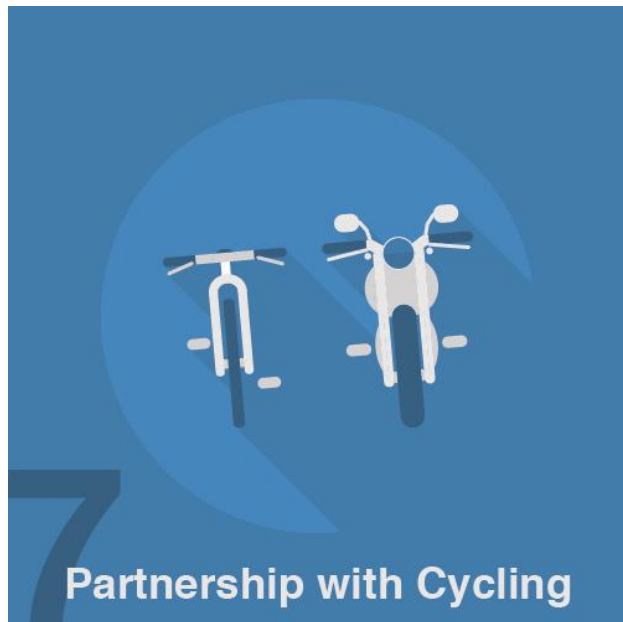


# Theme 7

Partnership with cycling


3 actions

Short to medium term aims



- Develop new integrated two wheel policies to consider the shared issues between cyclists & motorcyclists
- To develop a partnership with the bicycle industry
- To establish closer ties with cycling user groups

# What can you do?

- Support MCIAC training schools
  - Promote the Framework where possible
  - Inform us of developments which relate to the Framework
  - Support the National BikeSafe Show
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# Contact

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