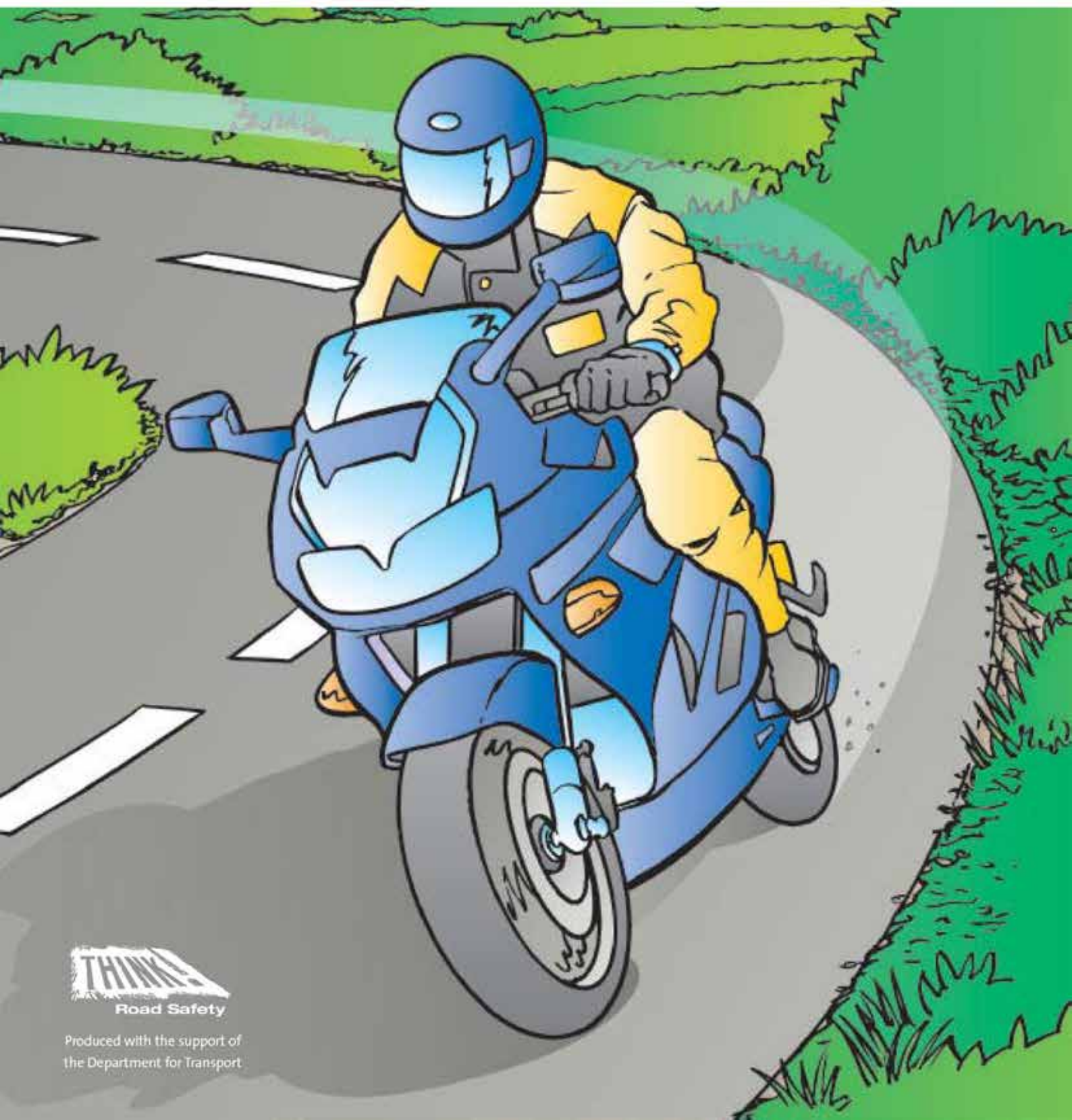


May 2013

Safer Motorcycling Through Work



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Preface

"I love my bike - that sense of freedom and exhilaration, whether it's beating the jams in the city, taking just the right line through a bend or cresting a rise on an upland road and seeing the world open up before you. Once you've learned to ride a bike, it's with you for life. So you need to live a long life to enjoy it.

Unlike car drivers who can rely on in-car protection in a crash, the only thing that really keeps us safe on two wheels is what's between our ears, our knowledge, our skills and the attitudes we take with us out onto the road.

You may think that you are good but the really good rider is the one who admits that they can never afford to stop learning.



And it's not just about your own safety. It's about passing your knowledge and your approach on to riders who are just starting out.

As motorcycling becomes even more popular the whole biking community is on notice to cut the casualty toll. Too many people are being killed and seriously hurt. Yet investigations show time and again that most motorcycle crashes can be easily avoided.

Work plays such a big part in people's lives and most bikers are in work. Often it's where we not only learn skills, but where we interact with people and form our outlook on life - where we form friendships and where we get support.

I think the idea of promoting safer motorcycling via the workplace is really great - using work as a meeting point to help bikers join up with rider trainers and initiatives like 'BikeSafe' and advanced ride training.

It's got my vote. Get out there and sell it your boss and your workmates.

Safe riding"

Suzi Perry

Introduction

Motorcycling is an important and popular form of transport, but unfortunately one which carries a significant risk. Employers have legal obligations to manage the safety of staff who may use motorcycles to carry out their normal work duties or for occasional work journeys such as travelling to other work locations for meetings. But there are also powerful ethical and business reasons for organisations to help their employees to stay safe when they are riding motorcycles or scooters for commuting, domestic or leisure purposes.

Serious injury to an employee, particularly in a tightly knit work team, usually has a massive adverse impact on workforce morale.

The costs to the business of an employee being injured while motorcycling are likely to be the same irrespective of whether the accident happened during working time or outside working hours.

The workplace is an excellent arena in which to encourage employees to adopt safer and healthier lifestyles and to extend the ethos of occupational health and safety to help them avoid having accidents when they are not at work.

This guide is a practical resource designed to help people at work to save lives and reduce injuries by promoting safer motorcycling initiatives via the workplace. It was developed by RoSPA with DfT support and with input from motorcycle safety professionals and other key stakeholders.

The Guide is most suitable for someone who can act as a 'safer motorcycling champion' within an organisation. This person may be at any level within the company, but will probably be a keen motorcyclist. To help that person to persuade senior management to take action, and to inform and direct that action, the Guide provides:

- facts and arguments to motivate key decision makers
- ideas and suggestions on how to engage riders
- options for promoting the safer motorcycling message
- useful website links, both locally and nationally
- information on safer motorcycling schemes
- advice on how to get started and how to evaluate success
- case studies demonstrating 'what works'

Besides helping employees who are motorcyclists, action to promote safer riding by employers can make a significant contribution to improving road safety nationally. The approach adopted will vary between employers. The important thing is that organisations learn from each other to avoid common pitfalls, share positive experiences and contribute their ideas to help strengthen the safer motorcycling movement.

Motorcycling today

Motorcycling continues to undergo a renaissance. There are around 1.2 million licensed motorcycles in Britain¹. Scooters, particularly in major urban centres, trail bikes, super-motos, cruisers, super-scooters, tourers, adventure-tourers, and sports and classic bikes, all form part of a diverse motorcycling scene in which people are riding for leisure and recreational purposes as well as simply to get from A to B.

Today's riders benefit not only from more sophisticated machines with better handling, brakes and tyres but better riding gear, improved luggage carrying and numerous accessories.

Many younger riders of scooters and small motorcycles ride all year round but move on quickly to car ownership, hopefully learning valuable lessons about safe road use on the way. Riders of sports bikes, cruisers and tourers on the other hand, often ride only in the months of May through to September, mainly for leisure purposes and cover relatively small annual mileages. Once the motorcycling bug has bitten, however, it often remains with people all their lives. Many take to bikes again after a break, often on much more powerful machines than the ones they learned on.

The Government is committed to improving safety for motorcyclists and recognises its many benefits, which include helping to reduce congestion, parking problems and environmental impact and facilitating workforce mobility. Most motorcyclists are in education, training or paid employment.

Yet despite the growth of interest in this form of transport, motorcyclists remain a distinct minority and they face a much higher risk of serious injury. They account for about 1% of overall road traffic but about 20% of fatal and serious casualties. In recent years the number of fatal and serious casualties has fluctuated, along with the amount of motorcycling, but the long term trend for motorcyclist deaths and injuries, and the casualty rate per mile travelled, have fallen substantially.

The minor 'shunt' in a car will only damage the vehicle, but on a motorcycle it can result in serious disabling injury. Whatever safety improvements are made to motorcycling, such as Anti-lock Braking Systems (ABS), improving conspicuity or better helmets and protective riding gear, the motorcyclist remains especially vulnerable.

Unlike car drivers who can rely on 'secondary safety' features such as impact protection, seat belts and air bags, the motorcyclist has to rely almost entirely on 'primary safety', that is, using their skills and experience to safeguard themselves by avoiding crashing in the first place.

Estimates from police investigations suggest that rider errors are responsible for about 50% of crashes. But even in the other 50% (for example, 'Sorry mate, I didn't see you') accidents, there is much riders can do to avoid collisions, for example, by riding defensively.

Novice training and passing the test mark the beginning of the motorcyclist's learning curve. Only with practice and sufficient regular riding experience can the rider who is new to motorcycling develop his or her skills and enjoy safer riding.

Having guidance and support from more experienced riders to help instil the right attitudes to safe riding is just as important as acquiring purely technical riding skills.

¹ Source: Department for Transport Vehicle Licensing Statistics, Table VEH0301

Why employers should promote safer motorcycling

Ethical reasons: All organisations which are committed to corporate social responsibility need to develop effective approaches to promoting employee well-being, including accident prevention outside as well as inside the workplace.

This culture of caring for employees '24/7' has many benefits, not only safeguarding them as the organisation's prime asset but signalling to staff and the wider community something very important about overall corporate values.

Legal reasons: Where employees use motorcycles to carry out their normal duties (such as patrols, fast food deliveries, despatch riding) health and safety and road traffic law require that the risks involved be managed within the same overall framework that the organisation should already have in place for managing other aspects of health and safety (see Annexe 3).

When riders are commuting they are primarily responsible for ensuring that they do not ride while unfit or over-tired. On the other hand, the prosecution of a company that grossly over-worked a young driver (leading him to crash on the way home) suggests the exact boundaries between responsibility for safe at-work road use and safety while driving to and from work may not be that clear cut.

Business reasons: If an employee is injured while riding for work purposes or while commuting or riding for domestic or leisure reasons, the impact on business continuity and productivity is likely to be the same. Loss of key staff, even for a period of a few days, in small highly skilled teams can adversely affect business continuity, especially in a 'just-in-time' business environment.

Costs associated with serious injuries occurring outside work can include recruitment of temporary staff, sick pay, administrative HR costs, rehabilitation and so on. Although they may be less frequent than absences due to other kinds of non-work injuries, absences following motorcycling crashes are likely to involve more time off work since injuries are likely to be more severe.

Serious and fatal injuries, especially affecting younger employees, can have a massively detrimental effect on employee morale. Where those involved in serious accidents are members of a close knit workplace community, the effects can last for weeks, if not months, and can seriously affect productivity.

Focusing on safer motorcycling can reinforce messages about Managing Occupational Road Risk (MORR) and more generally can help to reinforce a positive safety culture in the workplace.

Safety messages targeted at employees can also be passed on to family members and friends and have a wider effect in changing behaviours. If an accident occurs to a member of an employee's family they are likely to take time off work. Safer motorcycling through work can also help a staff member who has riders in his/her family, even if they do not themselves ride.

Practical safety reasons: When people are at work they are more likely to respond positively to invitations to take part in important safety initiatives, particularly when they are encouraged to do so by their managers, colleagues and friends. 'Time poverty' experienced by most employees outside work due to domestic priorities, etc. means they are more likely to take part in safety programmes delivered in the workplace rather than out in the community.

Obviously the costs of developing a safer motorcycling programme in the workplace have to be taken into account, (including the costs of facilities, publicity and communications, time off possibly) but when these are weighed against potential benefits, it becomes clear that the balance is likely to be highly positive.

Involving staff and their representatives

When businesses take an interest in their employees' safety outside the workplace, it can raise some fairly fundamental questions about employees' freedom of action in their own time. Sceptics might be tempted to see this as the company acting like 'big brother' or the 'nanny employer' aping the so-called 'nanny state'.

That is why it is so important that '24/7 safety' programmes (in which employers promote the well-being of their employees beyond the workplace) such as encouraging safer motorcycling, are not seen as an imposition by the employer but are genuinely owned and controlled by staff themselves. Safe riding needs to be about fun, pride and professionalism rather than finger wagging. Any hint of compulsion is likely to have a negative effect.

Some of the things which can be done to involve staff and generate a critical mass of interest include:

- Finding a management level champion who is a motorcyclist and who can talk directly to fellow motorcyclists about rider safety issues; (it is surprising how many people in senior safety roles ride bikes!)
- Finding a workforce or union safety representative who can play a similar role
- Doing a questionnaire survey (for example, as part of Travel-to-Work planning - see Section 8 below) to find out about motorcycling to work issues
- Taking soundings during driver training programmes to see if there are drivers who are also motorcyclists who might value rider assessment and training as well
- Opening up a discussion in a motorcycling safety area on the staff Intranet
- Giving space to employees who have undergone rider assessment or further training to explain the benefits to their colleagues, for example, during tool box talks and safety briefings.

Sadly, it can be the case that action to improve safety is only taken when a serious accident has happened. Awareness is raised, and people tend to be more receptive to the need for action. So, should an individual staff member be involved in a motorcycle crash, while acting sensitively, the opportunity should not be lost to put safer riding on the agenda.

Managers need to be persuaded to make time and space to allow motorcyclists to meet and discuss motorcycle issues, such as routes to work, safe parking, bike security, and so on.

Developing a planned approach

To be effective, developing a safer motorcycling programme through work requires a planned approach. One-off activities may have some effect but it is important that the programme is embedded, targeted and sustained.

Organisers need to think about four distinct phases:

- 1) Prepare the ground and sell the message
- 2) Engage riders and other key players
- 3) Deliver development solutions
- 4) Evaluate and move forward

Prepare the ground and sell the message

- **Analysis:** For example, carry out a questionnaire survey, using the staff intranet possibly: How many riders? Types of machine? Riding patterns? Crash histories? How many learners? How many advanced riders? How much interest in rider training?
- **Develop the business case:** What's the potential scale of the problem? How many are at risk? How many days have been lost due to motorcycle crashes? What are the costs? Where are the biggest risks to business continuity? What resources might be required for the programme?
- **Raise awareness and consult:** Present your analysis at key management meetings. Raise the issue in joint H&S committee meetings.
- **Form a steering group:** Consider who should be involved, just motorcyclists or other key people such as the H&S Adviser, HR, Fleet Managers etc.? Consider who might lead, again a motorcyclist or the senior manager appointed to champion health and safety? Which external partners should be involved? Present your analysis. Seek views about priorities.



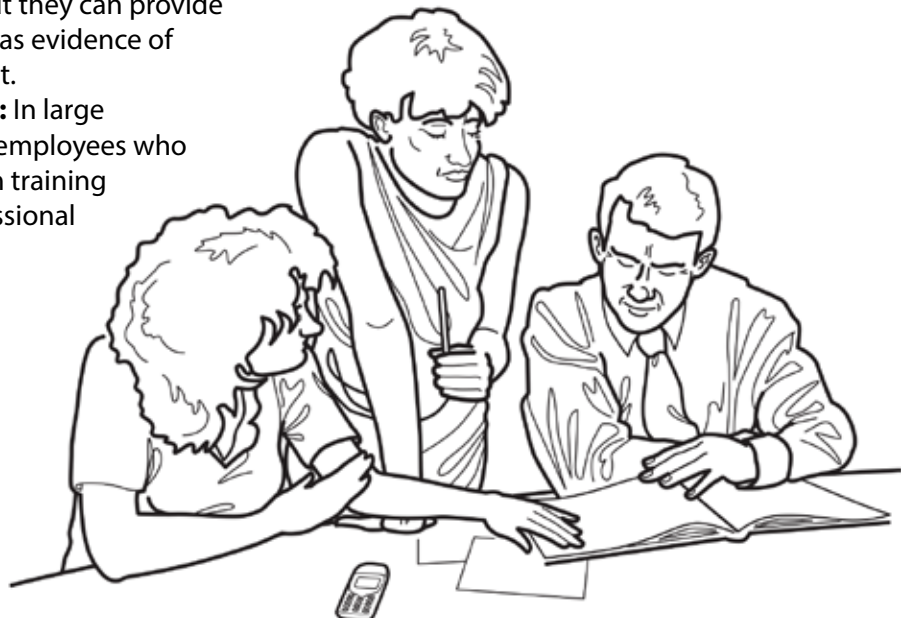
Developing a planned approach

Engage riders and other key players

- **Use the web:** Use the organisation's intranet to create web links to BikeSafe, RoSPA, Institute of Advanced Motorists (IAM), British Motorcyclists' Federation (BMF), Motorcycle Action Group (MAG) etc, to encourage exchanging views and information on crashes, 'near-miss' experiences, lessons, local road hazards etc.
- **Distribute information:** Circulate articles and leaflets; subscribe to and circulate magazines that cover safer riding.
- **Develop local/national/business contacts:** Wasting precious resources by re-inventing things which have already been developed by others; worse still, wasting time and effort on approaches which others have shown do not work; are good reasons why networking is so essential for safety professionals. Contact your Local Authority Road Safety Officer, local motorcycle group or representative. Talk to key people in other businesses who have developed safer motorcycling activities (for examples, see annex one).
- **Spread the word:** Arrange for site talks by key motorcycling figures, dealers etc. Consider advice sessions about motorcyclists' protective clothing etc. Show videos at the end of workplace safety sessions. Develop straplines (e.g. 'Be a Better Biker!') and logos etc.
- **Focus on success:** Encourage testimonials from riders who have already participated in motorcycle assessment or training and gone on to advanced rider training.

Deliver safer motorcycling solutions

- **Classroom briefing sessions in working time:** Establish a programme of briefing sessions from professional motorcycle instructors to talk directly to riders during working hours about the principles of safer motorcycling. Make sure riders' line managers and safety reps know the time and place of these sessions and ask them to encourage employees who are riders to attend.
- **Rider assessment at the workplace:** Ask your local BikeSafe or a suitably qualified advanced riding organisation to run a programmed series of assessment rides from the workplace. Again liaise with managers about timings etc.
- **Time off to attend motorcycle assessment or training schemes offsite:** Riders may prefer to undergo assessment on neutral ground away from work. Details of local safer motorcycling events need to be publicised well in advance.
- **Track and off-road days:** Properly organised track days can help riders learn more about machine dynamics and control. Similarly off-road training can develop machine skills and confidence which can help keep riders safe, for example, when coping with the unexpected.
- **Advanced Motorcycling tests:** RoSPA and the IAM offer advanced motorcycle tests. Passing such tests should not be the primary focus of safer motorcycling activities but they can provide a target to aim for as well as evidence of performance achievement.
- **Training on-site trainers:** In large organisations with many employees who are riders, it may be worth training up a person to be a professional advanced motorcycling instructor, for example by enabling them to train for and pass the RoSPA Diploma in Advanced Motorcycle Instruction or a similar qualification.



Developing a planned approach

Evaluate and move forward

- **Evaluation:** Knowing if you are aiming at the right target and if you are making a difference, is fundamentally important in any safety initiative. See how many riders responded. (Conversely, how many did not respond and why?) Conduct rider satisfaction surveys. See how many went on to do further training. Have crashes and time off work reduced? How well has the programme been received by managers and other employees?

The E-valu-it Toolkit and the advice on www.roadsafetyevaluation.com will help you to design and conduct an evaluation.

- **Feedback lessons learned:** Ensure your findings are fed back to improve the next phase of your programme. How are you going to engage hard-to-reach riders?
- **Keeping up the momentum:** Get riders together in the workplace. Consider setting up a workplace motorcycle safety group or club. Consider organising 'ride-outs', charity fund-raising rides, long distance over-seas trips even, remembering that these need good planning to ensure they are safe .
- **Publicise the positive:** Arrange for the presentation of training certificates at work events, engage the local media. Again, use the staff intranet.
- **Draw in others:** Consider making your programme available to your contractors' and suppliers' staff, business neighbours etc: Spreading the safer motorcycling message locally as a good neighbour helps to demonstrate your corporate safety values.
- **Share and compare:** Passing on good practice is important to help other organisations to benefit from what you have learned. Submit reports to key networks like trade associations. Maintain current awareness about what others are doing. Set up some one-to-one benchmarking sessions or consider 'buddying' your programme with a partner organisation.
- **Publicise your approach:** Report on what you done as part of 'Going public' on your organisation's health and safety performance (visit www.gopop.org.uk). Give presentations to local safety groups. Consider writing articles.

From rider assessment to advanced rider training

A good way to start is to arrange an assessment with a motorcycle training organisation or BikeSafe (see Useful Links) to identify what training would be best.

BikeSafe

BikeSafe is run by Police Forces around the UK who work with the whole of the biking world to help to lower the number of motorcycle casualties. By passing on their knowledge, skills and experience, police motorcyclists aim to help riders to become safer and more competent. They seek to: raise awareness of common causes of crashes; point out common riding faults; and help riders to increase their ability and confidence, so they can get even more enjoyment from riding their machines.

BikeSafe is a nationwide initiative to reduce the number of motorcycle casualties by promoting safer riding. Its primary aim is to raise awareness among riders of the need to continue to undergo training, for example, by booking training with a competent trainer, taking part in properly organised track days and so on. BikeSafe activities vary across the country. Typically a day might include classroom briefings, assessed 'ride-outs', post ride debriefing and discussion of machine safety, equipment selection and so on.

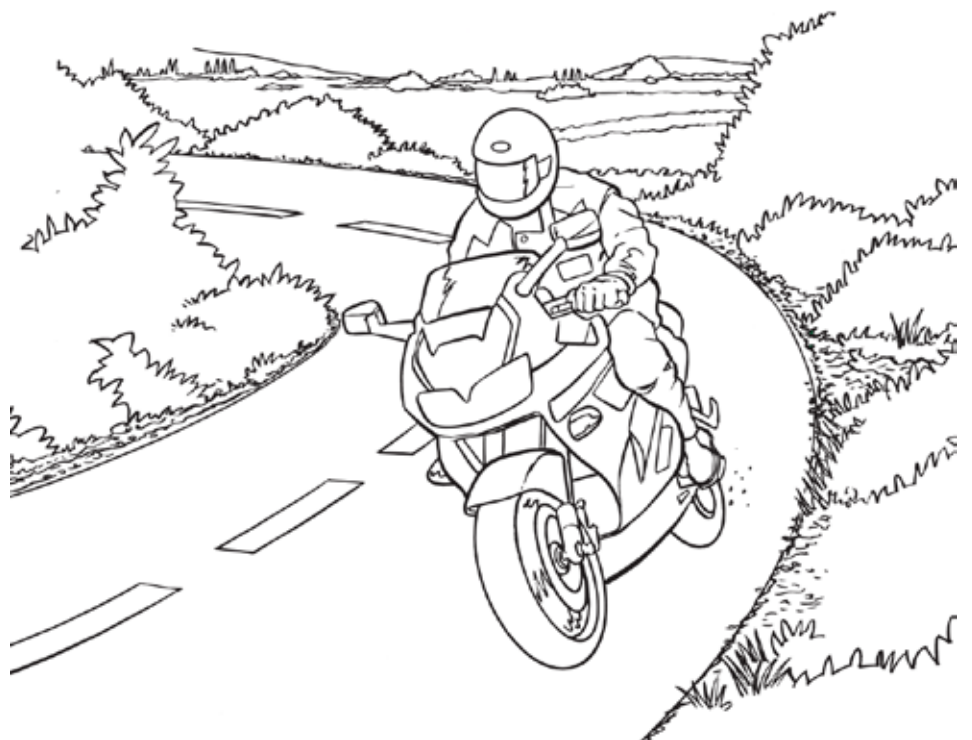
Details of local BikeSafe activities provided by local police forces can be accessed on the BikeSafe website (www.BikeSafe.co.uk).

Advanced rider training is provided by a variety of organisations (see Annexe 4). Approaches vary but essentially advanced rider training is based on the police system of riding which addresses:

- speed, position, gear, acceleration;
- maintaining appropriate separation from vehicles and other road hazards;
- taking, using and giving information;
- and safe machine control.

Particular emphasis is placed on issues such as: initial machine and equipment checks; reading the road environment to anticipate hazards; correct machine positioning; safe cornering and braking and so on; and coping with adverse conditions. Training usually takes place one-to-one or one-to-two, with the trainer in one-way radio contact with the trainee(s) to give directional instructions only. Debriefs following the ride enable trainers to appraise trainees' performance and offer feedback.

Training may then lead on to trainees entering for an advanced test as provided, for example, by RoSPA or the IAM. Advanced rider trainers need not only to have passed an advanced motorcycling test but have instructional qualifications as well. Observed rides can also be provided by local RoSPA Advanced Driver and Rider Association (RoADAR), or IAM, Groups with suitably qualified members.



Tailoring and targeting

One size may not fit all!

Different approaches may be needed for different kinds of rider. Riders of scooters, mopeds and light motorcycles may feel that they do not have so much in common with riders of sports bikes or US style cruisers! Trainers can offer options for scooter riders which address their particular needs (for example, Scootersafe London at www.scootersafe-london.co.uk/)

Learner riders

Those who have yet to take their test will benefit from additional training after CBT. Where learners are also involved in funded training, the training provider should pay special attention to their safety while commuting and review what help and assistance they may need. Learners involved in delivering fast food etc should receive additional help to pass their test as soon as possible. Those learners who are provided with mopeds and scooters as part of 'wheels to work' schemes need similar help. The MCIA provide advice on wheels to work schemes (see www.mcia.org.uk).

Company bike instead of company car?

Some organisations may choose to offer the option of a company motorcycle instead of a company car, for example, where this suits the employee's needs better. Again, where this will be used for work purposes, key issues which will need additional focus in risk assessment include: rider fitness and competence; suitability of the machine type and model to both the rider and the riding task; maintenance; worthwhile additional safety features; aftermarket modifications; PPE; and advice on use limits etc.

Safety on 'ride-outs' and trips organised from work

Often motorcycling groups based on a workplace will organise rides or longer trips. Planning for these activities can be a good way of embedding the safer motorcycling message. Key issues include things like accommodation and secure parking, safer route planning, rendezvous points if riders split up, assessing the ability of riders to ride for long distances, the running order and riding ability, appointment of navigators and 'sweepers', and observing key 'rules of the road' like no overtaking each other without prior planning and riding to the bike behind you not the one in front. (One of the main causes of accidents is when the riders in a group play 'follow my leader' and constantly try to keep up with the bike in front.) Other issues include briefing on overseas traffic rules, emergency arrangements and get-you home insurance cover.

Offenders

Where employers are periodically tracking licences and penalty points as part of MORR procedures, they may come across employees who are close to disqualification. Sometimes points will have been accumulated for offences while riding. Employers obviously need to work with staff to help them comply with road traffic law and avoid being banned from riding/driving with all the adverse personal and business consequences that follow. Staff with penalty points need to be encouraged to take part in assessment and training.

Motorcycling and Travel-to-Work plans

The increasing role that Travel Plans play in local authority planning approvals for business provides opportunities for influencing employers and highlighting the role that motorcycles can play in today's multi-modal transport system.

A travel plan is a package of measures produced by employers to encourage staff to use alternatives to single-occupancy car-use. Travel plans can offer benefits not only to the organisation and its employees, but also the community that surrounds it.

Sustrans publish "A Travel Plan Resource Pack for Employers" and "Workplace Travel Plan Evaluation Tool" (go to www.sustrans.org.uk). An internet search using the term "work travel plans" will produce many examples.

Travel plans need to include a mainstream role for motorcycles. Local Authorities may be able to advise on a Work Travel Plan. Larger businesses can take the lead here and use local business networks to draw key people together, by, for example, creating riders' forums. It is also vital to seek the views and participation of existing riders, and also to find out how many employees would like to use motorcycles. Suggested activities include:

- organise 'Ride-to-work' days (visit www.mcia.co.uk)
- develop advice about safer routes and avoidance of local road hazards
- examine site transport safety and security measures to ensure they meet motorcyclists needs
- provide sufficient secure motorcycle parking.

Changing and drying room facilities can also help to cater for the needs of all-weather riders.

Getting started

Find out about safer motorcycling: If you are a motorcyclist and have not explored 'advanced riding', book a course with a competent trainer or go to a safer motorcycling event. If you are not a motorcyclist, read up as much as you can.

Assess the scale of the problem: Talk to fellow employees. Do a questionnaire survey. Talk to HR about injury related absence due motorcycle crashes. Have there been any accidents recently? Raise the issue in health and safety committees.

Develop a possible business case: Set out the costs of developing a programme against the likely benefits. Set out reasons why the organisation should get involved.

Engage key players: Don't just involve motorcyclists. Talk to key people such as H&S, HR, the training manager, line managers, the board level H&S director or 'champion' etc.

Link with local and national organisations: Contact your Local Authority Road Safety department and your local motorcycle organisations.

Establish a steering group: Again, think who should be involved. Should it be just motorcyclists or others? Who should lead the team? Will they have sufficient authority as well as enough enthusiasm and long term commitment? When and where should the team meet?

Assess priorities: Which groups of riders should you seek to engage first? Learners? Riders of higher performance machines? Returners to motorcycling? Offenders? Tailor the approach.

Develop a plan: Establish an outline programme with activities and dates. Communicate this to riders and their line managers. Consider setting some SMART (specific, measurable, achievable, realistic, time-based) targets.

Engage riders and their managers: Make maximum use of all possible opportunities to involve riders as the programme rolls out. Consider using the organisation's intranet. Show videos. Put up posters. Even put leaflets on machines in the vehicle park.

Implement the programme: Carry out the planned activities, keeping everyone up to date. Continue talking directly to riders' line managers. Seek their continuing support. Do not forget to publicise and celebrate success.

Evaluate: Gather evidence and views on how successful the programme has been. Has your programme reached those who are most in need of help? Has it been well received by riders and managers? Use www.roadsafetyevaluation.com for help.

Review and feedback lessons learned: Make time and space to take stock. Call a special meeting of the team. What will you do differently next time round?

Share and compare with other organisations: Communicate your experiences, both good and bad, to other businesses as well as to other divisions of your organisation (for example, if you are a multi site-business). Use key networks to spread news of your successes.

Annexe one: Case Studies

The BBC

During an online debate about travelling to and from work in a BBC internal discussion forum, one of participants asked their local Safety Manager to explore a possible scheme for motorcyclists who travelled to and from BBC premises. The BBC has very few motorcyclists on BBC business, but possibly hundreds who travel to and from work by bike, especially in London.

Details of the Metropolitan Police's BikeSafe Programme were provided to the Safety Manager and the Occupational Risk Training Manager. A series of one-day awareness training sessions were set up to help improve the riding skills of BBC staff who travel to and from work on motorcycles, scooters or mopeds. They consisted of classroom theory and two assessed rides, one in town and the other in a rural environment. The feedback from those who attended, ranging from novices to very experienced riders, was extremely positive and complimentary about the professionalism of the tutors and the effectiveness of the day.

The BBC viewed this as a life-skill that provided added benefit to both the individual and the organisation as a whole. They supported the training by providing a training room and advertising it on their training intranet site. Delegates paid to attend and used their own machines. When they attended during working hours they needed to obtain their line managers' permission.

GCHQ

For various reasons the number of staff commuting by motorcycle to GCHQ's new headquarters increased. Some were long term riders while others were literally dragging old bikes out of sheds. Following a few bumps and scrapes, fortunately not too serious, GCHQ realised they had a potential problem.

They contacted the BikeSafe Co-ordinator at Gloucestershire Constabulary for help. A survey of the GCHQ bike park showed a high proportion of low capacity machines, particularly scooters. The riders were not "motorcyclists", just people who wished to commute in the most effective manner.

A day's programme was conducted at the Headquarters with powerpoint presentations and various speakers. The management agreed that any staff member could leave their desk to attend, all day if they wished, and it was well attended. The trainers returned four weeks later and gave assessed rides, again in work time, to those who had pre-booked. Each ride lasted about one hour with a de-brief. This was fully booked and a number of staff, who were more serious motorcyclists, as opposed to commuters, subsequently attended a "Better Biking" course.

GCHQ won an award of 'Biker Friendly Employer' of the year, and used the prize monies to extend their covered bike parking, and provide bigger lockers to accommodate riding kit.

HSBC

Commuting by powered two-wheeler is popular with staff, with over 200 bikers registered and vying for a parking space in HSBC's underground car park. HSBC recognised the importance of including commuting within its travel policy.

A member of staff attended a BikeSafe Skills Training day and shortly afterwards published an article on the HSBC's corporate intranet. The article canvassed interest in running a BikeSafe day at HSBC's offices. The response was remarkable. As a result, the first HSBC BikeSafe Skills Training day was run at their Canary Wharf HQ by the BikeSafe London (BSL) partnership. It took the form of classroom-style presentations in the morning, followed by lunch, and then observed rides. They were extremely popular with staff; the BSL team gave practical tips and down-to-earth advice on safe riding, as well as some highly relevant theory on roadcraft.

One of the riders was a senior manager in HR strategy. This was crucial in obtaining funding from the Group Head of HR. Setting up and running training courses, including temporary access and parking, was fairly time consuming, although the co-operation of HSBC Building Services made this much easier.

The hardest part for some attendees was obtaining line manager approval for a day's training, without having a mandate to attend from HR. In total, HSBC hosted four skills training days at Canary Wharf and sponsored around 50 employees to attend.

Annexe two: Defensive Riding Tips for Motorcyclists

In-depth studies have identified the most common types of motorcyclist crashes.

Junctions

Over one in five of motorcycle accidents occur at junctions where the motorcyclist had right of way. Typically, another vehicle pulls out in front of a motorcyclist or cuts across their path to turn into a side road or private drive. At roundabouts, another vehicle often enters the roundabout into the path of a motorcyclist already on the roundabout.

Tips

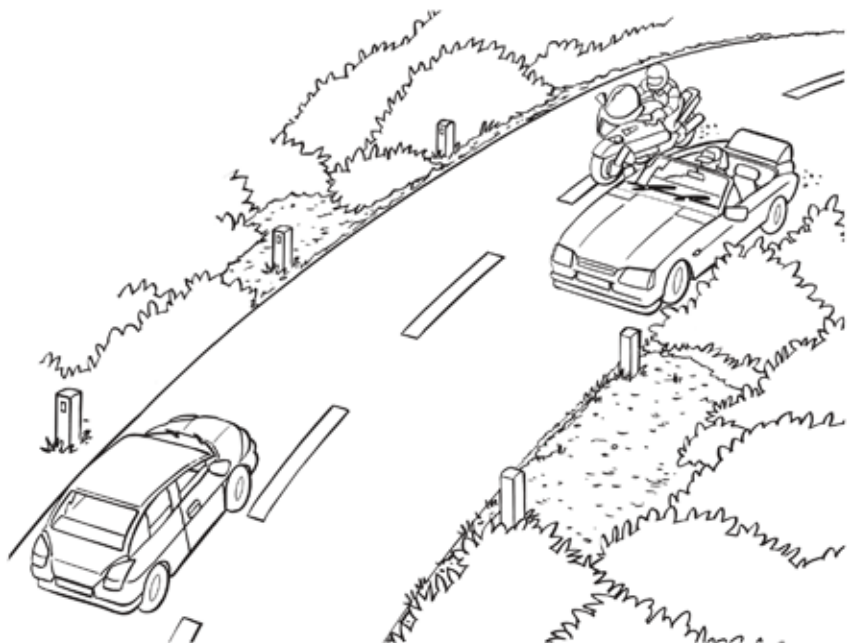
- Plan ahead on approaching junctions.
- Be aware of vehicles waiting to enter the main road, or approaching it along a side road, and be prepared to stop and take evasive action.
- In urban areas, look out for vehicles emerging from driveways.
- Anticipate the presence of drives/side roads concealed from view by bends, vegetation, or vehicles ahead.
- Ensure that you are as visible as possible to other drivers.
- As narrow vehicles, motorcyclists can easily be overlooked, and can be completely hidden from view by intervening lamp columns, telegraph poles etc. along the other driver's line of sight.
- Choose appropriate speeds on approach to junction. A driver (especially of slow moving goods vehicles or farm vehicles) emerging from a side road, cannot give way to a motorcyclist who cannot yet be seen, but who appears at high speed before the manoeuvre is completed.

Overtaking

About one in five motorcyclist accidents involve overtaking. Almost one third of these involve motorcyclists passing stationary or slow moving vehicles (e.g, traffic queues) where another vehicle turns right (into or out of a side road or private drive) or does a U turn across the motorcyclist's path. Another common accident type is when the overtaken vehicle turns right as the motorcyclist overtakes.

Tips

- Be as visible as possible to other drivers.
- Anticipate that drivers may not have seen you and be prepared for their actions.
- Do not overtake near side roads or where cars may emerge from private drives/accesses; or only do so with caution.
- Watch out for vehicles emerging through gaps in traffic queues.
- Be aware of oncoming vehicles which may turn right across your path.
- In traffic queues, look for clues like the front wheels of a vehicle turning before a driver makes a U turn.



Annexe two: Defensive Riding Tips for Motorcyclists

Bends

About one in four of motorcycle accidents occur on bends. This type of crash tends to be the fault of the rider, often because s/he approaches the bend too fast and/or mis-judges the curve of the bend. They occur more often on leisure rides.

Tips

- Ensure speed is appropriate to negotiate a bend without losing control, taking account of road surface condition.
- Position yourself for the best forward visibility.
- Anticipate hazards which may be concealed by the bend and make sure you are able to stop in time to avoid them.
- Select the appropriate gear when entering a bend.

General

Many of the riders who are involved in accidents were not riding appropriately for the conditions, especially with regard to speed (in one in four of the accidents, excess speed was a contributory factor).

Drivers of other vehicles are often unaware of a motorcyclist's presence.

Motorcyclists need to become 'defensive' riders in order to avoid becoming casualties.

Further advice is available in "[Ridesafe: How To Avoid the Most Common Motorcyclist Crashes](http://www.rospa.com/roadsafety/adviceandinformation/motorcycling/ridesafe/)", free to download from www.rospa.com/roadsafety/adviceandinformation/motorcycling/ridesafe/.

Clothing

Helmet

It goes without saying that helmets must be worn, and should fit the rider snugly and not move about on their head.

Visors and Goggles

If using an open-faced helmet, a visor or goggles are vital to protect the eyes from wind, rain, insects and road dirt. Visors need to be kept clean and free from damage.

Clothing

Good motorcycle clothing protects riders from the wet and cold and from some types of injury. It should be made out of abrasion resistant materials, such as Gortex, leather or kevlar and have padding or body armour to protect from impact injuries. Fluorescent and reflective garments will make it easier for other road users to see riders. Waterproof and thermal clothing are very useful - riders who are warm and dry are much more alert.

Good gloves or gauntlets are essential when riding a motorcycle. They protect the rider's hands from cold, wet weather as well as from injury if they fall off, and allow the rider to operate the controls easily. It is equally important to wear good boots or strong footwear which covers the ankle.

All motorcycle clothing which claims to offer protection from injury must have a CE mark.

Annexe three: Riding for Work – employer’s duties

Some employers have staff who ride motorcycles in order to carry out their work duties, including, for example, staff who ride to meetings or conferences, emergency response staff, pizza delivery riders, couriers, etc. Such employers have legal duties to ensure the safety of their staff in these circumstances.

HSE Guidelines, “Driving at Work”, state that *“health and safety law applies to on-the-road work activities as to all work activities and the risks should be effectively managed within a health and safety system”*.

Within their normal framework for managing health and safety at work, employers must conduct suitable risk assessments and put in place all ‘reasonably practicable’ measures to ensure that: work related journeys by motorcycle are safe; riders are fit and are competent to ride safely; and that the vehicles used are fit-for-purpose and in a safe condition. Such measures will more than pay for themselves by reducing accident costs, many of which will be uninsured.

Issues to be addressed include:

Safer Journey Planning

Reduce unnecessary road travel by teleconferencing, email, using trains or planes. Plan necessary road journeys with safety in mind so safest routes are chosen and rider fatigue is avoided. Some limits may need to be set to prevent riding in adverse weather conditions (ice, snow, very high winds etc).

Appropriate Motorcycles

They must be ‘fit for purpose’ (e.g., carrying loads), be appropriate for the rider’s competence and experience, and be properly maintained - even if the rider owns the machine and not the employer. Appropriate personal protective equipment must also be provided.

Rider Assessment and Training

Accident risk varies, depending on the amount and type of work related riding, features of the motorcycle, the rider’s skills and attitudes, age, experience and personal characteristics. Rider assessment will indicate their competence to undertake the riding their job requires safely and it will help identify those who are likely to be at the highest risk and in need of additional training and support.

Rider Fitness

Have clear policies to avoid impairment of rider fitness due to ill health conditions, fatigue and alcohol and substance abuse.

Monitoring and Reviewing Performance

Record incidents and violations, encourage staff feedback to determine whether the management system is working well, and identify what further (if any) action is necessary.

Further advice and information on MORR can be found at:

www.rospa.com/roadsafety/resources/employers
www.rospa.com/drivertraining/morr/

www.orsa.org.uk
www.hse.gov.uk/roadsafety/

Annexe four: Useful Links

RoSPA

www.rospa.com

RoSPA Advanced Drivers and Riders

www.roadar.org

BikeSafe

www.BikeSafe.co.uk

British Motorcyclists' Federation

www.bmf.co.uk

Institute of Advanced Motorists

www.iam.org.uk

Motorcycle Industry Association

www.mcia.org.uk

Motorcycle Action Group

www.mag-uk.org

Motorcycle Rider Training Association (MRTA)

www.rmif.co.uk/association.aspx?id=4

Despatch Association

www.despatch.co.uk

Driving Standards Agency (DSA)

www.gov.uk/government/organisations/driving-standards-agency

Department for Transport (DfT)

www.gov.uk/dft (enter 'motorcycling' into the search box)

DfT Think Motorcycling Campaign

www.gov.uk/government/publications/think-motorcycling

National Motorcycle Council

www.despatch.co.uk/nmc/nmchome.htm

Motorcycle practical test explained

www.gov.uk/motorcycle-practical-test

The Highway Code

www.gov.uk/highway-code

Advanced motorcycle training and tests

www.rospa.com/drivertraining/advanceddrivingandridding

RoSPA National Diploma in Advanced Riding instruction

www.rospa.com/drivertraining/trainersandassessors/national-diploma-advanced-riding-instruction.aspx

Ridesafe: How you can avoid the 5 most common motorcycle accidents

www.rospa.com/roadsafety/resources/motorcyclists



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