

Presenting Road Safety

A Guide for the Media



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Introduction



Road accidents kill 3,400 people every year in Great Britain – that’s over 9 people killed on average every day. A further 37,000 are seriously injured and over 250,000 are slightly injured. Almost all of these deaths and injuries involve human error, either in the form of careless and dangerous behaviour or in the form of mistakes and misjudgements.

The aim of the guide is to provide easy to read information and simple advice to help programme and advert makers depict positive images and behaviour, and to help them avoid showing bad road behaviour, where possible.

The media influences people’s knowledge, attitudes and behaviour. Television, radio and the print media constantly show people driving, riding or walking on the road, in all sorts of programmes and advertisements. These scenes either show people using the road in a safe or unsafe way, and very often, it makes no difference to the storyline or the characterisation.

This guide is written for writers, producers, directors and everyone else involved in producing films, television, radio programmes, news reports and any advertising media.

Positive images, showing safe behaviour, may help to prevent accidents and even save lives. Images showing poor or

dangerous behaviour may, inadvertently, have the opposite effect.

A news item intended to highlight a road safety issue, can give the opposite visual message if it shows a reporter driving while talking to camera.

Of course, bad or dangerous behaviour on the road may be an integral part of the character or plot, in this case showing good practice is not feasible. But, glamorising dangerous behaviour should be avoided, and as far as possible, the consequences of dangerous behaviour should be shown.

Please keep the guide handy, and refer to it when writing, creating a storyboard, filming, editing or approving copy, photographic or graphic illustrations that involve road scenes and when preparing road safety news items.

Very often, checking minor details that, in most cases, will make little or no difference to your story, may make a big difference to a viewer or reader’s attitude.

The Highway Code is a very good additional source of advice on safe road use. Further information on road safety issues can be obtained from **www.rospa.com**.

Drivers



Facts

Accidents involving drivers are usually caused by one or more of the following:

- Speed
- Alcohol or drugs
- Poor observation
- Driving too close
- Distraction
- Fatigue
- Impatience

Good Practice

- ✓ Drivers using good observation, including their mirrors, especially at junctions.
- ✓ Drivers who are alert and calm.
- ✓ Drivers giving signals.
- ✓ Drivers behaving considerately, especially to pedestrians, cyclists, motorcyclists, children and elderly people.
- ✓ Drivers obeying road signs and traffic lights.
- ✓ Driving at safe and appropriate speeds.
- ✓ Drivers leaving sufficient gap between them and the vehicle in front.
- ✓ Drivers and passengers wearing their seat belts.
- ✓ When testing new vehicles at speed, clearly show this being done on a racetrack or other off road venue.
- ✓ When presenting articles on new cars give emphasis to the safety features.
- ✓ Learner drivers having professional tuition and/or practice with a qualified accompanying driver. An accompanying driver must be over 21 years old and have held a full EC driving licence for the

type of vehicle being driven for at least three years.

- ✓ L-plates must be shown on a vehicle being driven by an L-driver.

Bad Practice

- ✗ Bad driving habits. Particularly if a character has had advanced driver training, e.g. a member of the emergency services.
- ✗ Drivers having long conversations with a passenger, or speaking to camera, without watching the road ahead.
- ✗ Aggressive driving depicted in a positive way.

Where it is necessary to show poor, dangerous or illegal driving, indicate the potential consequences of a collision or a near miss.

Driving for Work



Facts

Many people drive for work. Some are professional drivers but the majority simply drive to meetings, either using a company car or their own vehicle.

For most, their only driver training has been what was required to pass the L-test.

However, the Health and Safety Executive now recognises that staff driving as part of their employment are covered by normal health and safety legislation, and employers have a duty to ensure that they do so as safely as possible.

Employers should be implementing policies and systems, designed to ensure staff safety while driving.

Good Practice

- ✓ Companies implementing policies and training for characters who drive as part of their job.
- ✓ Characters being trained in safe driving techniques when they start a new job that requires driving.
- ✓ Where a character is killed or seriously hurt in a crash during the course of their employment, show the crash being investigated by police officers and the Health and Safety Executive. If the company has failed in its duty of care, show the company and directors being prosecuted.

Bad Practice

- ✗ A character starting a new job that requires driving and the company not checking their driving licence or insurance.
- ✗ A manager encouraging staff to speed or use a mobile phone to get a job done quicker.

Where it is necessary to show bad practice, indicate the potential consequences of a collision or a near miss, for both the individual and the company.



Safety Cameras



Facts

Safety cameras are used at sites where excess speed is causing casualties, and at traffic lights where drivers are going through red lights.

The purpose of speed cameras is to change driver behaviour by discouraging them from exceeding the speed limit.

In April 2000, a trial of a new system to enable fines from cameras to pay for the operational costs of camera enforcement began in eight areas. This was so effective in reducing casualties that the scheme was extended nationally.

Cameras are a very effective way of saving lives. On average, at camera sites:

- 35% fewer people are killed and seriously injured.
- 56% fewer pedestrians are killed or seriously injured.

Safety Camera Partnerships, comprising the police, highway authority(s) and magistrates courts (sometimes with other parties such as the Health Authority and safety organisations) operate across the country.

It is often mistakenly claimed that cameras are designed to raise revenue. This is not true. The fines go to the Treasury. The Safety Camera Partnerships can then reclaim only the operational costs of their camera network. All remaining money stays with the Treasury.

Cameras are placed in order to deal with local speeding and road safety problems. Current rules ask for them only to be placed on stretches of road where there have been at least four deaths or serious injuries within the previous three years. At least 20% of drivers must be exceeding the speed limit, and other measures to solve the problem must have been tried first of all. The cameras must be signed and visible.

Surveys show that 85% of people believe speed cameras save lives.

www.nationalsafetycameras.co.uk

Safety Cameras



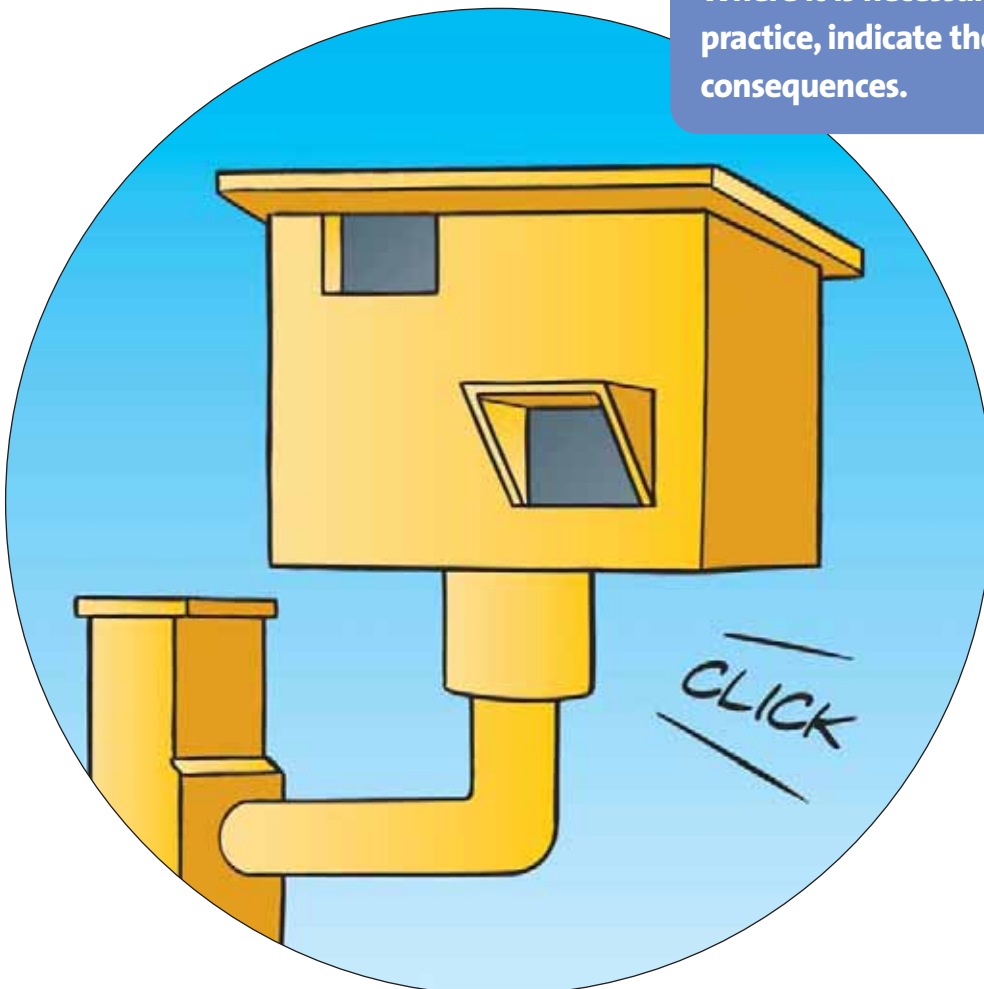
✓ Good Practice

- ✓ Presenting a balanced argument that reflects the fact that safety cameras save lives and are supported by most people.
- ✓ Reflecting in dramas and documentaries the fact that the safety of many communities has increased because of safety cameras.

✗ Bad Practice

- ✗ Only showing the attitudes of drivers who like to speed and failing to recognise that this can endanger themselves and others.
- ✗ Characters taking illegal action against cameras.
- ✗ Claiming that cameras are sited to raise money rather than save lives.

Where it is necessary to show bad practice, indicate the potential consequences.



Speed



Facts

Driving too fast for the conditions causes, or contributes significantly to road crashes and their severity. Research shows that 90% of people hit by vehicles at 40mph die, compared to 20% at 30mph and 2.5% at 20mph.

Unfortunately, almost all drivers and motorcyclists use inappropriate speed at some point, either by exceeding the speed limit or by driving within the limit but too fast for the conditions.

Drivers travelling at higher speeds have less time to notice and react to dangerous situations. It takes longer to stop and a crash will be more severe. Occupants and any pedestrian or rider hit by the vehicle will suffer greater injury.

The quality of life for residents can be badly affected by cars and/or motorcycles speeding past their homes.



Speed



✓ Good Practice

- ✓ A safe speed shown on the speedometer.
- ✓ The background going by at a reasonable rate, rather than whizzing past.
- ✓ People driving or riding according to the conditions. If it's raining, dark or foggy, they should be seen driving carefully and *slower* than the speed limit.
- ✓ Drivers or riders slowing down when passing schools, playgrounds or groups of children on the pavement.
- ✓ A quick glance at the speedometer suggests the driver or rider is aware of their speed.
- ✓ A remark from a passenger to the driver 'Slow down a bit' or something similar also helps remind people of the dangers of speeding.
- ✓ It's best for 'heroes' to stay within the speed limit.

✗ Bad Practice

- ✗ The use of speeding to add glamour to a character or situation.
- ✗ In programmes where vehicles are being tested at speed, do not show this happening on the public road.

Where it is necessary to show someone driving at inappropriate speeds, indicate the potential consequences, such as crashes or near misses.

Drinking and Driving



Facts

Alcohol slows reaction time, impairs judgement and substantially increases the risk of crashing. The legal drink drive limit can be reached, and the risk of having a crash substantially increased, without a driver or rider feeling or appearing drunk. Even below the drink driving limit, driving will be impaired.

Good Practice

- ✓ Do not link alcohol in any way with driving and riding on the road.
- ✓ When people are shown drinking alcohol, show another person encouraging the drinker not to drive or preventing them from driving.
- ✓ Characters (especially 'heroes', cult figures or key influencers) refusing alcohol if they are going to drive. Ideally let the character ask for a soft drink instead.
- ✓ Characters planning how they are going to travel before a party or night out. This can be arranging to use public transport or for one member of a group (who is not drinking) to be the 'designated driver'.
- ✓ Where a character has taken some alcohol, show them assessing their fitness to drive, deciding not to drive and making other arrangements.
- ✓ If the storyline involves drinking and driving, show the consequences. And remember, a driver can be over the limit and be unsafe to drive without being obviously drunk.

Bad Practice

- ✗ Someone drinking alcohol before, or whilst, driving a car, motorcycle, bicycle, or in fact, anything on wheels.
- ✗ Drunken pedestrians. Many adult pedestrian casualties are over the drink drive limit when they are injured.
- ✗ 'Designated drivers' being teased or tempted to have 'one for the road'.
- ✗ Coffee or other home remedies, which don't work being used by someone trying to sober up.

Where it is necessary for the storyline to show a character drinking and then driving, ensure that the effects on driving ability are clearly shown with the negative results and suffering caused by drinking and driving.

Drugs and Driving



Facts

The use of both prescription and illegal drugs can have a serious effect on an individual's ability to drive.

Amphetamines Amphetamines can distort perceptions and co-ordination.	Cannabis Cannabis causes slower reaction times, impaired co-ordination and distorted perception.	Cocaine Cocaine results in over confidence, increased risk taking, distorted perception and erratic behaviour.
Ecstasy Ecstasy causes distorted perception, blurred vision, increased risk taking, aggression and over confidence.	LSD The effects of LSD can include distorted perception, tremors, detachment from reality, dizziness and poor coordination.	Opiates Opiates cause slower reactions, dull perceptions and impaired coordination.
Prescription and over the counter drugs can also affect an individual's ability to drive safely.		

More detailed information on how illegal drugs can affect drivers and motorcyclists will be found at www.drugdrive.com.

Good Practice

- ✓ If a driver is seen taking drugs, show how this affects their driving.
- ✓ Characters should check with a doctor or pharmacist whether a medicine is likely to affect their driving.
- ✓ The negative effects of illegal drugs continue into the following day and longer. This should be reflected in the storyline.
- ✓ Where a character has taken a legal or illegal drug, which may affect their driving, show them making arrangements to avoid driving.

Bad Practice

- ✗ Characters taking drugs before or while driving.

- ✗ A doctor prescribing drugs that could affect driving without warning the patient.
- ✗ A character taking long term medication may have their ability to drive affected by the addition of over-the-counter remedies.
- ✗ A character with a cold, hay fever or other common ailment, taking a recognisable medicine and then shown driving, when the medicine will affect driving.

Where it is necessary to show a driver under the influence of drugs, prescription, over the counter, illegal, or a mixture, indicate the potential consequences of a crash or near miss.

Distraction



Facts

In-car distractions can have a serious effect on a driver's ability to drive safely.

Activities such as:

- using a mobile phone, (even hands-free)
- smoking a cigarette
- changing a CD
- unwrapping and eating sweets

have resulted in fatal accidents and drivers being prosecuted for careless and dangerous driving. It is now a specific offence to use a hand-held phone while driving. Using a hands-free kit is just as dangerous.

Good Practice

- ✓ Only show a driver using a mobile phone to make or receive a call after they have parked in a safe place.
- ✓ Show a driver switching off their mobile before starting the engine.
- ✓ If a driver is seen using a mobile phone, show that it affects their driving. Perhaps have a passenger warn them and use the phone for them.
- ✓ If a driver needs to make a call show them parking safely to do so.
- ✓ When a character makes a call to a driver, particularly a professional driver show them getting a voice message such as "I may be driving at the moment, I will get back to you when I am free to do so."
- ✓ A news item on the dangers of a road, should be done from a safe place at the side of the road. The presenter can comment on the need for this item to be done like this for safety reasons.

Bad Practice

- ✗ Drivers using a hand-held or hands-free phone while driving.
- ✗ Drivers doing something else (for example, lighting a cigarette, eating or drinking) while driving.
- ✗ Showing a driver looking at a passenger, or at camera, rather than the road ahead.
- ✗ A driver talking to camera while driving.

Where it is necessary to show a driver being distracted, indicate the potential consequences of a crash or near miss.

Fatigue



Facts

Most drivers are well aware that their driving ability declines when they are tired and that this increases their accident risk. However, many drivers fail to plan their journeys properly and will carry on driving when tired, instead of taking a break.

Fatigue is the main cause of 10% of road accidents, increasing to 20% on motorways. Many of these accidents can be avoided by drivers planning sufficient breaks into their journeys and if they become tired taking a short break, drinking two cups of strong coffee followed by a 10-minute nap.

Good Practice

- ✓ Show drivers planning journeys so that they can take a break every two hours.
- ✓ If a storyline requires a character to suffer a lack of sleep, show that this affects their driving or show them choosing an alternative form of travel.
- ✓ When a character is shown taking a long journey, also show them stopping for rest breaks.

Bad Practice

- ✗ Do not show a character having a long day, followed by a long journey without also showing that it affects their concentration.
- ✗ Winding down the window, air conditioning, or listening to loud music does not keep drivers awake. Do not show these things as ways of staying awake when driving.



Where it is necessary to show a driver suffering from fatigue, indicate dangerous effects on the driving, and the potential consequences.

Seat Belts



Facts



Seat belts save lives and reduce injuries. They are designed to keep people in their seats, preventing them from being thrown around inside the vehicle or being ejected through the windows. They have saved thousands of lives and prevented tens of thousands of serious injuries since they were first introduced.

Legislation

Front Seats	Rear Seats
<ul style="list-style-type: none">● Drivers and passengers must wear a seat belt, unless they have a medical exemption certificate.● Children under 3 years must be restrained in a child seat suitable for their age, height and weight. <i>(see section Children in Cars).</i>	<ul style="list-style-type: none">● Children under 14 years, travelling in the rear of a car, must use suitable child restraints, if they are available, or an adult seat belt, if available.● Adults must use seat belts, if they are fitted.
<p>The driver is legally responsible for ensuring that passengers under the age of 14 years wear seat belts.</p>	

Seat Belts



✓ Good Practice

- ✓ Drivers and passengers always fastening their seat belt before a vehicle moves off.
- ✓ Child passengers always using a suitable child restraint.
- ✓ Drivers and passengers in taxis and private hire cars also being seen wearing seat belts.
- ✓ Seat belts need to be used in other vehicles such as minibuses, vans, coaches and trucks.
- ✓ If luggage or other items are being carried ensure that they are safely fastened down, or show them being put in the boot.
- ✓ Seat belts should be worn tightly, with the lap belt resting across the top of the thighs (not the stomach) and the diagonal belt crossing the chest and over the shoulder.
- ✓ In the case of pregnant women, the lap belt should be across the thighs, never over the 'bump', and the diagonal part should cross between the breasts.

✗ Bad Practice

- ✗ Drivers or passengers who are not properly restrained with a seat belt or child car seat.
- ✗ Drivers and passengers releasing their belts or harness before a vehicle has safely come to a stop.
- ✗ Pets loose in a vehicle. Where pets are shown in a vehicle, ensure that they are also safely restrained, either with a harness, in a cage or behind a dog guard.

Where it is necessary to show a driver or passengers not wearing seat belts, indicate that in a crash or heavy braking, injuries are more likely and will be more severe.

Children in Cars



Facts

Child restraints are the only safe way to protect children when they travel in vehicles.

Seat belts are designed for adults, and so do not fit children. Children need to use child restraints (baby seats, child seats, booster seats or booster cushions).

All child restraints must conform to the European Standard.

If a child is sitting on someone's lap in a crash, that person has no chance of holding them. Their mass will force them from the adult's grasp and throw them against the inside of the vehicle, or through a window, with potentially fatal results.

A child sharing a seat belt with another person, will probably be crushed to death in a crash. Even sudden or sharp braking can cause serious, potentially fatal, injuries.

Babies can be killed or very seriously injured if they are placed in a rearward facing baby seat on the front passenger seat if a passenger airbag is fitted. As it inflates, the airbag would hit the rear of the child seat and throw it and the baby forward at considerable speed.

Child Restraints

Child restraints are divided into categories, according to the weight of the children for which they are suitable. These correspond broadly to different age groups, but it is the weight of the child that is most important when deciding what type of child restraint to use.

Detailed and up-to-date information on choosing and using childcare restraints is available at www.childcarseats.org.uk.

Children in Cars



✓ Good Practice



- ✓ Always show children in cars using a child restraint that is suitable for their weight.
- ✓ Check the restraints used are approved to ECE Regulation R44-03.
- ✓ Install and adjust the restraint according to the instructions, so it looks exactly how it should.
- ✓ Ensure the harness is fastened and adjusted correctly.
- ✓ Show harnesses being adjusted when children swap between thin summer clothes and thick winter ones.

✗ Bad Practice

- ✗ If showing a vehicle that has a front passenger airbag, never put a rearward-facing baby seat in the front passenger seat.
- ✗ It is better not to show a child seat in the front passenger seat, but if this is necessary, ensure that the child in the seat is outside the expansion area of the air bag.
- ✗ A child should not release their belt or harness before the vehicle has safely come to a stop. If they do, show that they can be hurt if the vehicle stops suddenly..

Where it is necessary for the storyline to show an unrestrained child, indicate the type of injuries the child can suffer in a crash or if the driver brakes sharply.

Adult Pedestrians



Facts

1 in 12 people will be injured as a pedestrian at some time during their life, 1 in 450 will die.

Not surprisingly, the majority of pedestrians (85%) are injured by cars and almost always in urban areas. Speed is a major factor. If hit by a vehicle travelling at 20 mph 5% of pedestrians will be killed; at 30 mph 50% will die and at 40 mph 95% of pedestrians hit will be killed.

Some pedestrians involved in accidents have been drinking. Particularly young adult male pedestrians, hurt at night.

Pedestrians who cannot be seen easily are more likely to be hit by an inattentive driver. During the day, fluorescent clothing (or at the very least something bright) and at night, something reflective, greatly increases the conspicuity of pedestrians.

It is harder for drivers to see pedestrians in rain and mist, so in these conditions conspicuous clothing becomes even more important.

Good Practice

- ✓ Pedestrians crossing in safe places.
- ✓ Pedestrians stopping and checking it is safe before crossing a road.
- ✓ Pedestrians wearing something fluorescent in daylight and reflective at dusk and after dark.
- ✓ Drivers behaving safely and with consideration where pedestrians are near.
- ✓ Drivers driving at safe and appropriate speeds.
- ✓ Drivers giving way to pedestrians who are crossing the road, particularly at zebra and light controlled crossings and when turning into junctions.

Bad Practice

- ✗ Showing drunken pedestrians on or near the road.
- ✗ Pedestrians running across the road in front of vehicles.
- ✗ Showing pedestrians crossing in unsafe places or without checking that it is safe to cross.

Where it is necessary to show a pedestrian behaving in an unsafe way, indicate the potential consequences.

Child Pedestrians



Facts

1 in 15 children can expect to be injured in a road accident before their 16th birthday. Most children have a short attention span. They often behave in ways which adults find hard to predict and are poor at judging vehicles' direction, speed and distance. Small children have little perception of danger, are able to 'escape' from adults very easily and are often hurt on quiet roads which adults think are safe. Many are hurt while being accompanied by an older child. In short, children are the most vulnerable of all pedestrians.

Good Practice

- ✓ Children crossing the road with an adult. Young children should be seen to be holding hands with an adult.
- ✓ Adult walking between child and road.
- ✓ Children observing the road rules when crossing – see Green Cross Code (www.thinkroadsafety.gov.uk/hedgehogs/factsheet/index.htm)
- ✓ Children being taught the Green Cross Code and adults using it with them.
- ✓ Wherever possible, show children crossing the road on a pedestrian crossing, at traffic lights or with a School Crossing Patrol (a lollipop man or woman). Especially on busy roads.
- ✓ Make sure they stand back from the kerb when they are waiting to cross, that they stop, look and listen for traffic before crossing and remain fully alert while they are crossing.
- ✓ Children wearing light or bright clothes, preferably something fluorescent in daylight and reflective after dark.
- ✓ Where children have to cross between

parked cars, show them using the edge of the cars like the edge of the pavement, then using the Green Cross Code.

Bad Practice

- ✗ Having children crossing the road on a bend, near the brow of a hill or between parked cars.
- ✗ Children playing on the road (or on footpaths, in driveways or car parks). If the storyline will permit, depict them playing in a front garden, park or playground.
- ✗ Influential child characters behaving badly on or near the road.
- ✗ Adults dragging children across the road in front of cars.

Where it is necessary to show a pedestrian behaving in an unsafe way, indicate the potential consequences.

Pedal Cyclists



Facts

Cycling is fun, healthy, cheap and convenient, but every year, 19,000 cyclists are killed or injured in reported road accidents. Over 100 are killed and 2,500 seriously injured. About one quarter of these cyclists are children.

Most cycling accidents happen in urban areas and nearly three quarters happen at, or near, a road junction. Roundabouts are particularly dangerous for cyclists. Four out of five cyclist casualties are male. Accidents involving child cyclists are often the result of the child playing, riding too fast or losing control. For teenage and adult cyclists, they are more likely to involve collisions with motor vehicles. Children who receive cycle training on the road, are safer cyclists than those who receive no training or who train off-road. Children and early teens do not have the required skills to cope with very busy roads.

Good Practice

Driving Behaviour

- ✓ Show drivers behaving considerately towards a cyclist.
- ✓ Show drivers slowing down and giving cyclists plenty of time and room, especially when overtaking them and at junctions.
- ✓ Show drivers giving way to cyclists, especially at junctions.

Cycling Behaviour

- ✓ Always show cyclists wearing a suitable helmet, which fits them properly. (See following diagram).
- ✓ Cyclists should behave considerately to other road users, especially pedestrians and drivers.

- ✓ Cyclists obeying traffic signs and lights and giving clear signals when appropriate.
- ✓ Cyclists wearing something fluorescent during the day and reflective after dark.
- ✓ Cyclists riding in the dark should have working lights and reflectors on their bicycle.
- ✓ Where they exist, show cyclists using cycle lanes and routes.
- ✓ Children under 10 should ride their bikes in parks or gardens, not on the road (unless accompanied by an adult and appear to be competent riders).
- ✓ Parks or other places where children are seen to be riding should not have 'No Cycling' signs visible.
- ✓ Children taking part in training before cycling on the road.

Pedal Cyclists



✗ Bad Practice

- ✗ Cyclists riding on footpaths or across pedestrian crossings.
- ✗ Children and early teens cycling on busy roads.
- ✗ Showing two people on one cycle (unless it's a tandem) or cyclists carrying large or bulky objects.
- ✗ Cyclists ignoring traffic signals and signs.
- ✗ Lastly, do not show children riding their bikes after dusk, unless it's essential to the story.

Cycle Helmets

A cycle helmet cushions the head in a fall, providing a last line of defence between the skull and the ground. The helmet's protective liner reduces the force of an impact before it reaches the head and brain.

Where it is necessary for the storyline to show dangerous cycling, indicate the potential consequences.

CORRECT WEARING POSITION

It should be level, not tilted backwards

It should fit snugly all around the head

The straps go around the ears, not over them



The forehead should not be exposed

It should rest a little above the eyebrows

You should be able to see clearly

Ensure the chin strap lies behind the jawbone and the helmet is firmly held in place

Motorcyclists



Facts

Motorcyclists are particularly vulnerable because they are less visible on the road and they do not have a reinforced vehicle body to protect them.

Although most motorcycle accidents involve a collision with a car, a significant and growing number are single vehicle collisions on rural roads where the rider loses control on a bend or fails to safely negotiate another hazard. Head injuries account for around 80% of fatalities and 60% of serious injuries are to the legs.

Motorcyclists and pillion passengers are required to wear helmets by law and motorcyclists should hold a valid licence for the engine size of the machine they are riding. Information on licensing is available at www.dvla.gov.uk/drivers/learn2dr.htm

Good Practice

Driving Behaviour

- ✓ Drivers behaving considerately towards motorcyclists.
- ✓ Drivers using appropriate speed and giving motorcyclists plenty of room, especially when overtaking them and at junctions.
- ✓ Drivers giving way to motorcyclists at junctions.

Motorcycling Behaviour

- ✓ Riders on the size of machine that they are licensed to ride.
- ✓ Riders successfully completing CBT before riding a bike on L-plates.
- ✓ Riders who are alert and calm.
- ✓ Riders behaving considerately to other road users, especially pedestrians.
- ✓ Riders obeying road signs and traffic lights and giving signals.

- ✓ Riders riding at safe and appropriate speeds.
- ✓ Make sure both riders and passengers wear a properly fastened motorcycle helmet and a visor or goggles.
- ✓ Ensure dark visors if shown, come within the legal limits.
- ✓ Riders and passengers wearing motorcycle leathers, gloves and boots.
- ✓ Riders and passengers wearing high-visibility clothing: fluorescent during the day and reflective after dark.
- ✓ Motorcyclists riding with the bike's headlamp lit at all times, even during the day.
- ✓ Individuals planning to return to motorcycling who have not ridden for some years should be shown having training before riding today's more powerful machines.

Motorcyclists



✗ Bad Practice

- ✗ Showing a powerful motorcycle with a rider who is not capable of riding it safely in all conditions.
- ✗ A character starting a new job that requires riding a motorcycle and the company not checking their licence.
- ✗ Delivery motorcyclists (pizza etc) riding on pavements and disobeying traffic signals and legislation.
- ✗ A character putting on their helmet and riding off without fastening the chin strap.
- ✗ Riders not wearing gloves or boots while riding.
- ✗ Motorcyclists riding in large groups with insufficient stopping distances.
- ✗ Motorcyclists filling their fuel tanks, while still astride their bike.
- ✗ Displays of unsafe behaviour on the road such as wheelies, stoppies and doughnuts.
- ✗ Riders using very dark visors.
- ✗ Featuring motorcycles with illegal number plates or exhausts.
- ✗ A character using a motorcycle that is of a larger engine size than the rider could use legally without the engine being restricted. Giving the impression that it is legal for the rider to ride such a high capacity machine.

Where it is necessary for the storyline to show a motorcyclist riding dangerously, indicate the potential consequences.



Useful Websites



www.rospa.com

Comprehensive information and advice on road safety.

www.childcarseats.org.uk

Advice for parents and others choosing and using child car seats.

www.thinkroadsafety.gov.uk

Website of the Government THINK! Road Safety publicity campaign. Provides information on road safety promotions and advice for the public, including parents and children.

www.dft.gov.uk

(click on road safety link)

Information on:

- Road safety strategy
- Child road safety
- Consultation papers
- Driver and rider safety
- Driving for work
- Driver insurance
- Economic assessment
- Local authorities
- Research

- Safety cameras
- Speed management
- Road safety: useful links

www.highwaycode.gov.uk

The Highway Code

www.larsoa.org.uk

Website of the Local Authority Road Safety Officers' Association

www.ofcom.org.uk

Ofcom assumed its powers as the Communications Industry regulator at the end of 2003. It replaces the:

- Independent Television Commission
- The Radio Authority
- Oftel
- Broadcasting Standards Commission
- Radiocommunications Agency

Ofcom has other duties as laid down in the **Communications Act 2003**.