

Committed to keeping bikers alive


Safer Roads for Cumbria is committed to reducing the number of deaths and serious injuries on the county's roads. It believes there is substantially more to achieving this aim than using enforcement at the 50 hotspots within Cumbria that have a higher than average incidence of fatal and serious injury accidents. Safer Roads for Cumbria has no wish to spoil the enjoyment of motorcyclists coming into the county and riding in some of the most beautiful scenery in the UK - all of the Safer Roads for Cumbria management are current or past bikers. It merely wishes that motorcyclists would ride in such a manner that ensures they can come back next year - and following years.

By analysing statistics surrounding the deaths and serious injuries involving motorcyclists in Cumbria we can provide a useful insight into motorcycling behaviour and driving patterns that will enable motorcyclists to act and help prevent more deaths and serious injuries.

Being a predominantly agricultural county, Cumbria has its own special hazards which can cause major headaches for motorcyclists and some of these are included in this leaflet.

During 2008 Safer Roads for Cumbria and Cumbria Constabulary remain committed to keeping deaths and serious injuries among motorcyclists as low as possible. To this end both agencies will be monitoring key routes in the county including the A686, A683, A6 and A65.

Motorcycle safety checklist

-  **Helmet** Approved safety helmet that lets you see as far to the sides as necessary. Make sure the fit is snug and the helmet has no obvious defects such as cracks, loose padding or frayed straps. Also, never wear a helmet that has been involved in a crash or dropped on the ground.
-  **Clutch, throttle, brakes** Make sure they work smoothly. Throttle should snap back when let go. Brakes should feel firm and hold the motorcycle when applied.
-  **Tyres** Check the air pressure and tread before every ride.
-  **Fluids** Check fuel, oil, brake fluid, and coolant (when applicable).
-  **Lights** Check brake lights, indicators, head and tail lights.
-  **Hydraulic fluids** Check sight windows when accessible. At a minimum, check weekly.
-  **Mirrors** Clean and adjust mirrors before starting out.
-  **Horn** Make sure it works.



While riding in cumbria

- Watch out for game birds and other wild animals such as deer, badgers, rabbits and hares.
- Look ahead for mud and diesel left behind by agricultural vehicles.
- Allow for slower vehicles such as tractors and cars whose occupants are enjoying the scenery.
- Be prepared for cars parked on blind bends.

saferroads4cumbria.org.uk



**Don't crunch...
after lunch!**
2008



Safer Roads for Cumbria would like to thank motorcyclists for riding safely and with consideration through Cumbria in 2007.

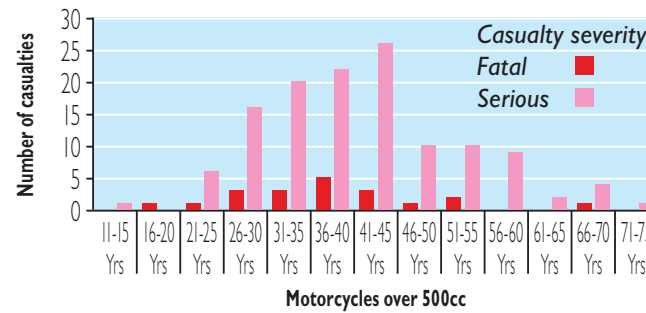
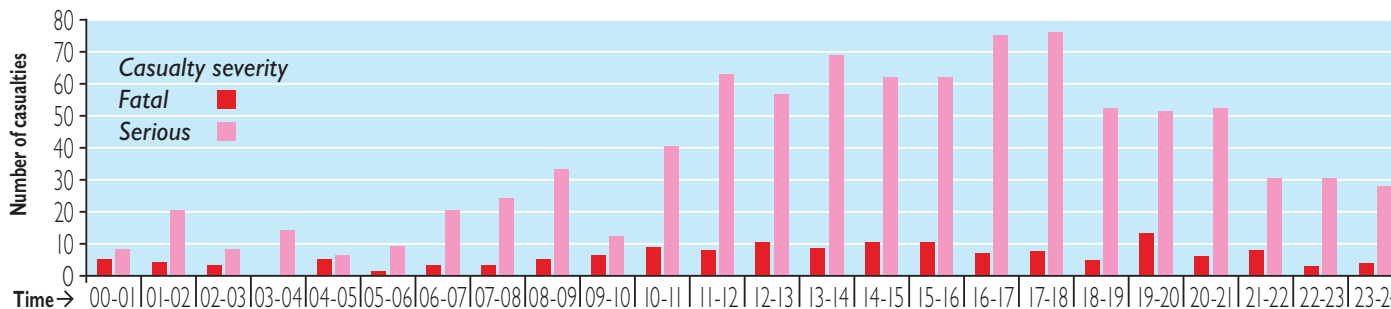
Overall, 2007 was a successful year for the reduction in killed and seriously injured casualties with the county falling below the 2010 targets set by the Government three years early.

The one area of no improvement over the last two years has been those fatal casualties resulting from collisions involving a motorcycle. During 2006 there were 13 (22% of all 2006 fatal casualties) and in 2007 there were 11 such casualties (25% of all 2007 fatal casualties). This has to be considered very significant, as the previous 12 month period of 2005 had only one motorcycle fatality.

In previous years, the majority of motorcycle casualties involved riders from outside of the county and the primary causation factor was rider error; driving too fast into bends was a major causation factor. In 2007 we saw a drift away from this with a rise in local riders contributing to KSI statistics.

Analysis of collisions show that some of the "home grown" casualties were at travelling to work and shift times leading to a belief there is a rise in locals using 500cc+ motorcycles to commute to work either to beat congestion or because of the rise in fuel prices. There is also a rise in SMIDSY – Sorry Mate I Didn't See You - Collisions.

Increase in Killed and Serious Injury (KSI) collisions in the afternoon – hence the name of the 'Don't Crunch After Lunch' campaign.



The chart above shows the age groups of riders of 500cc+ motorcycles who are involved in KSI collisions. If you are aged between 35 and 45 you are significantly more likely to be involved in a collision than any other age group.

Major factors in motorcycle accidents are:

- Loss of control while cornering
- Other vehicle pulling into the path of motorcycle
- Overtaking and striking a turning vehicle
- Loss of control while braking
- Colliding with a stationary or braking vehicle
- Loss of control through road surface, object or animal in road
- Excessive speed

Accident Here

While excessive speed was a primary cause in some accidents, it is a factor in accidents involving lack of control while cornering and loss of control while braking.



Spills Kill - be alert to the diesel danger

The **KillSpills** campaign was founded in the Autumn of 2003 when a group of like minded bikers from around the country came together on the cbr-forum.org.uk and mcnninjas.co.uk forums to tackle the ever increasing problem of diesel spills on our roads.

The problem is education; diesel users need to understand that by overfilling their tank or not re-fitting the filler cap correctly, that they can spew gallons of diesel onto the road. Diesel is as slippery as black ice, is difficult to see when wet, and impossible to see on a wet road at night. Bikers have had to develop their sense of smell to help spot diesel, but smell is no use if you are in a car, van or other enclosed vehicle.

Diesel spills represent a danger to all road users alike, including pedestrians. So please support our campaign, with your help we can, will and must make a difference. If we, can build more sophisticated, fuel efficient, safer and faster vehicles, surely we can do something to stop diesel being split on the roads. Spilling diesel on the road is not safe, environmentally friendly or clever!

The KillSpills team has already achieved great success and Asda, Tesco and Exel have introduced some of their recommendations. Motoring organisations supporting the campaign include naturally our sponsors the BMF, The RAC Foundation, MAG, FTA, MCI and IAM The magazines Fast Bikes, Two Wheels Only and Fuel Oil News have been covering the campaign for their readers from the outset.

A petition of 10,000 plus signatures and annual report accompanies the KillSpills motorcycle rally each year to Downing Street. This demonstrates the wide support for our campaign.

For more information go to killspills.org.uk