

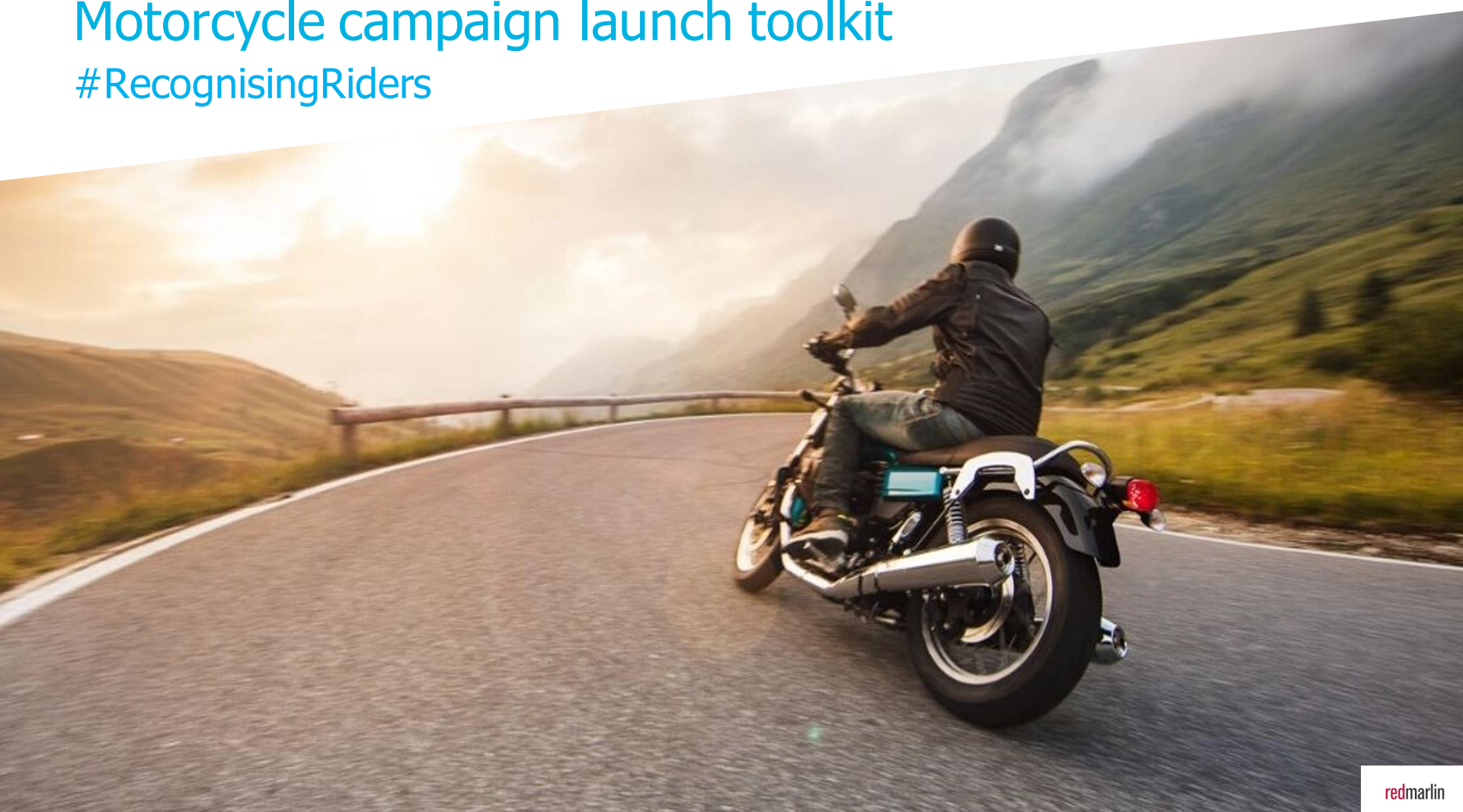
June 2023



# IAM RoadSmart

Motorcycle campaign launch toolkit

#RecognisingRiders



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# What is included in this toolkit?



This is to introduce the IAM RoadSmart 2023 motorcycle campaign, and how you can get involved. It includes:

- Why are we campaigning?
- Background to IAM RoadSmart's motorcycle strategy
- Calls to action
- Research
- Tips for communicating
- Audiences
- How you can get involved

# Why are we campaigning?



- We believe there needs to be a refocus on motorcyclist safety to prevent the disproportionate risks that riders face every day and take into account increased popularity on the roads.
- We are urging the government to consistently recognise motorcyclists as vulnerable road users and to take steps to improve safety.





## Background on IAM RoadSmart motorcycle strategy: Last call to action – Sept 2022 - Statement from CEO Antony Kildare

“ Investment in motorcycle safety has **not had the same priority** as other modes of transport, and although the DfT consultation on motorcycle **decarbonisation** has yet to close, we are calling for government to **rethink proposals for arbitrary UK-only target dates for phasing out new petrol motorcycle production.** ”

Almost 34,000 IAM RoadSmart members belong to bike or bike and car groups.

# Calls to action

We are urging the government to consistently recognise motorcyclists as **vulnerable road users** and to take steps to improve safety. As part of this, we are calling on the government to:

- recognise the benefits of motorcycles as a key step towards **decarbonisation**, and to not apply a 'one size fits all' approach to different road users for phasing out fossil-fuelled vehicles
- Help make advancements in safety equipment **more accessible**, by taking the VAT off life-saving PPE (Personal Protective Equipment) such as air jackets, as they have already done with helmets
- work with us to help **improve riding skills** and foster a culture of safety and employee wellbeing for people who ride for work



**IAM RoadSmart vision: a society where all road users can safely and sustainably use the public highways together**

# Research



# Current stats on UK roads

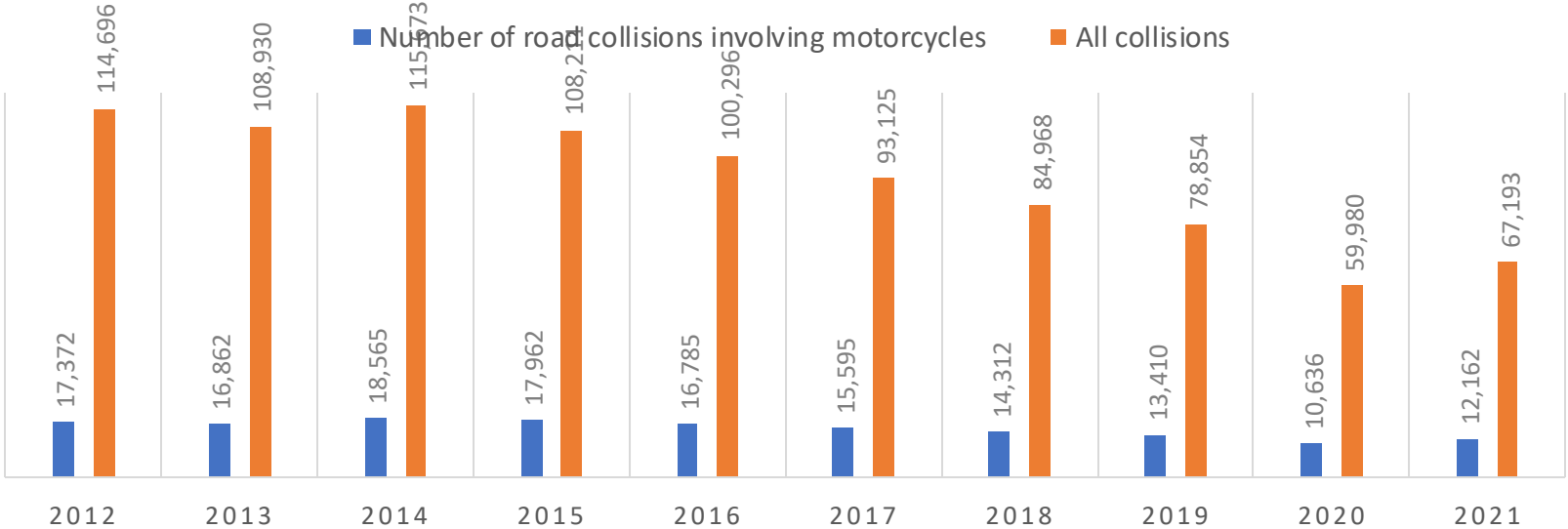
(Source: MCIA and NMC Parliamentary briefing - Feb 2023)

- Motorcycles represent **up to 3%** of transport in some areas
- 1.4 million people regularly ride, **3 million people** hold full motorcycle licences
- Nearly **2/3** of motorcycle use is for commuting or other practical reasons
- Motorcycle use has risen by **4.1%** in recent years



# Motorcyclists are disproportionately involved in collisions

VEHICLES IN REPORTED ROAD COLLISIONS BY CONTRIBUTORY FACTOR AND VEHICLE TYPE, GREAT BRITAIN  
SOURCE: DFT RS702

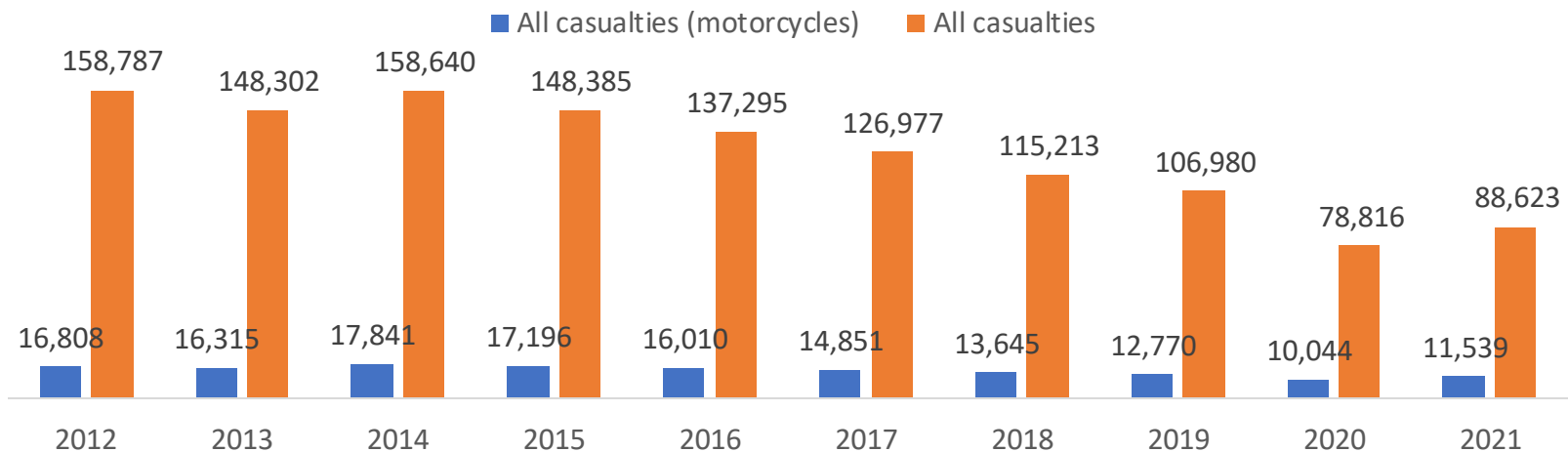


Collisions involving motorcycles make up 18% of all collisions (2021)



# Motorcyclists are disproportionately injured

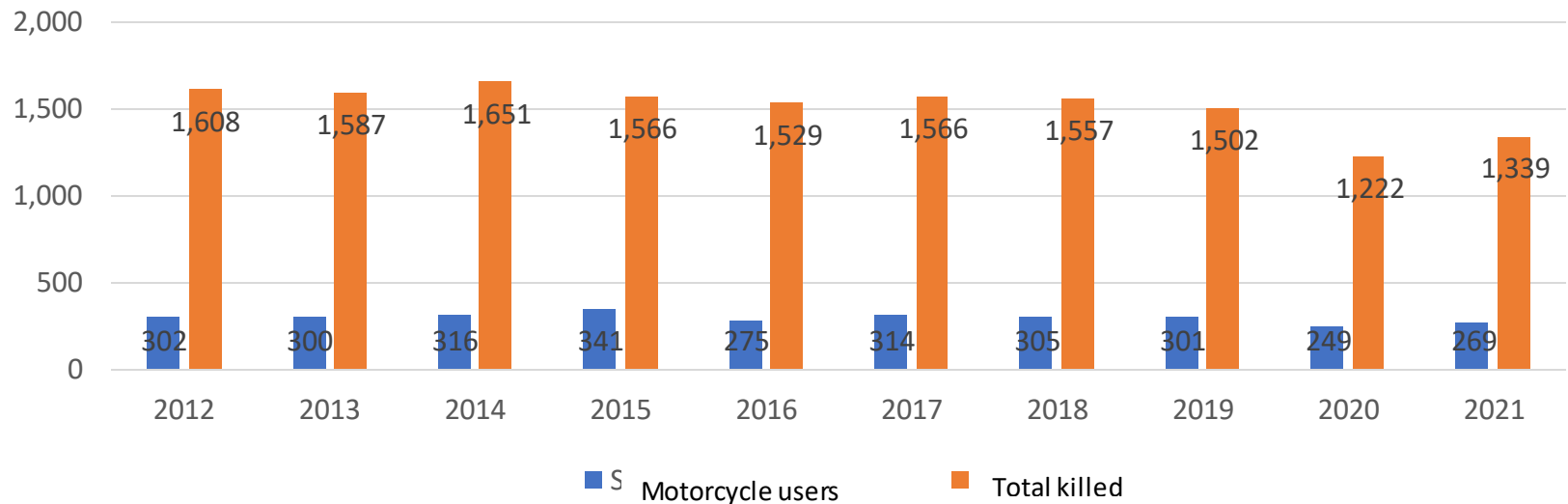
REPORTED ROAD CASUALTIES, BY SEVERITY, ROAD USER TYPE AND CONTRIBUTORY FACTOR  
(SOURCE: DFT RAS0701)



Motorcyclists make up 13% of all casualties (2021)

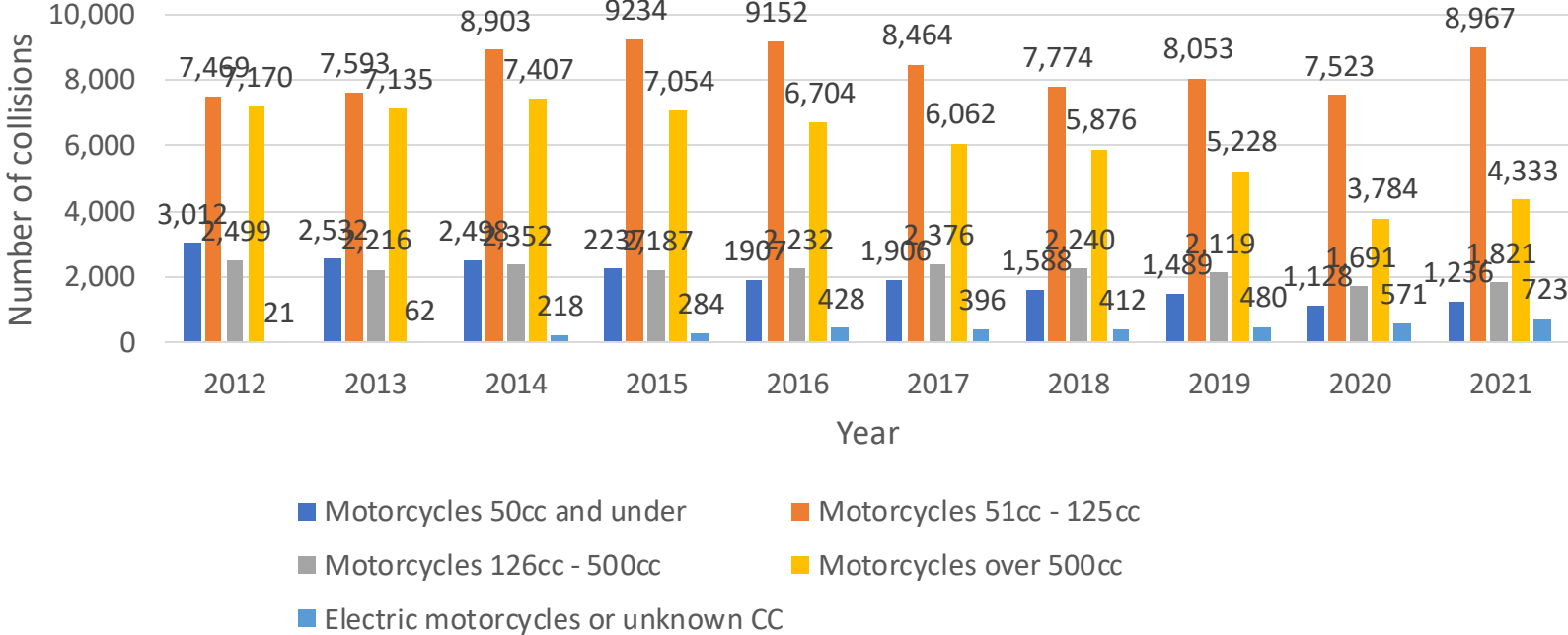
# 1 in 5 deaths on the road is a motorcyclist

Reported road casualties by road user type (killed) (SOURCE DfT, ras0701)



Deaths involving motorcycles make up 20% of all deaths (2021)

# Motorcycles between 51cc and 125cc are most commonly involved in collisions (Source: DfT ras0502)

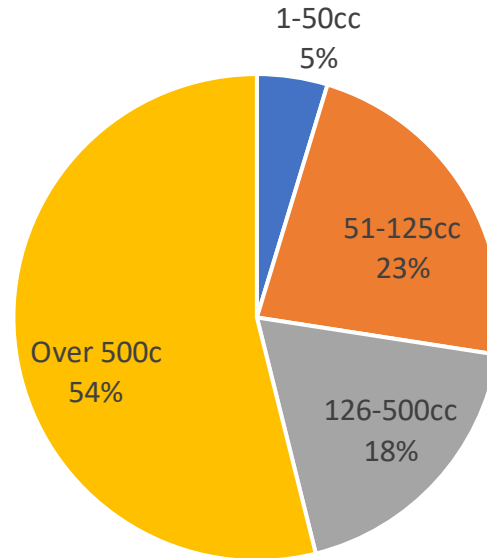


50cc to 125cc is seen as ideal for food delivery: economical - price, repair, fuel.

# Registration trends – engine sizes (2021)

(Source: DfT VEH 0305)

Motorcycle registrations 2021



Most new registrations are in larger bikes, but we are still seeing more collisions in the smaller vehicles.



# Tips for communicating

- We are not trying to cause any division in this campaign – we want to raise awareness of the **vulnerability and importance** of motorcyclists as a part of the whole community of road users
- While motorcyclists are disproportionately at risk, we do not want to create fear around motorcycling – **all road users are responsible** for upholding road safety
- Our calls to action cover broad themes with **complex solutions** – we want to start the right conversations, without disempowering people for the way they choose to travel

# Audiences

# Who are we speaking to?

Following our initial contact with government May on this issue, we will be continuing throughout June and July to share our findings and raise awareness of the issues. Our audiences include:

- Parliament
- Ministers from the Department for Transport
- Academics
- Key motorcycle industry organisations
- Other road safety and transport organisations
- The media



# Who could you share this with in your community?

- Schools
- Local government / councils
- Working with local partners (eg fire service) to create community engagement
- Members / events
- Riding groups





# How can you get involved?



Identify local partners or ambassadors who could help amplify the message in your community – and use the hashtag **#RecognisingRiders**



Look out for more content we will be sharing on this issue around:

-A recognition of the benefits of motorcycles as a key step towards decarbonisation

-Making safety equipment more accessible by taking VAT off life-saving PPE such as air jackets

-Work to improve riding skills for people who use a motorcycles for work



Get in touch - if you would like any further information or support with communicating this campaign, please contact **Harriet Evans ([harriet@redmarlin.co.uk](mailto:harriet@redmarlin.co.uk))**



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