Saving Lives through Injury Prevention

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1.1 Distance travelled by vehicle type

1.2 Dorset Road Deaths – Motorcyclists compared to all others (2010-2014)

In the 4 calendar years 2010 – 2014, 89 people died on the roads of Dorset. 21 (24%) were riding powered two wheelers.

1.3 Dorset Serious injury collisions – Motorcyclists compared to all others (2010-2014)

In the 4 calendar years (2010 – 2014) 1344 people were seriously injured in Dorset. 334 (25%) of these were riding powered two wheelers.
Road Traffic Accident (STATS 19) Analysis

Powered Two Wheelers (PTW) are over represented in injury statistics and are a recognised vulnerable road user group. The number of PTW riders seriously injured in Dorset is approximately 80 a year. The 4 year data in this report represents all PTW killed and seriously injured 2010-2014. The 2 year data represents PTW killed or critically injured (NHS data) 2012-2014 fiscal years.

1.1 Distance travelled by vehicle type

National Data. In 2013, vehicles travelled 301 billion road miles in the UK. The majority of miles travelled were by car (240 billion). Motorcycles accounted for only 1% of the distance travelled (2.7 billion).

1.2 Dorset Road Deaths - Motorcyclists compared to all others (2010-2014)

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1.3 Dorset Serious Injury Collisions – Motorcyclists compared to all others (2010-2014)

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The ‘at risk’ Biker

- Aged 40-60
- Male
- 500+cc bike

- Of the 21 riders killed, 17 (i.e. with an engine capacity in excess of 125cc) were riding machines typical of younger riders.

- Of the 17 riders killed and critically injured (2 years), 18 were involved in accidents occurring on rural roads.
What do bikers think of the police?
The solution to engagement......

6.2 Motorcyclists killed and critically injured by culpability (500cc plus machines) (2 years)

81% of riders on 500cc plus machines were responsible for the collision in which they were involved.
Why do they crash?

- Anticipation
- Inexperienced
- Speed
- Risk Taking Behaviour
We’ve been doing a lot to stop this!

Ongoing presence at major bike events
We’ve been doing a lot to stop this!

Special Events at major bike events
We’ve been doing a lot to stop this!
Meeting local bike groups
We’ve been doing a lot to stop this!

Engaging with partner agencies

Let’s Save Some Lives!
We’ve been doing a lot to stop this!

Engaging with partner agencies
We’ve been doing a lot to stop this!

Attendance ↑
25%
We’ve been doing a lot to stop this!

FULLY BOOKED!
The Challenge?
Why do we care?
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£1.8 Million Per trauma death
Why do we care?