

## **Top event to boost biker safety in Burton**

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Bikers in Burton will be gearing up for the 2010 season with a free breakfast bap, courtesy of a top performing road safety campaign.

The Motorcycle Road Safety Awareness event is set to take place at The Albion public house, Shobnall Road, on Sunday, May 9 from 10am– 2pm.

The award winning Staffordshire Safer Roads Partnership is hosting the event which will be brimming with biker related information and advice.

Staffordshire County Council's road safety unit will be on hand to give motorcyclists top tips on staying safe.

Staffordshire Police will be covering bike security and Staffordshire Fire and Rescue Service will be promoting the specially designated 'Ride it Right' routes.

Motorcyclists will also be able to take a look around Staffordshire Safer Roads Partnership's speed enforcement vehicles.

People can sign up for a range of training sessions including the county council's Bikesense Rider Development Days and the BikeSafe scheme which is run by Staffordshire Police.

The Institute of Advanced Motoring will also be promoting its Skills for Life scheme.

The event is all part of the drive to save lives on the roads by helping bikers to think ahead and enjoy the thrills without the spills.

Latest figures show that 21% of those killed or seriously injured on Staffordshire's roads are bikers, even though they only represent 1% of road traffic.

Nick Lloyd, Head of Road Safety at Staffordshire County Council, said: "Motorcyclists are a real concern for us. They continue to represent a disproportionate number of those killed or seriously injured on Staffordshire's roads.

"This county wide programme of awareness raising events will give riders an insight into the safety initiatives that are being held specifically for bikers. There will also be the chance to sign up to a great range of heavily subsidised training schemes which could end up saving lives."

Ends