

## **Bikers get top tips and bacon baps**

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

The first Motorcycle Road Safety Awareness event of the season is set to take place at the DK bike superstore in Newcastle on Saturday April 17 from 10am– 4pm.

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. It will also be showcasing its Triumph Daytona 675 featuring the unique 'Think Bike' livery.

Staffordshire Police will be covering bike security and Staffordshire Fire and Rescue Service which 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 and the BikeSafe scheme which is run by Staffordshire Police.

The Institute of Advanced Motoring and RoSPA will also be promoting their 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.

Roger Whittle, Operations Manager for the Staffordshire Safer Roads Partnership, said: "This is always a very popular event and we hope that this year will be even more successful than ever before.

"Motorcyclists are a real concern to us. They continue to represent a disproportionate number of those killed or seriously injured on Staffordshire's roads every year.

"We want to equip riders with the skills and knowledge they need to keep them safe when out on the roads – the information and advice that is available on the day could end up saving lives."