

Record breaking results for the Ride it Right campaign

Issue Date: 04/05/2010

A high profile campaign aimed at reducing the number of motorcyclist casualties on Staffordshire's roads has recorded its most successful year yet.

The Ride it Right initiative targets routes that are deemed to be accident 'hotspots' for bikers.

Staffordshire County Council launched the scheme five years ago and the number of motorcyclists that have been killed or injured on the routes has been falling steadily year on year.

The latest figures reveal that there were 38 casualties along the Ride it Right routes in 2009.

This equates to a 5% reduction on 2008 when there were 40 casualties and is 32% lower than 2007 when 56 casualties were recorded along the routes.

Motorcyclists make up just 1% of road traffic. In 2007 they represented 27% of those killed or seriously injured on Staffordshire's roads but last year this was reduced to 21%.

The routes are highlighted using eye-catching black and yellow posters featuring warnings including 'Beware Bikers' and 'Think Bike'.

The 2009 Ride it Right routes were:

- A53 from Endon to Flash
- A53 from Newcastle to Loggerheads
- A518 from Stafford to Newport
- A5 from Weston-under-Lizard to Gailey
- A458 from Stourton to Six Ashes
- A449 from Wombourne to Kinver
- A460 from Cannock to Wolverhampton
- A34 from Trentham to Cannock

The 2010 Ride it Right routes are:

- A53 from Endon to Leek
- A53 from Newcastle to Loggerheads
- A34 from Trentham to Cannock
- A449 from Stafford to Wolverhampton
- A460 from Cannock to Wolverhampton
- A515 from Lichfield to Uttoxeter
- A518 from Stafford to Uttoxeter

Nick Lloyd, Head of Road Safety at Staffordshire County Council, said: “The latest figures are very positive and show how important training, awareness raising events, campaigns and education are in making our roads safer.

“While these results are encouraging, we are determined to bring them down even further – one casualty is too many. This year we will be launching new initiatives aimed at young moped riders, promoting a cleaner and safer highway and highlighting the importance of group riding.”

The Staffordshire Bike Show will be held at Trentham Gardens, Stoke-on-Trent, on Sunday, July 4.

The event, organised by Staffordshire Safer Roads Partnership, is expected to attract bikers from across the Midlands and the North West.

Leading manufacturers will be on hand and there will be special attractions and rider development opportunities.

For more information on motorcycle initiatives call the road safety unit on 01785 276617, email bikers@staffordshire.gov.uk or visit www.staffssaferroads.co.uk

Ends