

New lifesaving campaign is launched

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A haulage company and Staffordshire County Council's motorcycling highways chief have helped launch a lifesaving campaign that could save the lives of bikers.

RG Bassett and Sons played host to the Staffordshire Road Safety Partnership's Kill the Spills campaign at their Tittensor depot.

The partnership is handing out eye catching stickers to haulage companies, farmers and bus operators across the county.

The stickers should be displayed next to the fuel filler cap to warn motorists not to overfill the tank.

Diesel spills account for twice as many accidents involving bikers than icy roads.

The statistics soar to three times more likely when compared to motorcycle accidents involving mud on the road.

County Councillor Mike Maryon, Cabinet member for Highways and Road Safety, said: "I know from personal experience how treacherous diesel left on the roads can be. Luckily I've only had close-calls, but they are a cause of a worryingly high number of accidents. Overfilling the fuel tank or not re-fitting the cap correctly can lead to spills on the road which as well as being difficult to see, are as slippery as black ice to motorcyclists.

"We are contacting all haulage companies in the county in the hope that they will support this potentially lifesaving initiative. We are also taking the opportunity to remind road users that if they are aware of any fuel spillage to contact Staffordshire County Council's highways hotline on 0300 111 8000 who will arrange for it to be made safe as a priority.

In Staffordshire, 21% of those killed or seriously injured on the roads are motorcyclists even though they represent just 1% of traffic."

Leonard Bassett, Director of R.G. Bassett and Sons, added: "We are always pleased to support initiatives that help to promote the safety of both motor cyclists and all other road users."