

PREVIOUSLY KNOWN AS THE IAM MOTORING TRUST, THE POLICY AND RESEARCH DIVISION FOCUSES ON THREE KEY ISSUES: SAFER DRIVERS AND RIDERS, SAFER ROADS AND SAFER VEHICLES

TRIPLE ACTION

ON 4 DECEMBER 2008, Alison McInnes, Liberal Democrat MSP for north-east Scotland, introduced a debate that united members across the Scottish Parliament.

The subject concerned the distressingly high number of young people killed and seriously injured on Scotland's roads – an issue close to the heart of every MSP in the chamber that evening.

And the report at the centre of the discussion was *Young Drivers: where and when they are unsafe* – commissioned and published by the IAM Motoring Trust.

Along with congratulating Alison McInnes for securing the debate, MSPs were conscious and highly complimentary of the IAM's involvement in bringing the issues to a wider audience.

'The IAM Motoring Trust's report is excellent,' said Liberal Democrat MSP Mike Rumbles. 'It's comprehensive and well balanced, and points out ways in which to address the problem of serious crashes on our rural roads.'

Praise indeed, particularly considering that this division of the IAM had, at that time, been active for a little under two years.

'The idea of a Trust dates back to late 2006 when the IAM Council decided it needed to alter its stance,' says Neil Greig, director of policy and research at the IAM. 'The Council felt that the IAM should

contribute vigorously on the national transport policy debate and be a genuinely independent voice for responsible motoring, motorcycling and the safety needs of all road users.'

HOW THE TRUST BEGAN

Having made the decision, the IAM acted promptly. In January 2007, the IAM Motoring Trust was established as the research and advocacy arm of the IAM – taking forward the work of the AA Motoring Trust, which had ceased to operate on 31 December 2006.

'Because some people assumed the Trust was not part of the IAM we have changed our name to reflect exactly what we do for the organisation as a whole,' says Greig. 'The new division is responsible for policy and research. Part of our remit is to fund an

'The IAM Policy and Research division acts as an advocate for three priorities: safer roads, safer drivers and safer vehicles'

ambitious multi-year programme of safety and transport policy research aimed at protecting and promoting the interests of all road users.'

Along with last year's report on young drivers, Greig and his team also published *Rural Roads: the biggest killer* and *Barriers to Change: designing safe roads for motorcyclists*, and a report assessing the safety of UK roads.

The division has also developed several papers that set out current IAM thinking and advice on motoring, transport and road safety. Available on the IAM website, each provides an accessible overview of subjects as diverse as car security and tackling dishonest garages, as well as links to related information and sources.

The IAM Motoring Trust's research programme is steered by a Committee of the IAM Council, chaired by Colin Skeen, which ensures that the focus is on turning research – such as that on young drivers – into practical road safety action.

'The three pillars supporting the government's 2010 casualty reduction targets are safer drivers, safer roads and safer vehicles,' says Greig. 'The IAM Policy and Research division acts as an advocate for those three priorities, encouraging responsible motoring through education and training.'

Members of the Scottish Parliament would certainly vouch for that.



IAM SAFETY FEATURES

NEIL GREIG OUTLINES THE IAM'S THREE PRIORITIES AND THE RESPONSES TO RECENT RESEARCH

1. SAFER DRIVERS AND RIDERS

We are fortunate here to be able to harness the IAM's 50 years of training excellence. With this pedigree, we can encourage more voluntary driver and rider training with a focus on attitudes that make for a safer driver and rider.

Of course, there are a small number of drivers and riders whose reckless behaviour and disregard for traffic laws put other road users at risk. For those, we actively campaign for targeted enforcement and harsh penalties.

Part of our research is to understand why a minority of young male drivers choose to drive dangerously, and then develop measures to change that behaviour or drive them off the road.

Personal transport is a necessity as well as convenient so we support safe, sustained mobility for everyone with a mobility handicap. And, as drivers get older, we look at how we can help them continue driving safely.

RESEARCH: *Young Drivers*
RESPONSE: A debate in the Scottish Parliament with cross-party agreement.

2. SAFER ROADS

The aim of our research is to show where, when and why people are killed or injured in crashes, and identify those roads that have a higher risk.

When research and knowledge points to measures that reduce deaths and injuries, we will campaign to ensure that those measures are adopted for maintaining, managing, improving and building roads.

We also support the developing science of 'self-explaining and forgiving roads' – new ways of planning and designing road infrastructures that focus on clear layouts and protection. Part of our brief is also to help drivers make sense of speed limits, encouraging road authorities to make the limits appropriate to the road and focus speed cameras at sites where people are being killed or seriously injured.

RESEARCH: *Rural Roads, Barriers to Change, Star Rating Europe's Roads for Safety*
RESPONSE: *Rural Roads* was presented at the House of Commons. DfT, Road Safety Scotland, ACPO and ACPOS now run regular rural road awareness campaigns.

3. SAFER VEHICLES

Part of our remit in this third priority is to encourage the European New Car Assessment Programme (Euro NCAP) to focus more on measuring how crash-friendly a car is to pedestrians, cyclists and motorcyclists – not just the occupants.

Our policy is also to drive manufacturers to adopt proven safety technologies such as driver-assistance systems, including electronic stability control, brake assist, and ISOFIX child seat fittings.

We encourage the research and development of intelligent speed adaption (ISA) systems and their voluntary take-up, to help drivers to observe the speed limit.

While we support car designs that lead to greater fuel efficiency, they should not be made at the price of safety.

RESEARCH: Support for Euro NCAP results, *Cycling Motorist* (due out this spring), driver behaviour research planned for 2009/2010.

RESPONSE: The IAM aims to be at the forefront of the debate on technology in cars and IAM experts keep a watchful eye on developments in the human-machine interface. »



Retro-fitting lower rails to existing crash barriers reduces the number of high-severity injuries to motorcyclists

PROTECT AND SURVIVE

AN IAM-FUNDED REPORT CALLS FOR REDESIGNED CRASH BARRIERS TO PROTECT MOTORCYCLISTS

IN THE RECENT REPORT *Barriers to Change: designing safe roads for motorcyclists*, the IAM provided the financial support for a major review of the risks motorcyclists face – with particular reference to the dangers of colliding with a crash barrier:

A Motorcycle Safety Review Panel, brought together by EuroRAP, carried out the research and found clear evidence to justify new and immediate guidance on the design and use of new motorcycle-friendly barriers.

'Crash barriers that save the lives of car occupants can be fatal for motorcyclists,' says Neil Greig, IAM policy and research director. 'Barrier support posts are particularly aggressive, irrespective of the barrier's other components, and can cause a five-fold increase in injury severity compared to the average motorcycle crash. In collisions with crash barriers, riders are 15 times more likely to be killed than a car occupant.'

'France has retro-fitted lower rails to prevent riders hitting support posts at the most vulnerable sites on its road network, leading to rates of return of around 400 per cent,' says Greig. 'The initiative is backed by

a dedicated annual budget of €3m for the fitting of new installations.'

Some progress has also been made in the UK. Here, the BikeGuard system has been fitted to around 12.5 miles of crash barrier around the UK, including Kent, the Peak District, North Wales and Scotland.

The first, and currently only, motorcycle barrier approved by the Highways Agency for use in the UK, BikeGuard features a lower secondary rail that prevents riders from sliding under the horizontal beams and offers protection from the support posts.

Derbyshire County Council called for BikeGuard to be installed near Buxton, along the A54, Macclesfield Road in Derbyshire. And in Devon, BikeGuard has been installed on two runs of 400ft and 565ft along a section of the A379 which has a tight curvature bend linking the M5 and Exeter:

'Roadside crash protection is only part of the solution,' says Greig. 'Riders must take responsibility to protect themselves by riding sensibly and safely. But the crash barriers that will protect unlucky or just plain careless drivers must be designed to do the same for motorcycle riders.'

THE EURORAP MOTORCYCLE SAFETY REVIEW PANEL'S ACTION PLAN

- 1** There should be substantial improvements in the quality of crash data surrounding how motorcyclists are killed and injured in crashes involving infrastructure.
- 2** Provide guidance for incorporating motorcycle-friendly systems at new sites and review rider risk at existing sites.
- 3** EuroRAP to map motorcycle risk across the road network separately from other traffic.
- 4** European test standard for crash barriers should incorporate riders striking the barrier while still on the bike.
- 5** Each road safety engineering department to have a motorcycle champion to introduce a cultural change to the way risk is viewed.