

The MPA Cycle Safe Campaign

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6th Atlantic Alliance Conference:
“Global Initiatives on Safety and Health”
20-21 October 2010, Brussels

Introduction



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**‘Cycle Safe’
Campaign**

Campaign's overarching aim:

The Mineral Products Association's (MPA) Cycle Safe Campaign is aimed at preventing fatalities and injuries resulting from collisions between cyclists and LGVs.

Remit:

UK-wide campaign.



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What is the background to the campaign?

- The issue of cyclist safety and LGVs was discussed at a number of MPA committees: Health & Safety / Transport/Regional/Products
à **Members felt there was a need to organize a UK-wide Cycle Safe campaign at trade association level**
- MPA endorsed the development of a campaign plan which has now been approved by the MPA Council. This presentation will take you through the campaign plan
- Some MPA members are already involved in cyclist safety campaigns of their own e.g. CEMEX, from whose experience we hope to learn.



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What are the key facts and figures behind campaign?

- Every year 15,000 cyclists are killed or injured in UK
- In 2008, in London alone, 15 cyclists were killed and 8 of these fatalities involved a goods vehicle
- Most casualties occur close to or at junctions
- The most dangerous situation is when cyclists are on the nearside of vehicles turning left.



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What are the key facts and figures behind campaign?

- In 2009, the Association of Cycle Traders reported that bike sales had increased by 20 per cent on an annual basis
 - à Evidence which suggests more people in the UK are cycling now than before
- Many city councils now provide information on how to get involved with cycling and where to cycle, as well as how to receive cycle training
 - à Indicating importance and popularity of cycling across the country.



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What are the key facts and figures behind campaign?

- Cycling is a particularly big issue in London this year:
 - 2010 London's Year of Cycling
 - Mayor's goal: to make the capital "the biggest and best cycling city in the world" with a 400% growth in cycling journeys by 2026
 - 6,000 new pay bikes inexperienced cyclists
 - 12 new cycle superhighways.



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MPA's Cycle Safe Plan



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Who are the audiences?

Internal:

- All MPA members and drivers working for them
- MPA Committees:
 - MPA Transport Committee
 - MPA Health & Safety Committee
 - MPA Communications Group (PROs from member companies)
 - MPA Regional Committees
 - Product Committees
 - Specialists in safety/campaigning/cycling issues in member companies
 - Nominated representatives



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Who are the audiences?

External:

- Cyclists
- Cycling bodies e.g. the National Cyclists' Organisation (CTC), the London Cycling Campaign (LCC) and Cycling England.
- Bikeability organizers (administered by Cycling England) and younger riders - Bikeability is the Cycling Proficiency Test for the 21st century
- Relevant industry bodies e.g. Freight Transport Association (FTA) and Road Haulage Association (RHA).
- Road Safety Groups e.g. RoadPeace
- Police
- transport/cycling e.g. Department for Transport/Transport for London
- Retailers supplying bicycles and cycling merchandise
- Regulatory bodies for Community liaison
- The press/media



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What are the campaign's objectives?

Examples:

1. To ensure cyclists are aware of the potential danger of cycling on the nearside of large vehicles turning left and the risks associated with pulling up next to LGVs at junctions
2. To promote driver 'cycle awareness' training, ensuring driver training courses for the industry cover cycle awareness
3. To discourage and penalise reckless and careless cycling and driving.



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What are the campaign's key messages?

Examples:

Internal

1. Ensure your drivers receive 'cycle awareness' training, including as part of the Driver Skills or CPC training
2. Prove that MPA members are responsible road users

External

1. Health and Safety is a top priority for MPA members, including the safety of cyclists
2. Cyclists and drivers must be careful on the roads and respect the highway code



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On-vehicle systems - the debate

- Mirrors
- Signs
- Cameras
- Sensors
- Announcements.



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'Vehicle 4x CCTV' MPA Runner-Up Award 2010 to Hanson UK



What will campaign consist of?

- Limited budget:
 - Tried and tested ideas
 - Essentials
 - Flexible resources - use in different situations
- MPA will provide:
 1. A toolkit members can use e.g. at Open Days
 2. Messaging for campaign
 3. Top level stakeholder engagement



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What will campaign consist of?

1. Toolkit:

- Cycle Safe Flyer
- Cycle Safe Brochure
- Members Cycle Safe Briefing
- Online information
- Blind-spot mats



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- Open Days:
 - Will involve an LGV being positioned in public place:
 - ü cyclists invited to enter, see what visibility is like inside and learn about potential hazards
 - ü Idea based on “Exchanging Places” events CEMEX has been involved in with Metropolitan Police in London
 - Member company Open Days will take place in the regions, through collaboration with police and other relevant organisations
 - MPA resources available for members to use
 - MPA can arrange media coverage of the Open Days to raise awareness of the cycle safe issue
 - MPA can ensure member companies gain publicity and credit for their involvement



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“Exchanging Places” Event in City of London



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'Cyclist Awareness Days' MPA Special Award 2010 to CEMEX



What will campaign consist of?

2. Messaging

- Raising awareness of campaign's key messages
- Gaining media coverage for campaign and companies that get involved.
- Community liaison: involving local communities in the Cycle Safe campaign - local police, local councils, local schools.
- Liaising with members who run their own cycle safety initiatives e.g. CEMEX
- Encouraging the use of technological adaptations to vehicles to improve visibility
- Developing MPA position on Trixi mirrors



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What will campaign consist of?

3. Top Level Stakeholder Engagement

- Liaising with key stakeholders in other relevant bodies to support campaign
 - Cycling
 - Industrial
 - Regulatory
 - Parliamentary



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Stage 1 of campaign - to end 2010

- Produce initial resources (internal/external): members briefing/flyers/brochures/online info/blind-spot mats/ Mineral Products Today article
- Inform members - MPA newsletter and Directs
- Officially launch campaign - inform stakeholders/public/media
- Organize pilot Cycle Safe Open Day - currently expected to take place in Oxford later in autumn with support of 'Smiths of Bletchington'
- Approach partner organisations (cycle bodies/industry bodies/regulatory bodies/police) - we have heard that a Minister at the Department for Transport might be prepared to launch the campaign.



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Stage 2 of campaign - 2011

- Role out campaign across MPA regions:
 - Individual member Open Day in their area
- Find suitable events at which to distribute Cycle Safe resources e.g. Bike Week, Skyrides, London to Brighton Bike Ride.



Thanks for Listening.
Any Questions?



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