Project EDWARD joins forces with National Highways to kick-start a safer motorcycle season.

Throughout April, the Project EDWARD team will be joining National Highways and local road safety partnerships to host several informal days of engagement and discussion at the start of the new motorcycle season.

Supported by National Highways and Police and Crime Commissioners, organisers are keen to welcome riders from all over the country to celebrate the start of the new motorcycle season at several iconic venues. The purpose of each event is to encourage all riders to do their bit to reduce the number of people killed and seriously injured in collisions on the UK roads.

The activity will start on Sunday 2 April at Caffeine & Machine (just south-east of Stratford on the A422). The teams will then move to the British Super Bikes at Silverstone on Sunday 9 April. The final leg of the road trip will see them in London at the Ace Café near Wembley on Tuesday 18 April. These events will offer visiting riders the opportunity to check out some fabulous new machines and technology as well as comparing notes on rider skills on how to reduce the risk of being in a collision.

Joining them will be representatives of Biker Down (a practical demonstration offered by the Fire and Rescue Services), BikeSafe (A police-led motorcycle safety initiative) to raise the importance of progressing on to accredited post-test training and the road safety partnership teams from Warwickshire and the City of London.

Since its formation in 2016, Project EDWARD has grown to become the UK’s biggest platform for showcasing road safety. It is backed by the government, the emergency services, highways agencies, road safety organisations and British businesses. It promotes an evidence-led, ‘Safe System’ approach with a target of zero deaths and serious injuries on the roads.

The latest figures* (CHECK Reported road casualties Great Britain: motorcyclist factsheet 2021 - GOV.UK (www.gov.uk) published by the Department for Transport reported 285 people were killed in motorcycle collisions on the UK roads, with a further 4,429 seriously injured. Motorcycles makeup just 1% of total motor vehicle traffic yet accounted for 20% of all road deaths in 2020. The organisers are keen to encourage riders to think about improving their skills and ensuring their bikes are in the best possible condition before heading out for rides.

National Highways plans, designs, builds, operates and maintains England’s motorways and major A roads, known as the strategic road network (SRN). Jeremy Phillips, Head of Road Safety at National Highways said “Safety is our top priority. The figures speak for themselves. When we travel on the roads, we must all respect the rules, be alert at all times and expect the unexpected. As the better weather arrives, the number of motorcycles on our roads increases significantly. It’s important that we look out for each other and anticipate the actions other road users will make. That final check in the mirror and indicating your change in direction before taking action will help to reduce the number of incidents each year.”

* DfT Published 25 November 2021
Philip Seccombe, Police and Crime Commissioner for Warwickshire and Chair of the Warwickshire
Road Safety Partnership, said: “Two of the busiest roads for motorcycles – the A5 and the A46 – pass
through the county of Warwickshire, so it’s very appropriate the national campaign begins in our
county. Highlighting the need for everyone to use the road network safely is hugely important and
these Project EDWARD events will help get that message directly to bikers in a more informal way,
while still underlining the seriousness of that message.

Across the country, Police and Crime Commissioners are working hard to bring partners together to
reduce casualties on our roads, through a mix of education, enforcement and engineering. However
all of us as road users can make a big difference to reducing casualties. By changing our attitudes
towards the road and becoming safe and responsible motorists, we can keep people, businesses and
counties connected, without the heartbeat and tragedy that collisions all too often bring.”

Darren Lindsey from Project EDWARD said: “It’s inspiring for us to be working with such committed
and motivated people across the country, whose wish is simply to ensure that every rider – every road
user – who sets off in the morning will make it home safe at the end of the day.

“We thoroughly look forward to hearing from riders at all the events about their experiences and
suggestions for great rides that don’t lead anyone to harm.”

Details about the days of engagement can be found at www.projectedward.org.

ENDS

Project EDWARD: Our vision to 2030
Our work will continue to be guided by the Safe System and the goal of a road transport system free
from death and serious injury. We will continue to provide a multi-stakeholder platform to celebrate
the success that can follow from implementing the latest research. Working with like-minded partners
from across different sectors, we will share good practices in road safety and spread the best ideas,
both in the UK and in other parts of the world. As a result, we believe we can contribute to improving
the quality of life for communities everywhere and making the roads safer.

Projects Zero
We operate across transport, healthcare and sustainability sectors. Using the proven success of
Project EDWARD as its benchmark initiative, Projects Zero seeks to provide a multi-stakeholder
platform for sharing success where zero is the ultimate goal: the reduction of diseases, pollution and
inequality, and supporting sustainable living.

Full details of events, activities, resources, supporters and sponsors can be found on the Project
EDWARD website www.projectedward.org and via #ProjectEDWARD on social media.

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