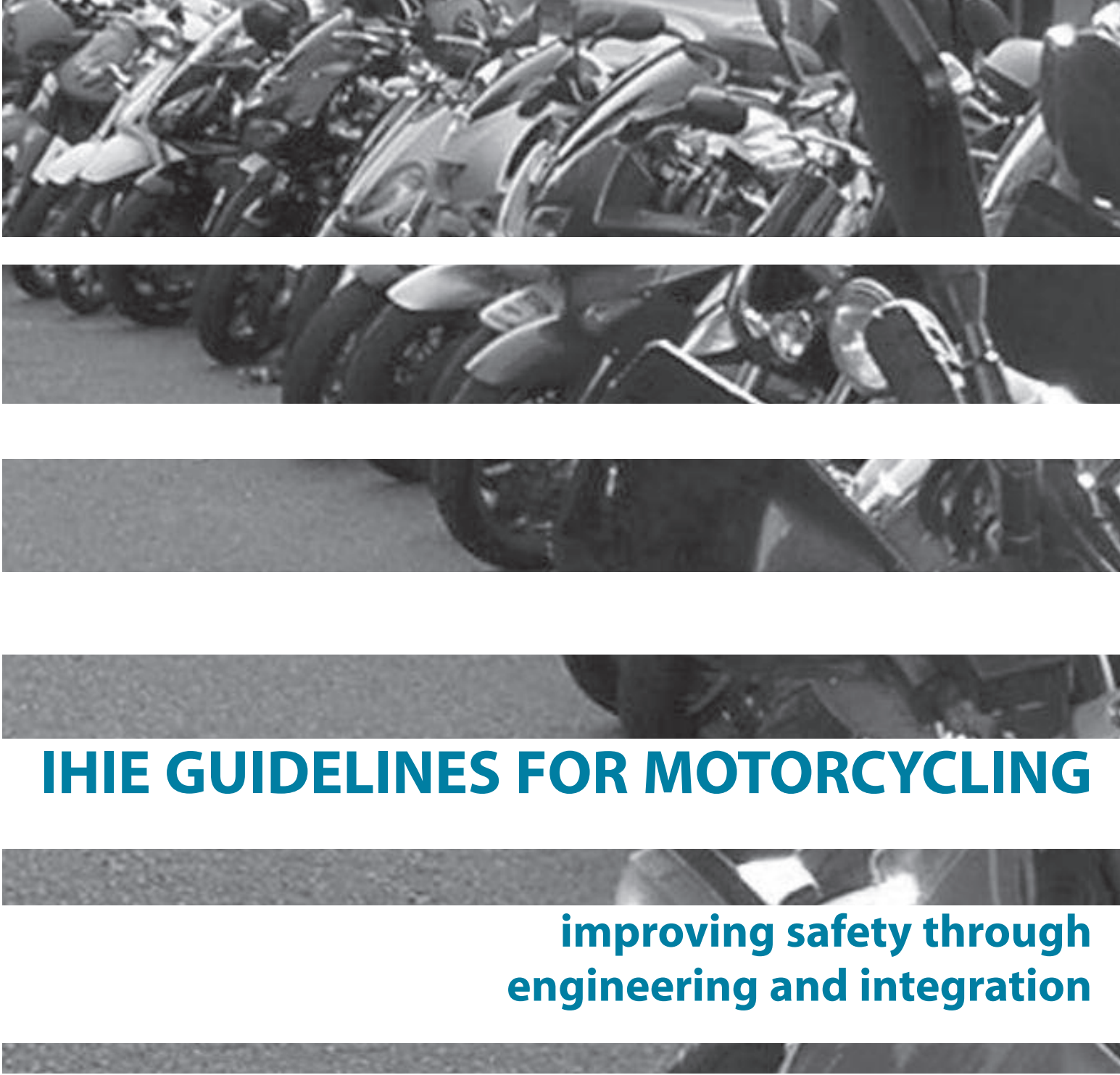




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INCORPORATED ENGINEERS



# **IHIE GUIDELINES FOR MOTORCYCLING**

**improving safety through  
engineering and integration**

**version 1.1**

## 3.1 Key Points

**3.1.1** There are advantages to including motorcycling into Travel Plans. Good schemes offer:

- ▽ Incentives to encourage staff to switch from a less sustainable mode.
- ▽ Motorcycle user groups.
- ▽ Parking, changing facilities and lockers.
- ▽ Safer routes.
- ▽ Security systems accessible to riders.

## 3.2 Context

**3.2.1** A Travel Plan is an access strategy used to manage multi-modal access to the workplace. The Travel Plan focuses on encouraging modal shift from single occupancy private cars by improving options for travel to the workplace and encouraging wider use of sustainable transport. This is often achieved by introducing a combination of incentives and disincentives to persuade and support people using alternative commuter modes.

**3.2.2** Travel Plans are required to be submitted alongside planning applications for developments likely to have a significant impact on transport. They are also commonly introduced by organisations in response to concerns about growing traffic congestion or where car parking problems exist. Tailored to each individual organisation, Travel Plans are an efficient way of managing commuter journeys and business travel and where parking space is at a premium.

**3.2.3** The Transport Energy Best Practice programme provides guidance and support for development of travel plans: <http://www.transportenergy.org.uk/developtravelplan>

**3.2.4** Motorcycles are an affordable alternative mode of transport where public transport provision is lacking or non-existent and where distance dictates that walking and cycling are unrealistic. NTS data shows 63% of motorcycle trips are for work, business or education, compared to 30% for cars (DfT 2004). For these reasons they should be a common feature of many Travel Plans.



Rural commuting.  
*Keith Sharples Photography.*



Rider and pillion.  
*BMF.*

## 3.3 Potential Benefits of an Increase in Motorcycle Use

### For an organisation

#### 3.3.1

- ▽ Increased social inclusion and equality in the workplace, through widening choice for employees and providing opportunities to those who may not be able to easily access public transport services.
- ▽ Increased productivity from a healthier, better-motivated workforce as a result of a reliable, less stressful journey to work. A three-month study involving co-operation between a scooter manufacturer and a large accountancy firm into the effects of switching from car to scooter showed decreased stress levels and increased productivity (FNN 2004).

- ∇ Access to a wider human resource pool by expanding the availability of accessible staff where public transport schedules are a constraint.
- ∇ Potential cost savings through taking control of transport expenditure.
- ∇ Reduced on-site parking and congestion issues.
- ∇ Improved access. This can reduce stress for both employees and visitors. It may also improve the reliability and efficiency of deliveries to and from the business.
- ∇ Improved morale.
- ∇ Better relations with the local community.

## **For staff**

### **3.3.2**

- ∇ Increased access to work and other opportunities.
- ∇ Cost savings.
- ∇ Time savings through reduced commuting time.
- ∇ Employment accessible at times when public transport is reduced.
- ∇ Facilitating multi-purpose trips combined with the daily commute.
- ∇ Reduced stress and better quality of life.

## **To transport costs**

**3.3.3** Motorcycles are a flexible and affordable alternative to the private car. Employees who ride a motorcycle usually have considerably lower running costs. This can widen employment opportunities by making reliable private commuter travel more accessible.

## **To the environment**

**3.3.4** In the UK CO<sub>2</sub> emissions from road transport are the fastest growing contributor to climate change (DETR 1998). The Government's Advisory Group on Motorcycling "...concludes that [motorcycles], through lower energy requirements, use less fuel and emit far less CO<sub>2</sub> than cars. In terms of pollutant emissions, they emit less CO and are likely, from 2006/7, to be emitting less NO<sub>x</sub>, and about the same volume of hydrocarbons" (AGoM 2004). Encouraging more sustainable transport modes should be at the forefront of any Travel Plan. Fuel cell and electric motorcycles are becoming available, and are more affordable than zero emission cars. This is an area where increased take-up could yield emission benefits against all other modes, including public transport.

## **In reducing congestion**

**3.3.5** The majority of commuter vehicles used for journeys to and from work have only one occupant. Combined with their small "footprint" this means motorcycles:

- ∇ Are efficient in their use of road space, contributing towards alleviating the increasing problem of congestion. These space benefits are particularly evident at over-capacity junctions.
- ∇ Require less parking space provision than four-wheeled

vehicles; as many as five motorcycles can be parked in a single space designed for a family saloon (Chapter 5).

- ▼ Enable quicker journey times, often without the stress of being held up in peak time traffic, which leads to individual and corporate congestion savings.

## 3.4 Incentive Schemes

**3.4.1** A number of organisations have incentive schemes. These can take on different forms to suit individual organisational needs. It is possible to provide interest-free loans for up to £5000 to encourage the use of smaller motorcycles. Loans can contribute towards purchase and running costs and be paid back over a period of time, with mutual benefit to the employer and the employee.

### **Example 1: Orange - Bristol**

**3.4.2** Orange employees who travel to work by motorcycle can get interest-free loans and are provided with secure covered parking areas and places to change.

### **Example 2: Pfizer Ltd - Kent**

**3.4.3** Pfizer Ltd offers a motorcycle training scheme with interest-free loans for people who want to learn to ride a bike safely. Other incentives can include payment of certain travel expenses.

### **Example 3: Gatwick Airport - Gatwick**

**3.4.4** Gatwick Airport set up a working group to examine safety issues and surveyed employees who travelled by motorcycle to identify the problems and concerns they encountered. The airport has linked up with a rider training organisation to provide safety training for anyone who would like to use two-wheeled transport - whether they are new or experienced riders.

### **Example 4: Vodafone - West Berkshire**

**3.4.5** Vodafone employees are given an allowance of £85 per month to ride to work, and undercover parking spaces are provided for them. Changing facilities and lockers are also available to employees, along with the benefit of a motorcycle user group.

### **Example 5: GCHQ - Cheltenham**

**3.4.6** In September 2003, GCHQ moved to new headquarters which replaced more than 50 buildings in and around Cheltenham. As part of its Travel Plan GCHQ is encouraging more staff to use forms of transport other than the single occupancy car. The new site has 15% less parking spaces. Although half of the organisation was already located in older buildings in the vicinity, the arrival of new staff from the other side of town placed extra pressure on the local road network. About 15% of its 4,500 staff cycle to work and at least 5% use motorcycles - this is set to increase. In association with Gloucestershire County Council, BikeSafe has been promoted at the site and those cycling and motorcycling benefit from secure, preferential parking, lockers and showers and the option of an



Wheels to Work. MCIA.

interest-free loan to purchase machines and protective clothing. All of this contributed to GCHQ winning the *Ride to Work Day Motorcycle-Friendly Employer* award in 2004.

### **Example 6: The “Wheels to Work” initiative**

**3.4.7** Countryside Agency supports the “Wheels to Work” (W2W), an incentive scheme designed to provide transport solutions to those who experience barriers to employment because of poor public or private transport. The initiatives provided can include a wide range of measures (CA 2002).

**3.4.8** There are 55 W2W schemes operating throughout England that offer the loan or rental of motorcycles. Most schemes are aimed at young people aged between 16 and 25 living in rural areas, but some schemes are run for anyone above the age of 16. A contribution of between £1 and £10 to the operation of the motorcycle is often made. All schemes provide compulsory basic training (CBT), insurance and safety/protective equipment. Some offer assistance with licence applications. The loan of the motorcycle usually lasts until the person has succeeded in obtaining their own transport - usually between 3 and 12 months.

**3.4.9** Local authorities can lead the way by adopting similar schemes for existing or potential employees. For example, Aberdeen City Council offers loans for motorbike purchases and is formalising parking for motorcycles as part of its Travel Plan.

**3.4.10** A “toolkit” to assist local authorities in implementing a Wheels to Work scheme has been produced.

## **3.5 Issues to Consider**

### **Safety**

**3.5.1** Although the safety of individual riders is improving, motorcyclists still represent a high proportion of road casualties in relation to their numbers. Health and safety law requires employers to be responsible for the safety and welfare of all employees, as far as is reasonably practicable. Employers who encourage motorcycle use for business purposes should have a full and thorough risk assessment in place, which should be reviewed periodically to ensure continued validity. This applies to all occupational road risks. It is important that employers consider risks to employees on the road in the same way as those within the workplace.

**3.5.2** Some organisations with Travel Plans in place offer training or financial assistance for training, as an employee incentive to encourage modal shift.

**3.5.3** All novice riders must complete CBT. It is important to remember that the skills to operate a car are very different from those required to operate a motorcycle safely and appropriately.

### **Raising awareness**

**3.5.4** Publicity and promotion are essential elements of actively encouraging any change in commuter modes. Employers need to understand that once the infrastructure is completed and facilities are in place, their job in implementing the Travel Plan is not finished.

**3.5.5** When establishing a Travel Plan it is important to raise awareness of proposed changes and the effects that they may have. In the case of a shift to motorcycles, rider training is particularly important. Provision of guidance for people new to motorcycling is essential. Where possible, advanced training should be offered to more experienced users. It is important to ensure that anyone using a motorcycle for work purposes is aware of the risk assessment and is informed about the engineering and technical standards that could better protect them.

**3.5.6** Training should be to a high standard. The Department for Transport (DfT) and Driving Standards Agency (DSA) are introducing more questions on the driving theory test designed to raise driver awareness of vulnerable road users including motorcyclists. The DfT are also raising awareness of motorcycles sharing the road space through their "Think!" website. This offers useful information and a leaflet called Watch Out for Motorcyclists, available at:  
<http://www.thinkroadsafety.gov.uk/campaigns/motorcycles/motorcycles01.htm>

## **3.6 Provision**

**3.6.1** Just as for cyclists, the use of motorcycles can be made more attractive through the provision of suitable facilities. Increased use of motorcycles will require employers to cater for their needs in a number of areas.

### **Accessibility**

**3.6.2** Employers should consider site accessibility when devising a Travel Plan. A real or perceived lack of safety can serve as a deterrent to modal shift. Barriers to easy site access may be busy roads, complicated junctions or carriageway features that are difficult for motorcyclists to negotiate. Organisations should consider providing local maps showing the best routes to site. In some instances personalised journey plans could help those new to motorcycling.

**3.6.3** In a similar way to provision for bicycles, organisations on large sites should consider providing sign-posted routes to appropriate parking that are well lit and well maintained.

**3.6.4** It is also necessary to review road-based site security systems, such as the use of lifting barriers and pass-cards. Such systems may not have been designed with motorcyclists in mind - a pass card can be hard to retrieve from a bulky protective jacket wearing riding gloves. Access to the site should always be well lit, well surfaced and clear of carriageway hazards such as gravel or other debris.

### **Safe and secure parking**



Efficient commuter parking. *BMF*.

**3.6.5** Parking should be covered, well lit and equipped with suitable stands to which motorcycles can be secured. Parking for motorcycles should be located close to the entrance of a building, on level ground and not open to abuse by delivery vehicles or as a drop off point (Chapter 5). The use of space in non-traditional areas for motor vehicles, for example otherwise unused space near the road, has proved to be effective in some areas, and offers better parking provision, space utilisation and security against theft.

### **Changing facilities and storage for safety equipment**

**3.6.6** Motorcycle and bicycle riders need changing and showering facilities, and a drying room along with lockers for safe equipment storage. If the organisation pays corporation tax, it may be possible to claim capital allowances for expenditure on plant and machinery, for example showering equipment, and the cost of providing pool motorcycles. Claims against expenditure on construction or conversion of a building to house shower facilities are not presently allowable for tax relief.

### **Motorcycle user groups**

**3.6.7** Shared interest groups are useful for providing support for potential motorcycle users, giving Travel Plan feedback and identifying possible future improvements to Travel Plans. A user group can raise the profile of motorcycles as a viable means of commuter transport, identifying safe and efficient routes to the workplace. It may be possible to negotiate discounted rates on clothing and equipment with local suppliers.

**3.6.8** Vehicle maintenance is an important aspect of safety. User groups can hold maintenance clinics or liaise with local mechanics to negotiate special rates for newcomers and regulars.



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