

# Course: Engaging with Riders of Powered 2 Wheelers



*“Riders of powered two wheelers are around 38 times more likely to die in a road crash than car occupants, per mile travelled”* Royal Society for the Prevention of Accidents (RoSPA)

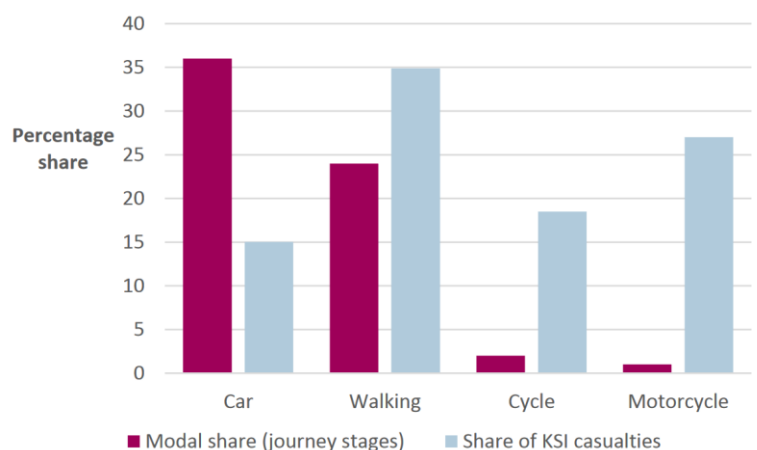


## The Issue:

Powered Two Wheelers (P2Ws) offer **low cost mobility** and can play a key part in **reducing congestion** and **improving air quality**. However, riders are significantly over represented in Killed and Seriously Injured casualties.

Riders of P2Ws are a very segmented audience, which makes engaging with them more challenging than with most other groups.

Understanding those segments, their motivations and interests and how to engage with them can be difficult even for those who ride themselves.



## Who the course is for:

The course is designed for anyone wanting to engage effectively in behavioural change work with a wide range of riders of P2Ws – motorcyclists in all their forms, from committed bikers and scooterists to moped riders.

## How the course is run:

The course is a one day interactive workshop. Each course can accommodate up to 25 participants.



The workshop explores:

- the differing nature of P2W safety issues in different areas
- differing safety issues for different demographic segments
- how to identify which demographic you are working with
- how to successfully engage with your target audience
- how to measure the success of your intervention using outcomes rather than outputs.



## Who delivers the course:

The course is delivered by:

**Paddy Tyson:** *Paddy has exceptional insight into a wide cross section of segments of P2W users, from scooter riders through commuters and leisure riders to those for whom motorcycling is a way of life. Former Campaigns Manager at the Motorcycle Action Group, he has a background in teaching and lecturing (Psychology, Sociology, Marketing, Political Activism) including at the University of East London.*

*Paddy has also worked as a motorcycle instructor (as well as ten years as a despatch rider!) and sat on numerous UK and EU committees and working parties on motorcycle safety issues, including the DVSA committee considering changes to the UK Motorcycle Testing regime.*

**Saul Jeavons:** *Saul started his road safety career in a local authority back in 1994 and has since worked in research (including 5 years at TRL) and consultancy in 30 countries, including lecturing at the Hong Kong Police College.*

*Saul has conducted numerous training courses for UK local authorities and police forces, as well as for the London Road Safety Council and Road Safety GB groups.*



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