The Edge: reducing rider casualties by raising customer expectations

Results from phase one – justification, design and implementation.

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Overview

At first sight, the history of motorcycling in the UK suggests a product and market whose customers are so fickle that it is in terminal decline. The cyclical nature of the market in the immediate post-war period 1945-1960 is characterised by periods of strong growth followed by episodes of equally remarkable decline. Whatever indicator of activity is used - sales, road tax (VED, parc), vehicle census or casualty data - the successive peaks and troughs apparently describe a frequency distribution whose natural harmonic is one of steady decay [Chart1: trends in UK motorcycle activity 1945>].

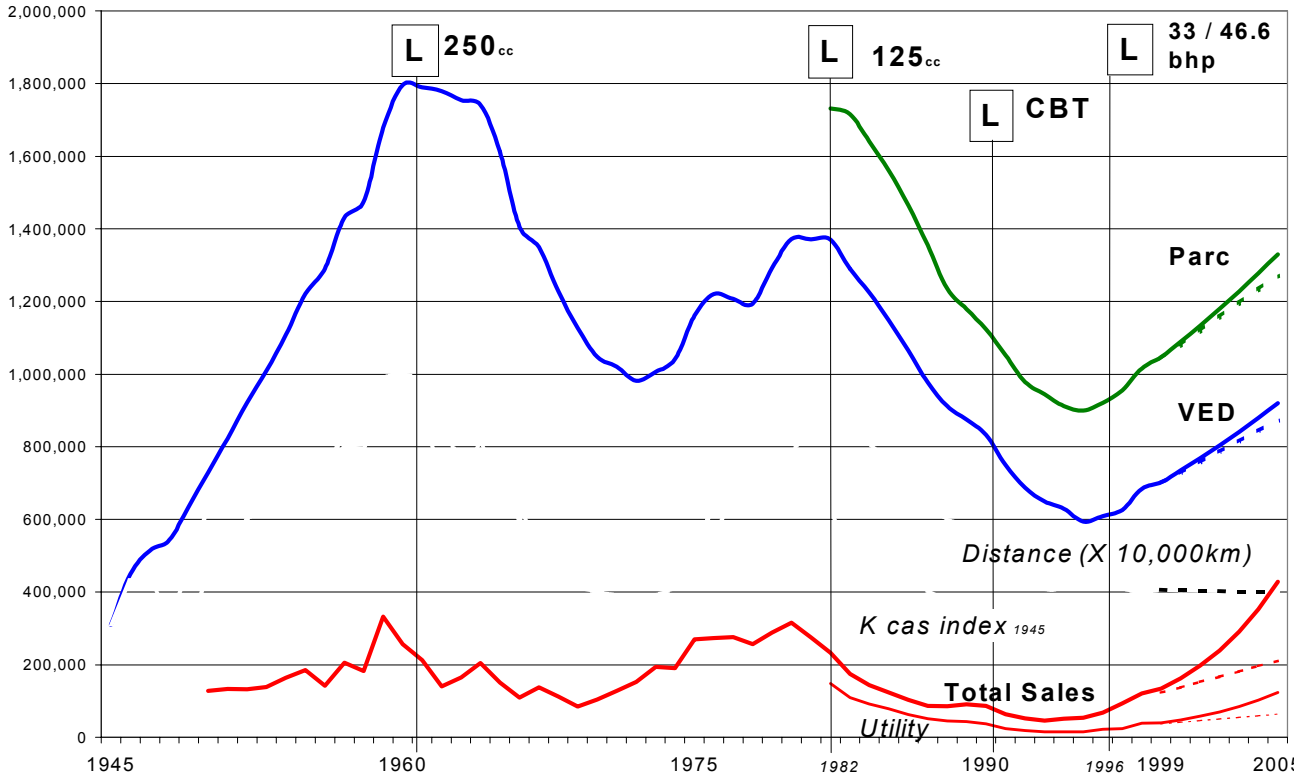
However, it is important to understand some of the background socio-economic influences before accepting that conclusion. Growth in activity appears to reflect periods where the relative affordability of motorcycling coincides with restrictions on the availability of transport alternatives; thus, in the immediate post-war period motorcycles were relatively cheaper and more plentiful than the car as a tool for both personal mobility and leisure – in 1960 the introduction of a 250cc engine size restriction for riders not fully-qualified to ride a motorcycle changed that balance at a time when the cost and availability of the motor-car had become much more favourable in any case. The current boom, dating back to 1993, reflects a more affluent customer choosing a bike as a second or third vehicle for a mixture of leisure use and congestion avoidance – cars may now be cheap and plentiful, but the availability of road-space has become the limiting factor.

Each peak and trough in activity can also be associated with factors such as prices and incomes, fuel supply as well as a series of restrictions on access to motorcycling through learner rider legislation. The closest recent correlation between these factors came with the introduction of regulations under the 1981 Transport Act. This sought to deal with rising casualties among young novice riders riding a new generation of more modern and powerful machinery, introducing a 125cc learner rider limit and the requirement to complete training and gain a full-licence within two-years of becoming a learner. At that time, the Motorcycle Industry Association of Great Britain was already working with government to support rider training for young people attending high school. Further restrictions and compulsory training requirements introduced through legislation in 1981 and after is widely regarded as leading to a significant reduction in casualties, but largely removed young novice riders from the road. Similar legislation for novice car drivers has not yet followed and young people, especially males, continue to appear in disproportionately high numbers in UK road casualty statistics as car drivers and passengers.

Table1: males road casualties: killed or seriously injured: GB 1981-85 average vs 1999

	1981-85 average		1999	
Total Casualties	55,678		28,123	
Moped users	3212		257	
Motorcycle users	10,729		1,334	
	13,941	25.0%	1,591	5.7%
Car users	8,481	15.2%	4,259	15.1%

Chart 1: trends in UK motorcycle activity 1945 >



Since 1993, when the fortunes of the UK motorcycle industry last took a positive turn, there have been significant new developments both in rider demographics and buying behaviour. Compared to the previous wave, riders are now older and more affluent; to a large extent, the same generation that was dissuaded from motorcycling in the early 1980's are now returning to motorcycling, and sometimes taking it up for the first time. They are more likely to choose a motorcycle for leisure activity, rather than have to use one for general transport; they enjoy greater personal transport choice twenty years on - as reflected in lower annual mileage, and the rise of informal group activity based-on summer and weekend rides to favourite gathering-places - where the attraction is not necessarily any organised event, such as a race, but simply that there are bound to be plenty of other riders on the road there. One of the key characteristics of the present situation is the presence of compulsory training for all riders at the basic level - and, more recently, for riders wishing to avoid power limits introduced for newly qualified riders in 1996. Motorcycle riders have become the most highly trained of all non-vocational road users in the UK, however, the intensity of the training process combined with the seasonality and infrequency of many UK motorcyclists' riding patterns means that they are often, paradoxically, among the least experienced in the use of their vehicle.

Currently there is widespread concern in the UK about a rise in casualties among mature riders. Whether recently qualified or returnees, these riders are often labelled "Born-Again Middle-Aged Bikers" (BAMBi's) and attract a good deal of media interest. Since 1993 they have formed the driving force behind the growth in UK motorcycling and have mostly opted for modern sports-bikes. More recently however, there has been a resurgence in other types of machine where the design emphasis is less focussed on high-speed performance, and this has become especially apparent in the growth of scooter sales - increasing on average by around 66% per annum in recent years and now accounting for around 40% of all new powered two-wheeler sales. These mainly small-engined utility machines are being chosen by a wide range of new customers, from style-conscious youngsters to mature car-drivers looking for an alternative to traffic congestion. There are also many riders who became motorcyclists years or decades ago, and have continued to use their bikes ever since. Whether born-again, mature novice or dyed-in-the-wool, all of these riders face common threats to their continuing enjoyment of their machines, namely; risk of injury - either from their own actions or those of other road users - risk of machine theft and, arising from both of these fundamental threats, affordability of insurance. Around 25,000 rider casualties and a higher number of machine thefts are reported each year.

Responses to the current climate

Any potential future legislative interventions would be more difficult to target than in the past, as we are now dealing largely with mature, qualified, riders. However, both the UK and EU are looking at ways to encourage or possibly impose further training and testing in an effort to reduce casualties. The Driving Standards Agency (DSA) has a government remit to control training and testing for all classes of road user and, as we have seen, access to motorcycles in the UK is already heavily regulated before and after riders gain licence to ride. Given the commercial and legislative threats and restrictions faced by the UK motorcycle industry, MCI has taken a number of positive practical measures to respond to the current operating environment. At one end of the scale, familiarisation and attitudinal training has been re-introduced in partnership with schools, colleges and youth organisations. For those qualified riders described in detail above, MCI has looked for ways to support the subsequent development of their riding skills beyond the standard required to gain a licence to ride. This area of post-qualification rider development is currently unregulated in terms of the quality, accessibility, content and cost of rider training and assessment available.

The UK government is keen to work in partnership with members of the motorcycle community to bring about positive change, MCI has taken a highly pro-active stance. MCI's contribution is

to find ways of bringing the motorcycle community together with other actors and agencies, in pursuit of new government targets on road casualties and vehicle theft as an alternative to the imposition of further regulation. This requires partnership working and, fundamentally, public acceptance is key – both the motorcycling public and general public.
There are four widely accepted focal points for action to reduce injury and theft;
Education seeks to raise skill levels, understanding and awareness among motorcyclists, other road users, policy makers, etc. – requiring the identification and promotion of the most effective ways to achieve this.
Engineering improvements in vehicles, their ancillary equipment and the road environment itself can have a significant impact on both safety and security – indicating the need to find ways to focus finite research and production resources for greatest effect.
Enforcement of road traffic laws by police can be counterproductive where this leads to resentment and disaffection – initiatives to reduce confrontation through alternative measures have become desirable to many police forces.
Encouragement to seek further assistance in developing skills, not simply a question of education, is the area in which least progress has been made - we need to find ways to incentivise riders to adopt a culture of continual personal development in their motorcycle skills, rather than rely on their driving licence as a measure of their ability to get the most out of their bikes with no ill-effects.

MCI's overall strategy is to bring together the key actors and agencies needed to develop a multi-disciplinary approach to integrating these four focal points. MCI's role is one of influence and persuasion among its members - manufacturers, distributors, service providers and riders groups - with their customers, and with government and the various agencies influencing standards among other road-users and public services consumed by motorcyclists. MCI does not represent or regulate the motorcycle rider training industry but has been closely involved in its development over the last quarter of a century and has carried out extensive research in the field. MCI does have considerable experience in understanding the motorcycle market and organising major motorcycling events - including the annual International Motorcycle and Scooter Show, c200,000 visitors, whilst its members successfully market around 175,000 new machines each year. MCI and its members therefore have the resources and experience to help develop a strategy to enthuse and incentivise riders to seek out those in the training industry who can help them develop their motorcycling skills.

Assessment design and delivery
The objective of the scheme is to create measurable outcomes via an assessment of individual rider's skills in six different aspects of everyday riding;
Machine set-up: tyre and suspension settings are often-critical factors in crash avoidance and enjoyment of riding.
Systematic approach to riding: adopting a proven system riding, such as that used by police patrol riders, allows the rider to adapt to changing circumstances and create time and space to react.
Risk management skills: combining awareness of different types of risk, continual recognition, assessment and prioritisation leads to a ride-plan that minimises risk.
Group riding skills: are rarely taught in the UK but have growing significance in patterns of spontaneous informal ride-outs, especially among the initial target audience of sport-bike riders.
Scene of accident management: based on reducing risk of further injury, summoning appropriate assistance and providing immediate aid to the injured.
Theft avoidance, prevention and detection: has potentially the greatest impact on insurance costs and affordability.

Individual rider's abilities will be measured not only by the initial assessment, but also at subsequent points where the rider adds to their abilities via other activities promoted by The Edge. Measured abilities will therefore be trackable. By relating a large population of rider's measured abilities to subsequent incidences of injury accident involvement and incidences of theft, it should also be possible to identify best practice in rider development techniques.

The project began in 1999 with a feasibility study and has been developed to launch status during 2000. The initial purpose of the study was to identify organisations currently delivering rider development packages who MCI could support and promote. However, it quickly became clear that it was not possible to identify any single body, or potential coalition of groups, with suitable infrastructure, range of expertise or profile to ensure the widespread success of the venture. MCI therefore decided to construct a scheme which all of the existing service providers could support.

The strategy to promote and develop voluntary post-test rider development opportunities had three elements;

To devise an effective method of **measuring** the development of rider ability, addressing current and future circumstances and capable of identifying best practice in the content and delivery of training for qualified riders,.

To promote appropriate rider development opportunities as **aspirational** activities, which riders can value for the benefits on offer, enhancing their enjoyment of motorcycling through tangible incentives and improved abilities, backed by an effective promotional campaign suggesting elite status.

To create the circumstances for **consumer-led** changes in riding culture and standards, to be achieved through:

- **Generating consumer demand** for post-test rider development training through offering an incentives and benefits package consisting of better deals, primarily on insurance but also material goods and other motorcycle related services.
- **Offering** unique opportunities including exclusive access to new products, activities and events – one of the biggest biking events in the UK 2001 calendar is being planned as the biggest ever track-day event combined with a large scale festival including the return of banked-circuit motorcycle speed-trials to the UK.
- **Targeted marketing and promotion** focussed on at-risk user groups and emphasising the positive aspects of rider development to both users and the wider public.
- **Validation** of rider's abilities through an assessment process that riders will view as 'meaningful but fun', 'challenging but achievable' and, above all, credible.

This package approach is designed to create the conditions for widespread peer-pressure influences on rider attitudes and culture to the extent that incidents of both injury and theft will decline significantly.

An initial investment of £250,000 over 3 years, will create the administrative and promotional infrastructure for a not-for-profit assessment-based incentive programme to bring a further 20,000 riders per year through high-quality post-test training. The scheme will be operated through an independent operating company, The Rider Development Research Foundation. Access to the incentives package is gained by successfully completing an assessment conducted by off-duty (out of uniform) Police expert riders, so that the training industry is not compromised by having to assess its own success in developing the rider's skills and riders can have faith in the ability of their assessor. As higher-level civilian instructor and assessor accreditation courses become more widely available the assessor pool will be expanded to meet demand. There is no annual membership fee, but riders will have to pay £60.00 to take the assessment in addition to whatever they choose to spend with training providers to prepare for the assessment.

Initial enquiries and assessment bookings will be handled primarily through a call centre, but also via a web-site www.get-the-edge.co.uk which, when fully commissioned, will combine information on the assessment content, benefits, incentives, choosing a training provider, training providers success rates with The Edge assessment and links to other sites offering appropriate rider development advice and discussion.

The creation of an new assessment scheme was not the original objective of the MCI intervention, rather the primary objective has been to expand opportunities for existing training providers - some of which are based around other established assessment schemes. 'The Edge' was adopted as the name for the motorcycle assessment scheme because it encapsulates positive notions such as honing abilities and seeking new opportunities but also recognises more negative connotations associated the rider's failure to cope, such as 'the edge of oblivion'. A separate marketing programme to be known as 'The Buzz' will be introduced to scooter riders once The Edge has become established. Each initiative is designed to be inclusive and open to all potential partners, desirable and credible to any rider and offer a quality product with high-levels of customer service. *NB: The choice of the name The Edge pre-dates the introduction into the UK of the Harley-Riding Academy initiative marketed as the Rider's Edge and the two initiatives have worked together to avoid confusion.*

Supporting research programme at Huddersfield University

In 1999, as part of the development of the research aspect of this initiative, MCI began to work the Leisure Consumer Research Centre at Huddersfield University to develop an initial three-year research programme to investigate rider attitudes and motivation, with an emphasis on developing riding abilities and opportunities through post-test rider training, with an emphasis on rider perceptions of development schemes including post-test rider training.

Motorcycle rider training represents a service to the motorcyclist that delivers a bundle of benefits ranging from fast riding skills for the race replica rider to peace of mind for the motorcyclist's partner. However participation in formal programmes of rider training remains at a low level despite rapidly increasing numbers of new motorcyclists. Whilst an absence of demand may indicate little need for rider training services the impact of insufficiently skilled super sports motorcycle riders on road casualty statistics is too apparent. It is the task of those designing, delivering and supporting formal rider development programmes to understand their market better and to position their services to meet the needs of their targeted customers.

Risk taking in middle age may serve the need for mastery and individuation. Mastery needs are frequently met by experimentation, which often involves testing limits and taking risks. Lupton (1999) contends that to engage in dangerous activities may demonstrate a man's control over the emotions of fear, vulnerability and anxiety, proving to others and himself the expanded limits of his control of self and the body. For women, socialised into risk avoidance, engagement in high-risk activities such as motorcycling affords an opportunity to overcome the straightjacket of traditional security focused femininity.

In the quest for authentic motorcycling experiences riders search out products, services and experiences that tell stories that resound with symbolism and express a variety of meanings. The world comes to us in the shape of narratives that represent a form that our perception imposes on the raw flux of reality. Stories are a way of re-drawing maps and finding new destinations serving to relate individual experience to the world around him and they help place understanding within the context of the particular individual's life history. The world of motorcycling is rich in narratives that in the UK focus mainly on motorcycle racing and heritage. Suppliers of

motorcycles and motorcycling services enjoy a key position in the generation and stimulation of narratives that involve their customers not only through media advertising but also through marketing activities at the point of delivery.

For the novice or born again biker entry into a new leisure arena necessarily involves not only the development of skills but also new roles to be learned and norms to be absorbed. As novices become immersed in motorcycling culture they rapidly accumulate beliefs and values relating to their pastime. Such narratives may originate informally through interaction with other motorcyclists and the abundant specialist media, or more formally through rider instruction courses. Many of the sports bikers in the UK meet regularly at venues such as pubs, cafes, dealerships or racetracks and exchange information and impressions about all matters linked to motorcycling. In the context of such discussions the group of riders develop derived service expectations based on the shared experiences and perceptions of group members.

The expectations of motorcycle riders play a critical role in their evaluation of training services, consequently marketers need to understand the factors that contribute and shape them. Inevitably many of the forces that affect the rider's expectations are beyond the control of the marketer. A key factor influencing motorcycle rider's perceptions and expectations in the training market has been their exposure to existing services and associated promotional activities. In the UK the motorcycle advanced training sector has been characterised until recently by numerous small suppliers and as a result, bikers have gained little awareness, interest or knowledge of available programmes.

Researching The Edge Concept

Due to the high degree of personal involvement of motorcyclists in their chosen activity it is unlikely that structured, quantitative approaches alone would be adequate in the gathering of data. The methodology preferred begins with a detailed in-depth approach utilising qualitative techniques to elicit feelings and beliefs about risk, safety issues and rider development programmes. Depth interviews and focus groups have been employed together with projective techniques and motive laddering. Following on from the outcomes of this research more formalised quantitative approaches will be made to identify the patterns of perceptions, beliefs and attitudes held by motorcyclists and to track such variables over time. At the quantitative stage the research will analyse attitudes towards safety and risk taking behaviour in relation to motorcycling together with accident and injury occurrence within groups of motorcycle riders with varying participation levels in safety/rider development programmes.

During the initial qualitative stages the author undertook role taking and personal immersion in the motorcycling world. Participant observation is a field strategy that simultaneously combines document analysis, respondent and informant interviewing, direct participation, and observation and introspection. The researcher is able to see the world from the perspective of their subjects and in this respect, share the same assumptions about the "authenticity" of "experience." Through systematic, episodic participant observation access was gained to informants under investigation in the attempt to recognise the core narratives of the subculture.

Preliminary Results

A prevailing belief held by many motorcyclists in the UK is that fulfilment in motorcycling derives from the assembly of fast riding experiences available only through the possession of a super-sports bike together with the racer look. Often this performance is enhanced by a regularly practised repertoire of stunting display. Inevitably this scenario is represented as an aspirational pathway for the newcomer to motorcycling subculture. High-speed performance is further

accentuated by media editorial and industry promotions featuring narratives that place emphasis upon racetrack contexts, top speeds and maximum power outputs. Into the buyer's penalty box marked loser are categorised the tourer and cruiser motorcycle, whilst the much hyped new arrivals from Japan and Italy with their race pedigree offer the cherished charisma of authenticity and individuality combined with perceived sexual attractiveness and the promise of success. Almost inevitably the wannabe biker is drawn to the imagery of products that offer to sustain existing and aspirational self-identities central to narrative biographies.

The novice eagerly consumes the advice proffered by the specialist media about rear wheel steering, guaranteed prowess when wheelying and getting the knee down, and features dealing with general advice mainly focused on riding fast motorcycles faster. Once introductory, compulsory tests are passed the newcomer turns to the accumulation of road riding experience to enable him or her to accelerate up the learning curve featuring not only skill acquisition but also the shared beliefs and narrativised experiences of biking sub-culture. Such "wisdom" passed around during visits to motorcycle venues indicates avenues of activity for accumulating motorcycling experience. The research results suggest that it is unlikely to include further rider training. So why bother with investing more time, further money, and risk personal ego too?

The purchase of a motorcycle and ancillary equipment represents a high-involvement decision for the leisure biker and a clear statement of self-identity. Reassurance is vital for the maintenance of harmony consequently motorcyclists engage in search activities that provide evidence of their authenticity. Assembling an image of authenticity as sports motorcycle rider is relatively straightforward, if rather demanding on the wallet. Naturally a key ingredient is the sports bike itself and the choice is wide though the specialist media have contributed to the elevation of a few machines as the most appropriate. As the aspirant climbs aboard such a machine at the dealership and becomes fuelled by emotion and the eagerly anticipated adrenaline rush, the fantasy super sports rider slips into a racer-like crouch behind the screen, eyes drawn to the dials that promise ballistic possibilities.

Motorcycles serve as frozen potential for performance inviting the potential rider to fantasise about future possibilities related to narratives with racetrack themes. The much-hyped new arrivals from Japan and Italy with their racetrack pedigree offer the cherished charisma of authenticity and individuality combined with perceived sexual attractiveness and promise of success. Almost inevitably the "wannabe" novice biker is drawn to the imagery of products that offer to sustain existing and aspirational self-identities.

Specialist clothing contributes to the desired authenticity as the sports rider becomes clad in body armour and sheathed in leathers fashioned in race replica style complete with velcroed titanium-impregnated knee-sliders, feet and hands encased in Kevlar reinforced protective gear, and wearing on his fully enclosed head a carbon strengthened helmet & iridium visor. The supersports motorcyclist buys his freedom of the road at the price of wearing a hi-tech suit of armour. With a carefully assembled assortment of bike and gear the rider is then at liberty to demonstrate prowess to himself/herself and watching audiences. Immersion in this evolving culture brings the rider a series of rewards if he/she maintain adherence to the norms and behaviour of the group. Keen scrutiny greets arrival at venues as, for instance, tyres of super sports bikes are examined for evidence of high speed scrubbing. Props, a vital part of the individual's performance, may become part of the consumer's self-extension as they are used to achieve control and mastery in the pursuit of the "heroic life".

A core narrative theme for the sports bike rider relates to Edgework; that is, the ability to maintain control over a situation that verges on complete chaos (Lyng, 1990). The research programme revealed this as an essential part of sports motorcycling offering opportunities for self-determination and authenticity. Moments of uninhibited behaviour and the emotional

outburst of spontaneous expression are experienced by motorcyclists and re-lived through narrative exchange. Bikers feel a powerful solidarity with one another based on the sharing of this Edgework and the equipment and circumstances that contribute to the delivery of such opportunities are eagerly discussed.

A popular narrative theme recounts visits to track days where the rider can enjoy the experience of taking his/her machine onto a racetrack and explore the performance envelope of themselves and their machine in a more controlled setting than the public road. The racetrack context represents the sacred ground of the racing motorcyclist; consequently exposure in this arena provides increased authenticity to narratives accumulated by the participating biker.

Survival capacity is sometimes claimed to derive from "innate abilities". The existence of a "sixth sense" is perceived to offer protection to the rider from physical threats whilst on the road. Further supernatural powers include the belief that the rider can exercise mental control over the motorcycle. The mystical relationship suggested by such beliefs derives in part from the high level of intimacy that many motorcyclists feel towards their motorcycle. In many respects this partnership mirrors the cowboy and faithful horse legend and it is perpetuated through narratives amongst bikers and in the media. As a consequence motorcycle riders may display an illusion of control reflecting a feeling that they possess the ability to control the uncontrollable.

The pursuit of motorcycle riding skills is a more difficult and complex task in comparison to the shopping activities when buying gear and equipment. Anxieties over the ability to successfully emerge as a sports biker are almost inevitable and this drives many bikers towards predictable courses of action that includes riding with friends, limiting riding to familiar roads and fair weather. Throughout the process of development as a rider the perceived value of personal sources of information and support is immense. External, formal sources are generally overlooked and held in poor esteem. Further, many motorcyclists admit to doubts over the claims of rider training programmes that their riding can be improved through participation in a formal programme. The reasons for rider doubts concerning outcomes of participation in formal rider development schemes are several. Preliminary research to support The Edge has identified a number of obstacles and negative consequences attached to participation in a rider-training programme that include:

- Perceived lack of credibility of suppliers
- Ego defence mechanism
- Confusion over outcomes
- Perceived cost of programme

Perceived lack of credibility of supplier

A prime target group for The Edge programme in the UK is the sports bike rider. He/she is probably more demanding than other riders having greater sensitivity to, and higher expectations of rider training services. Riders of race-replica sports motorcycles recount stories of "knee-down" action as they attempt to emulate their racing heroes. They must be able to negotiate innovative on-the-spot strategy for maintaining control over the situation and are involved in a high degree of concentration in such scenarios. Possession of the "right stuff" is perceived to be vital this extends to those that take on the role of instructor. It is commonplace for instructors to use touring motorcycles that offer little connection to the sporting narratives held by the race rep rider.

Ego defence mechanism
The achievement of mastery is a prime motivator for involvement in sports motorcycling. Many riders become involved in aspirational overbuying reflected in the UK by high sales of Suzuki Hayabusas and, Yamaha R1s. Anxieties concerning ability to perform are assuages partly through products that can compensate for such concerns. The concept of an expert instructor undermining self-perceptions close to the rider's self concept is alarming. Many training schemes offer one-to-one scenarios that place the rider under the critical gaze of the "expert." Almost inevitably the rider's fear of failure will lead to concern about their ability to perform successfully under the critical gaze of the instructor. As a result motorcyclists will often protect their delicate egos through avoidance of such external threats.

Confusion over Outcomes
The motorcyclist's self perceived service role would influence the level of service received. Unfamiliarity with formal rider training has contributed to uncertain expectations with regard to how well they will perform their own roles as participants in rider training. Also there exists amongst many bikers in the UK a lack of consensus concerning content of advanced riding courses that leads to an absence of differentiation between suppliers. It was Al Ries and Jack Trout who coined the term positioning. They emphasised that; *Positioning is what you do to the mind of the prospect. That is, you position in the mind of the prospect.* Research findings have indicated that many motorcycle riders have a confused or negative image of rider development schemes.

Perceived cost of programme
Motorcycling as a leisure pursuit is valued for its spontaneity. Involvement in formal programmes of instruction is perceived to be constraining to those who seek precious time on the road. However time is not the main obstacle admitted by riders to further training; it is the perceived cost. Riders who spend £300 on helmets, £500 on leathers and £200 on a set of tyres often express the view that the financial cost of a course is too high, and valuable riding time should be committed to personal pleasure outings on their motorcycles.

Implications for Rider Development Programmes
The motivation of motorcycle riders to participate in development programmes is pulled largely by expectations of achieving desirable outcomes that include status, financial rewards, self-esteem and partner approval. Low levels of interest in advanced rider training courses underlines the importance to the marketer of adding value that will contribute to positive evaluation of the value of the outcomes. A carefully considered benefit package has been developed for those who complete The Edge programme providing additional value to symbolic and narrative outcomes. To successfully develop a marketing strategy a full understanding of the service encounter between the motorcycle rider and the service provider is crucial.

A key outcome of such an encounter between sports biker and instructor offers possibilities for narrative performance of authentic biographical experience. Service encounters between trainer and trainee serves to stimulate familiar narrative understandings; indeed the skills, engagement, emotions and dramatic sense of the trainer may prove vital for the success of a training programme. For the trainer to successfully communicate his/her understanding of the motorcyclist's needs requires close contact with the motorcyclist's sub-culture. This service encounter appears to have a feeling of relationship rather than merely an encounter; consequently it transcends commercial transaction boundaries. Self-identity and role congruence becomes especially important.

Successful service providers expend sustained emotional energy to orchestrate service encounter goals while still delivering functional outcomes. Role stress and role conflict may arise in such an affectively charged service encounter posing managerial challenges. Emphasis needs to be placed upon gaining perceived authenticity by the motorcycle rider under training that serves to liberate the sharing of narratives. This takes place when the motorcycle instructor's performance connects with the motorcyclist's life experiences. Consumer service expectations are dynamic and motorcyclists typically possess demands that fluctuate in focus and intensity. It is the task of providers to respond to changing patterns of demand through the manipulation of process dimensions that include, service responsiveness, assurance, empathy, and the signs, symbols and artefacts of delivery.

Motorcycling is an activity valued for it's multi-sensory, emotive, narrative and ritualistic meanings and training staff must respond appropriately. The existential question of self-identity is linked to the fragile nature of the biography, which the individual supplies about them. A motorcyclist's identity relies on the capacity to keep a particular narrative going. Sustaining the story line of a sports biker through skill development is a key value premise of The Edge programme. *"We'll show you how good you really are"* exhorts the advertising using language that provokes the rider into action that will reinforce stories of mastery.

Marketing training to motorcycle riders requires an awareness of the differentiated marketplace as well as a sound appreciation of the multiple tools available from the sophisticated marketer's armoury. Precise targeting is a key ingredient of successful positioning and this depends upon a full understanding of the dynamics of the motorcycle marketplace. In the UK the sports motorcycle dominates the market but it is beginning to lose ground to the scooter, which now accounts for over 25% of powered two wheeler sales.

Summary

Motorcyclists form beliefs about training programme performance based on prior experience with such services and the communications about the service that imply a certain level of quality. Their actual satisfaction depends on the degree to which performance is consistent with these expectations. An improved understanding of motorcyclist's expectations and perceptions concerning training issues involved in motorcycling will contribute to an enhanced portfolio of rider development schemes with better targeting & communication of rider safety programmes. Further it is anticipated that the identification and exploitation of patterns of personal influence amongst bikers will result in higher levels of interest and participation in formal rider development programmes. Through the identification and establishment of pathways for the cultivation of skills and commitment to safety fewer motorcycling casualties will result together with an improved public image for motorcycling, motorcyclists & the motorcycle industry.

Bibliography

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APPENDIX – The Edge Assessment Matrix

This matrix combines the rider guidance and marking system for the assessment.

There are six sections to be assessed, covering themes from bike set-up and riding through scene of accident management and anti-theft.

At the end of the assessment, the assessor indicates the description within the scale of competence which best describes the overall performance of the rider during the assessment.

To successfully complete the assessment, riders must score an average of 4 or above on the Scale of Competence – averaging is carried out **WITHIN** each section, points cannot be carried over from one section to another.

Riders scoring at scale 1 or 2 at any point are not considered to have demonstrated sufficient ability or understanding and are automatically referred to re-assessment.

Those sections concerned with riding ability are assessed by observation, assessment of non-riding ability is assessed through discussion – a series of multi-choice questions are used to verify the assessment.

Information for riders taking the assessment

Assessors marking criteria and method key

SECTION	ITEM	NARRATIVE	SELF-TEST QUESTIONS	SCALE OF COMPETENCE					MEASUREMENT			ITEM	SECTION
		What you need to know, and why…	**What do you know now..?**	**5**	**4**	**3**	**2**	**1**	*Observed*	*Oral*	*Paper*		
Bike: minimum 16 points	***Set-up and maintenance***	Getting your bike set-up right makes a big difference to its performance and whether it feels like its working with you or against you. Pay attention to the basics; make sure the bike is serviced correctly using the correct lubricants and parts. In between services, regularly check cables, chain, fluid levels, tyres, brakes, etc. that are likely to need adjusting. Each of these affect the bike's performance, how much it costs to run and how long it lasts before serious maintenance or repair becomes an issue. Also, your comfort has a big effect on how you ride, control over of steering, balance, throttle and levers comes from a good seating position. You need to be relaxed but alert and have freedom of movement on the bike, so think about how things like control levers, handlebars or saddle can be adjusted for better comfort, feel and control.	**1.How many different types of fluid are used on your bike and how should the fluid levels be checked and adjusted? 2.Which components are adjustable for better comfort or control on your bike? 3.How do you ensure your bike is always serviced as it should be? THE OWNERS HANDBOOK OR MANUAL SHOULD GIVE FULL DETAILS**	Demonstrates comprehensive awareness of service intervals, fluid types, checking and adjustment procedures	Demonstrates good awareness of service intervals, fluid types, checking and adjustment procedures	Demonstrates essential awareness of service intervals, fluid types, checking and adjustment procedures	Demonstrates little or no awareness of basic range of service intervals, fluid types, checking and adjustment procedures but knows how to find out	Demonstrates little or no awareness of basic service intervals, fluid types, checking and adjustment procedures		*	*	***Set-up and maintenance***	Bike: minimum 16 points
	Tyres	Your tyres are literally what keep you and your bike on the road. The combined weight and speed your bike's carrying, the road surface and your riding style are all translated through the tyres to determine how well your bike will do what you want, ie; go in the direction you point it. You need tyres that hold the road and give you enough feedback so know if they're about ready to let-go and start costing you in repairs. Surprisingly small changes in tyre pressure can make the difference between sweet, confident handling and potential disaster (tyres pressures fall with temperature, typically one p.s.i. for every five degrees Celsius), keeping an eye on them helps you get more out of your bike and more mileage out of your tyres.	**1.What tyres are best for your bike - consider size, speed rating, construction, etc? 2.How much tread do you need on a motorcycle tyre to be legal and safe? 3.What pressures should your tyres be inflated too, how should you check and adjust them? THE OWNERS HANDBOOK OR MANUAL SHOULD GIVE FULL DETAILS**	Demonstrates comprehensive awareness of full range of tyre care and adjustment procedures	Demonstrates good awareness of tyre care and adjustment procedure	Demonstrates essential awareness of tyre care and adjustment procedure	Demonstrates little or no awareness of tyre care and adjustment procedures but knows how to find out	Demonstrates little or no awareness of tyre care and adjustment procedures		*	*	***Tyres***	
	Suspension	Suspension is all about keeping the tyres on the road, to get drive from the back wheel and steering from the front, without losing your fillings or being bounced out of the seat. Most suspension is adjustable to cope with different weight combinations of rider, pillion and luggage as well as different kinds of riding style, some basic or older bikes only allow the rear suspension to be adjusted for heavier or lighter loads, better equipped bikes allow both front and rear suspension to be adjusted both for weight and response to bumps in the road. Badly performing suspension can be disastrous and it's worth remembering that on chain-drive bikes the rear suspension may be restricted by a chain that's too tight - make sure it's adjusted correctly.	**1.What suspension settings are adjustable on your bike? 2.How should those adjustments be made? 3.What sort of effects could those adjustments have on handling? THE OWNERS HANDBOOK OR MANUAL SHOULD GIVE FULL DETAILS**	Demonstrates comprehensive awareness of full range of suspension settings and adjustment procedures	Demonstrates good awareness of suspension settings and adjustment procedures	Demonstrates essential awareness of suspension settings and adjustment procedures	Demonstrates little or no awareness of basic range of suspension settings and adjustment procedures but knows how to find out	Demonstrates little or no awareness of basic suspension settings and adjustment procedures		*	*	***Suspension***	
	Brakes	Brakes work in extreme circumstances, from small adjustments at low speed to high speed emergency stops. To be effective they need to let you loose speed as quickly as possible, in all weather conditions, without losing control of the bike. Whether your brakes are operated by hydraulic, cable or rod linkages, they should be adjustable to work smoothly and efficiently.	**1.How should you check your brakes for wear and how often? 2.How do you adjust the brake system to compensate for wear? 3.How do you adjust the brake controls for comfort and efficiency? THE OWNERS HANDBOOK OR MANUAL SHOULD GIVE FULL DETAILS**	Demonstrates apparently comprehensive understanding of full range of brake care and adjustment procedures	Demonstrates good awareness of brake care and adjustment procedures	Demonstrates essential awareness of brake care and adjustment procedures	Demonstrates little or no awareness of brake care and adjustment procedures but knows how to find out	Demonstrates little or no awareness of brake care and adjustment procedures		*	*	***Brakes***	

Systematic Riding: minimum 16 points

General	You can ride your bike dodging from one near miss to the next, surviving on adrenaline, wits and reflexes OR adopt a proven system of motorcycle control based on spotting potential problems giving yourself time to react before they become nasty surprises, resulting in a more fluid ride. It's your choice; get the most out of your bike by staying in control of all the variables or wear out your nerves, your bike and eventually your luck.	**1.When riding, do you gather and make full-use of all the available information about what's going on around you and let other road users know what you intend to do by signalling and positioning your bike effectively? 2.Do you change your position in the road in order to equalise and reduce the different hazards around you, whilst ensuring the bikes stability and getting the best view of the road ahead? 3.Do you ride at the most appropriate speed depending on the hazards present, the capabilities of you and your bike and using a gear that's flexible enough to cope with changing circumstances?**	Demonstrates consistently high-level ride planning, machine control and fine decision-making based on all available information	Demonstrates consistently effective ride planning, machine control and decision-making based on available information	Demonstrates effective ride planning, machine control and decision-making based on available information	Demonstrates generally inconsistent ride planning, machine control or decision-making based on available information but recognises need for further training	Demonstrates little or no ride planning, machine control or fine decision-making based on available information	*	*
Junctions	Around seven out of every ten bike accidents happen at or near a junction, mostly in built-up areas and generally where the rider has right of way. Now that you know that, you can do something about making sure you're not next. Read the situation ahead and around you, look for hazards both immediate and potential, consider how much risk is attached to each hazard and use the speed and position of your bike to balance those risks giving you enough time and space to react.	**1.Do you think about what other road users around you are likely to do, and what might they do unexpectedly? 2.Do you always use signals and road position to communicate to others around you what you intend to do? 3.Do you approach junctions at a speed and in a gear that will allow you to get through the junction and away smoothly, but also respond to any changes in right-of-way, or other immediate hazards?**	Demonstrates consistently high-level information gathering and giving, optimal positioning and speed throughout, correct use of gears and smooth exit	Demonstrates consistently effective information gathering and giving, positioning, speed, gears and exit	Demonstrates effective information gathering and giving, positioning, speed, gears and exit	Demonstrates generally inconsistent and ineffective information gathering and giving, positioning, speed, gears and exit but recognises need for further training	Demonstrates generally poor information gathering and giving, positioning, speed, gears and exit	*	*
Overtaking	Overtaking traffic is about using all the manoeuvrability and agility advantages a motorcycle has to offer - so other people's driving doesn't get in your way - without ever having to 'chance it'. Overtaking and cornering are second only to junctions as the most common situation for bike crashes	**1.Before committing to an overtake, do you always know what's ahead and remember to take into account what could be ahead that you can't see? 2.Before moving-up into position to begin overtaking, do you follow far enough behind the vehicle ahead and in a position to give you time and space to see what's happening ahead, while looking for road-signs or other clues like breaks in hedgelines warning of junctions, dips in the road or bends ahead that could conceal oncoming or turning vehicles? 3.Do you ever begin to overtake before you are sure you have the time and space to get back in without endangering yourself or anyone else?**	Demonstrates consistently high-level information gathering and giving, optimal positioning and use of speed throughout, correct use of gears, smooth execution and return	Demonstrates consistently effective information gathering and giving, positioning, speed, gears, execution and return	Demonstrates effective information gathering and giving, positioning, speed, gears, execution and return	Demonstrates generally inconsistent information gathering and giving, positioning, speed, gears, execution and return but recognises need for further training	Demonstrates generally poor information gathering and giving, positioning, speed, gears, execution and return	*	*
Cornering	There are few things in life better than getting the flow through a bend, or better still a series of bends, absolutely spot-on. Reading the road ahead, getting the entry speed and position right, balancing the throttle and angle of lean against the contours of the road, all combine to make that inevitable grin even wider as the horizon straightens out and you get that final drive out. But for a growing number of riders (about one in five of all casualties), even simple corners can prove disastrous because underdeveloped riding skills lead to mistakes in road positioning, too high an entry speed and mid-bend panic. If you can read the road accurately, even a complex series of bends shouldn't catch you out.	**1.Approaching a bend; do you look for road signs, hedgelines, telegraph poles and other clues to how the road bends? - head up, look well ahead, position the bike for the best view without threatening your safety, or other road users (toward the kerb on a right-hand bend, toward the centre-line on a left-hander) and look where you want to go (staring at something hazardous ahead makes hitting it more likely!). 2.Entering a bend; is the bike already settled into a speed and gear that lets you stop on your side of the road within the distance you can see is clear ahead? - bikes are most stable and controllable on a steady or slightly rising throttle, select a flexible gear with plenty of drive before you start to corner. 3.Through a bend; do you look to see where the two sides or kerblines of the road appear to meet? - this 'vanishing point' appears to get closer if the bend gets tighter (prepare to slow down using smooth throttle, gentle rear brake or leaning further into the bend), keep your eyes on the vanishing point so you can chase after it as it appears to move further away.**	Demonstrates consistently high-level information gathering and giving, optimal positioning and speed throughout, correct use of gears and smooth exit	Demonstrates consistently effective information gathering and giving, positioning, speed, gears and exit	Demonstrates effective information gathering and giving, positioning, speed, gears and exit	Demonstrates generally inconsistent information gathering and giving, positioning, speed, gears and exit but recognises need for further training	Demonstrates generally poor information gathering and giving, positioning, speed, gears and exit	*	*

Systematic Riding: minimum 16 points

General

Junctions

Overtaking

Cornering

Risk Management: minimum 16 points

Hazard Awareness	The skills and thrills of biking mean riders need to be more in tune with their vehicle and the environment than other road users - if you drive a car as well as riding a bike you're probably a more aware driver as a result, although that's not necessarily saying much. So, riders need to know how to spot potential hazards, plan to avoid or minimise them, and recognise the difference between real threats and mere distractions. Trouble rarely appears out of nowhere if you keep scanning for early signs, so keep changing where you look... ahead close-up, to left, to right, ahead far-off, mirrors. Keep scanning so your sub-conscious can build-up a picture of the changing circumstances before they become nasty surprises. If you regularly find yourself looking at your handlebars, the road surface immediately ahead of your front wheel or back of the vehicle in front, try lifting your head to see further up the road for early signs of hazards or obstructions so you can plan to avoid them by changing speed or position easily.	**1.How far ahead are you looking for trouble - do you feel confident you can spot the real dangers among all the distractions and know how to avoid them? 2.How quickly can your bike stop safely from 30, 50, 70 mph on different road surfaces, wet and dry - have you tried measuring it for yourself? 3.Do you feel that it's better to be able to deal with immediate hazards or avoid situations before they become hazardous to you - try re-thinking some of the common risks you face and the risks you take with other road users, and how you can reduce the risks without losing the advantages of riding a bike?**	Demonstrates consistently high-level awareness and optimal response to hazards through riding plan and machine control	Demonstrates consistently effective awareness and appropriate response to hazards through riding plan and machine control	Demonstrates effective awareness and appropriate response to hazards through riding plan and machine control	Demonstrates generally inconsistent awareness and response to hazards but recognises need for further training	Demonstrates generally poor awareness and response to hazards	*	*
Human	There are two kinds of people who can get in your way or put you in danger; you and everybody else! You are in control of your bike but you share the road with a lot of other people, from the very young to the very old, some in vehicles some not, all with varying levels of awareness or experience, so you need to be sure your riding is appropriate to the conditions and environment. Look-out for people crossing or wandering into the road - it can happen almost any time, but be especially vigilant around crossings, crowded shopping areas and parked vehicles and in residential areas where children can be playing. Mornings and afternoons mean children travelling to and from school and commuters who may not be at their brightest, look for erratic driving on Sundays and Bank Holidays not forgetting the possibility of drunk drivers and pedestrians (especially around chucking-out time) on any day of the week.	**1.Are you more or less likely to collide with someone else in slow-moving heavy traffic or on an open road? 2.Do you create and control the time and space available to you by using your speed and position in the road, without getting pushed around by other road-users or drawn into aggressive behaviour (let them pass if necessary, they'll soon get snarled-up further on)? 3.Ever arrive at work or somewhere on the bike and can't remember a thing about the ride, or noticed how that scary 'how did I get here' feeling just doesn't happen if you ride thinking about the changing situation around you and how to best deal with each potential challenge?**	Demonstrates consistently high-level awareness and optimal response to human hazard factors through riding plan and machine control	Demonstrates consistently effective awareness and appropriate response to human hazard factors through riding plan and machine control	Demonstrates effective awareness and appropriate response to human hazard factors through riding plan and machine control	Demonstrates generally inconsistent awareness and response to human hazard factors but recognises need for further training	Demonstrates generally poor awareness and response to human hazard factors	*	*
Vehicle	Although cars pose most of the hazards you'll face, different vehicle-types create different problems; Lorries use more space, take longer to pass, cut-corners and swing-out when turning. Cyclists, pedestrians and animals can be slower, more vulnerable and erratic. Give anything up to the size of a car as much space as you would a car, anything bigger gets more respect - look for brake lights, indicators, eyes in rear view mirrors and body language suggesting a possible sudden change of direction. Aim to keep at least a two-second gap when following another vehicle (the 'two-second rule'). The rider's advantages of better view and agility come with a downside... no protective bodywork, only one set of wheels to keep you upright on slippery or uneven roads, and can be more difficult to spot. The extra weight of luggage or passengers means handling can suffer, so don't get caught out by an insecure and badly positioned load (extra weight belongs as close to the centre of gravity as possible) or a pillion who can't relax and get into the flow of the ride (practice steering, accelerati	**1.How do you judge the amount of room large lorries, plant and agricultural vehicles need - given that they often take-up space outside the traffic lane they're travelling in, can slow-down, pull-out and turn suddenly, are difficult to see around, may drop debris on you and offer limited vision to their drivers? 2.How can you best deal with the changes in wind-speed around large vehicles that try to suck a bike into the side or underneath? 3.How can you load and ride your bike so that its stability and handling are as close as possible to the handling characteristics you're used to when riding without luggage or a passenger?**	Demonstrates consistently high-level awareness of own vehicle characteristics and optimal response to potential hazards from other vehicles through riding plan and machine control	Demonstrates consistently effective awareness of own vehicle characteristics and appropriate response to potential hazards from other vehicles through riding plan and machine control	Demonstrates effective awareness of own vehicle characteristics and appropriate response to potential hazards from other vehicles through riding plan and machine control	Demonstrates generally inconsistent awareness of own vehicle characteristics and response to potential hazards from other vehicles but recognises need for further training	Demonstrates generally poor awareness of own vehicle characteristics and potential hazards from other vehicles	*	*
Environment	You need to ride even more defensively when weather and road surface conditions get bad - ride slower, signal early and position to create more manoeuvring and stopping space (extend the usual two second following distance to three or four seconds), stay relaxed, keep a light grip on the controls and look where you want to go (especially if gaps between buildings or walls threaten sudden side-winds). Wind, rain and ice are common hazards, but you'll find diesel slicks, worn-out, rutted and pot-holed roads, raised metal covers and slippery road markings on sunny days too! The amount of road-grip rises and falls with changing temperatures, but extremes of heat and cold also affect a riders alertness, temper and reactions, so dress for the conditions. Whatever the surface conditions, tyres need plenty of tread and the correct pressures to give the best grip - but give them extra time to warm-up on cold days.	**1.Do you always look well ahead for hazards in the road such as potholes, raised ironwork, slippery metal plates, loose gravel, overbanding, etc. and position early to ride well away from them, or if unavoidable ride over them upright and with the wheel square-on at an appropriate speed? 2.In wet, slippery or windy conditions, do you position and signal early before changing direction and create plenty of time and space around you by leaving a three or four second gap between you and the vehicle ahead? 3.What can you do to compensate for buildings, street furniture, other vehicles, etc. hiding your presence from other road users or when visibility is reduced because of weather, etc?**	Demonstrates consistently high-level awareness and optimal response to effect of road surface, weather and light conditions through riding plan and machine control	Demonstrates consistently effective awareness and response to effect of road surface, weather and light conditions through riding plan and machine control	Demonstrates effective awareness and response to effect of road surface, weather and light conditions through riding plan and machine control	Demonstrates generally inconsistent awareness and response to effect of road surface, weather and light conditions but recognises need for further training	Demonstrates generally poor awareness an response to effect of road surface, weather and light conditions	*	*

Risk Management: minimum 16 points

Hazard Awareness ***Human*** ***Vehicle*** ***Environment***

Riding in Groups: minimum 8 points

Communication	Two golden rules will keep everyone together; always follow the rider in front (unless they're clearly heading into danger), and always keep the rider behind within viewing distance. Everybody has to trust the lead rider to get the group where they're going, the rider at the back to sort out any problems along the way and both of them to keep the group together through junctions, lane-changes and overtakes - so choose the best people for the job. Before starting-off, agree on meeting place(s), destination and route - but carry a map in case it turns into a mystery tour - pre-plan fuel and comfort stops based on the bike with the shortest range and start-off with full tanks and empty bladders to avoid unscheduled stops. Check who's got their mobile 'phones switched-on, numbers programmed in and carried where they can't cause injury in a spill.	**1.Do you generally ride with the same group of people, with similar performance bikes and riding styles you are used to? 2.Does everyone in the group know where you're going, the route and stopping places before you set-off? 3.How do you handle a situation where you notice someone has disappeared?**	Demonstrates comprehensive awareness of benefits of pre-agreed riding order, roles, route, stops and mobile 'phones	Demonstrates good awareness of benefits of pre-agreed riding order, roles, route, stops and mobile 'phones	Demonstrates essential awareness of benefits of pre-agreed riding order, roles, route, stops and mobile 'phones	Demonstrates little or no awareness of benefits of pre-agreed riding order, roles, route, stops and mobile 'phones but knows how to find out	Demonstrates little or no awareness of benefits of pre-agreed riding order, roles, route, stops and mobile 'phones	*	*
Sharing Space	Every combination of rider and bike is different, so ride your own ride and remember the golden rule of racing also applies to riding the road; it's your responsibility not to hit the rider in front. As speed builds, increase the distance between you and rider ahead - riding in a staggered position leaves essential room for emergencies. Beware the 'rubber-band' effect causing the group to stretch-out and rebound on itself; as the rider ahead accelerates or slows, riders behind go even faster to catch-up but run out of time and space to stop, alternately losing touch and piling-up - around 3-5 riders per group is manageable. Knowing who's meant to be in front and who should be in your mirrors helps keep everyone together, switching around once underway can cause people to trip each other up (you can always swap around at the next break).	**1.Do you follow exactly what the rider ahead is doing, or do you allow for the combined effects of simple differences like rider confidence and experience, tyre-grip, engine characteristics, etc? 2.If riding in a staggered formation lets you see past the rider ahead and lets them see you in their mirror, does this work equally as well in bends and on straights? 3.If you are going to pass someone, which is the greatest danger; that they might be about to overtake as well or that crowding, especially at bends and near junctions, means you loose sight of dangers ahead.**	Demonstrates comprehensive awareness of following distances, staggered patterns, clear sight-lines, manoeuvring and braking room and maintaining riding order	Demonstrates good awareness of following distances, staggered patterns, clear sight-lines, manoeuvring and braking room and maintaining riding order	Demonstrates essential awareness of following distances, staggered patterns, clear sight-lines, manoeuvring and braking room and maintaining riding order	Demonstrates little or no awareness of following distances, staggered patterns, clear sight-lines, manoeuvring and braking room and maintaining riding order but knows how to find out	Demonstrates little or no awareness of following distances, staggered patterns, clear sight-lines, manoeuvring and braking room and maintaining riding order	*	*

Scene of accident: minimum 8 points

Assess	You happen on the scene of a crash - someone collided at a junction, or one of your mates lost it on a bend - would you know how to help..? one day, it could be you. The first hour, the 'Golden Hour', determines the chances of recovery; getting casualties assessed, assisted and into surgery. First, YOU must stay calm and make sure everyone else does - with all the adrenaline flowing people may not act very rationally. Ask yourself how bad the situation is; look for any immediate dangers (moving traffic, hazardous debris, etc.), how many casualties can you see, could others be hidden (under vehicles, in ditches, over hedges)? Get the emergency services called out immediately; they'll need to know the exact location, how many injured, anybody trapped, fuel/chemical spills, etc. Everybody needs to work as a team, ready to help but not get in the way - protecting the scene from approaching traffic is a good start, if necessary parking vehicles in clear view between the injured and oncoming traffic, at an angle, hazard warning and other lights displayed - but DO NOT put others at risk.	**1.You arrive at the scene of an accident, casualties and bystanders everywhere but nobody seems to know what to do - the thing is, would you? 2.As you approach a bend lined with hedges you see two bikes have crashed, one rider is lying in the road but you can't see the other - what do you do next? 3.You need to call the emergency services to a crash you saw happen while out on a mystery tour around an area you've never been before - how would you tell them how to find you?**	Demonstrates comprehensive awareness of need to assess, manage and prioritise	Demonstrates good awareness of need to assess, manage and prioritise	Demonstrates essential awareness of need to assess, manage and prioritise	Demonstrates little or no awareness of need to assess, manage and prioritise but knows how to find out	Demonstrates little or no awareness of need to assess, manage and prioritise	*	*
Assist	Every casualty is a potential head, neck, back, hip, leg, arm, wrist and ankle injury - needing qualified help, so get on a first-aid course. DO NOT move a casualty unless in imminent danger; better to keep them still and check their 'ABC': Airway, Breathing, Circulation - open the helmet visor to check and clear the airway if necessary, check for breathing and pulse, if mouth-to-mouth and/or heart massage is needed, loosen or remove helmet / clothing with great care only if unavoidable. Direct pressure can stem bleeding, but pressing a damaged skull can cause brain injury. Check level of awareness; ask their name, where they are, what day it is. Treat all casualties as shock victims even if they say they're OK; keep them warm and reassured, tell them your first name, that everything's under control, answer their questions calmly, be honest but concentrate on how things will be OK not how bad they seem. DO NOT give food or drink. Keep checking their progress and continue giving appropriate assistance until the emergency services arrive - give clear accurate answers to any questions the medics ask.	**1.A rider has fallen badly and may have broken their arm, they ask you to help them remove their jacket so they can see - what would you say? 3.A rider has apparently been hit by a car at speed and, although you can tell they are breathing OK with the helmet in place, there are signs of a possible head wound - what would you do? 3.Late one night in a city centre you see a pedestrian cross the road and collide with a bike throwing rider and pillion into a wall - who would you try to assist first, and why?**	Demonstrates comprehensive awareness of need for qualified assistance, immobilisation, ABC check, and shock	Demonstrates good awareness of need for qualified assistance, immobilisation, ABC check, and shock	Demonstrates essential awareness of need for qualified assistance, immobilisation, ABC check, and shock	Demonstrates little or no awareness of need for qualified assistance, immobilisation, ABC check, and shock but knows how to find out	Demonstrates little or no awareness of need for qualified assistance, immobilisation, ABC check, and shock	*	*

Riding in Groups: minimum 8 points

Communication

Sharing Space

Scene of accident: minimum 8 points

Assess

Assist

Theft avoidance: minimum 16 points

Awareness	Around 25,000 bikes are stolen every year, it's the biggest single cause of rising insurance premiums and there's plenty that you can do to save yourself the misery of losing your bike or having it trashed - as a rough guide, you should invest 10% of the value of your bike on keeping it secure. Wherever and whenever you park your bike, take a little time to make it much harder for a thief to get away with it - the longer it takes them, the more noise and disturbance they're forced to create, the more they are likely to be disturbed or noticed by others. Also, there's plenty you can do to help get your bike back, or at least trace the low-life who took it. Finally, it pays to advertise the fact your bike isn't going to be an easy target by means of a few well placed stickers warning that the bike is locked, alarmed and traceable. Just remember 'Three, Two, One':- Three ways to protect what's yours; Deterrence, Delay, Detection. Two types of theft; Opportunist and Planned. One type of thief; Scumbag.	**1.Thinking about any security measures you already take, how you could improve their effectiveness and ease of use? 2.If you were investing in security for your bike today, how could you get the most out of spending 10% of the value of the bike? 3.When you use your bike, do you tend to park at the same places at the same time on the same days of the week - can you make the time a thief may have to work on your bikes security less predictable?**	Demonstrates comprehensive awareness of effects of theft and awareness of theft avoidance options	Demonstrates good awareness of effects of theft and awareness of theft avoidance options	Demonstrates essential awareness of effects of theft and awareness of theft avoidance options	Demonstrates little or no awareness of effects of theft and awareness of theft avoidance options but knows how to find out	Demonstrates little or no awareness of effects of theft and awareness of theft avoidance options	*	*	***Awareness***
Immobilise / Secure	Using the steering lock isn't enough. Additional locks are needed to stop the wheels turning and, ideally, secure the bike to an immovable object - perhaps at a designated motorcycle parking bay with built-in rail, post or hoop and a ground anchor at home. Some ignition switches aren't difficult to by-pass, so consider an electronic immobiliser to prevent the engine being started, or an alarm to alert anyone near-by that something is going on (see below). Opportunist thefts are the easiest to avoid because most thieves look for easy pickings, the most vulnerable bike parked in the quietest spot - all you have to do is make sure your bike doesn't fit the bill by making more difficult to take-away than the next bike along.	**1.Some types of lock appear very similar (eg; chain/padlocks, shackle locks, cable locks), but what are the differences between them that might make one type more useful to you than another. 2.Thinking about the places you park your bike, what opportunities are there to hitch-up to something immovable without causing an obstruction to other people? 3.What advantages do ignition immobilisers offer - any disadvantages?**	Demonstrates comprehensive understanding of use and characteristics of locks, immobilisers and anchors	Demonstrates good understanding of use and characteristics of locks, immobilisers and anchors	Demonstrates essential understanding of use and characteristics of locks, immobilisers and anchors	Demonstrates little or no understanding of use and characteristics of locks, immobilisers and anchors but knows how to find out	Demonstrates little or no understanding of use and characteristics of locks, immobilisers and anchors	*	*	***Immobilise / Secure***
Alarm / Alert	Fitting an alarm to your bike and garage may frighten-off a would-be thief, but don't rely on it - you'll still need to secure the bike (see above). Some alarms have a pager to alert you even if you're out of earshot. Planned theft and 'theft to order' relies on there being both supply and demand, you can reduce both. First, the thieves try to find-out where and when particular types of bike are parked, so watch-out for people who take an interest in your bike or vehicles following you around, they could be sussing-out your regular security arrangements at home or work. Second, don't ever help to generate demand for stolen bikes and parts through buying anything you aren't sure is 100% legitimate.	**1.If you hear an alarm going off in the street, do you tend to ignore it or look to see what's going on? 2.Thinking about the places you go on your bike, could you hear an alarm siren from where the bike might be parked? 3.What sort of tools would a thief need to get past your bikes security at home - do you keep those sorts of tools near the bike?**	Demonstrates comprehensive awareness of use and characteristics of alarms	Demonstrates good awareness of use and characteristics of alarms	Demonstrates essential awareness of use and characteristics of alarms	Demonstrates little or no awareness of use and characteristics of alarms but knows how to find out	Demonstrates little or no awareness of use and characteristics of alarm	*	*	***Alarm / Alert***
Tracing / Tracking / Detection	If all else fails, make it difficult for a thief to go undetected by marking, tagging or otherwise identifying all the major parts of your bike. Marking the components of the bike with an engraver, chemical etch or a system such as DataTag, AlphaDot or Smart Water helps to identify your bike as stolen even if dismantled or disguised. You could consider a home-security camera to help identify and prosecution, or fit a tracker device to home-in on the bike, or post a reward for information leading to recovery and/or conviction.	**1.If your bike is fitted with a tracking / tagging system, do you keep the 'phone number of the system provider handy so you can report the theft immediately? 2.What do you think is the best method to permanently identify the components of your bike? 3.What sort of tracking / tagging system would best suit your bike?**	Demonstrates comprehensive awareness of use and characteristics of tracking, tracing and detection systems	Demonstrates good awareness of tracking, tracing and detection systems	Demonstrates essential awareness of tracking, tracing and detection systems	Demonstrates little or no awareness of tracking, tracing and detection systems but knows how to find out	Demonstrates little or no awareness of tracking, tracing and detection systems	*	*	***Tracing / Tracking / Detection***

Theft avoidance: minimum 16 points