



**IHIE | INSTITUTE OF HIGHWAY
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Fresh Approach wins Prince Michael Road Safety Award

An innovative treatment for bends from Buckinghamshire's Casualty Reduction Team has won the motorcycling Prince Michael International Road Safety Award. First highlighted in the IHIE guidelines for Motorcycling (itself a Prince Michael Award winner in 2005), 'Where you look is where you go' (WYLIWYG) holds a rider's view round a bend drawing them round safely.

The starting point was Buckinghamshire County Council's team's recognition that single vehicles losing control on rural roads accounted for the largest number of recorded crashes. Such is the success of WYLIWYG that, at the treated bend, there were no biker accidents in the following 53 months.

How it works

Traditionally, hazard markers are placed to highlight the 'crown' of a bend. WYLIWYG takes the marker posts further round the bend to the point where the 'vanishing' point starts moving away from the biker's view, which is often into the straight. The posts are also placed closer together so that they keep appearing in the rider's view, focusing him on a point around the bend allowing him to negotiate the hazard safely.

Riding, driving and filming the treated bend, the markers create an optical illusion – they 'pop out' of the 'vanishing point' into the approaching rider's view, concentrating their focus on the markers, so instead of being distracted by anything else, 'where the biker looks, the biker goes'!

The vanishing point concept can be used generally to develop designs based on crash analyses of individual bends.

The Award

The Prince Michael Award is sponsored by the Motor Cycle Industry Association and is given to the organisation that has been able to demonstrate innovative and effective ways of reducing motorcycle casualties.

Commenting on the award Tony Sharp, Vice President of the IHIE and Chair of the National Motorcycle Committee Traffic management, Planning and Transportation sub group, said "the IHIE was very pleased to nominate Bucks Casualty Reduction Team for this award. It just shows what can be achieved if Engineers have an appreciation of how a motorcycle works and adapt the skills and solutions open to them. We are particularly proud that a member, Malcolm James, is part of the winning Buckinghamshire's road safety team"

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Notes to Editors

1. IHIE is the professional qualifying institution for incorporated engineers and technicians in highways, traffic, transport and construction, delivering sustainable transport for the UK.
2. The Prince Michael International Road Safety Awards recognise achievements and innovations which will improve road safety. Each year the most outstanding examples of international road safety initiatives are given public recognition through the scheme.
3. Copies of the IHIE Guidelines for Motorcycling (A past Prince Michael International Road Safety Award winner) are available from IHIE, secretary@ihie.org.uk