More than just a rider....
Someone's husband,
Someone's father,
Someone's son

A joint road safety campaign for Yorkshire and Humberside.
First phase evaluation report

Safer Roads Humber, Safer Roads West Yorkshire,
South Yorkshire Safer Roads Partnership
# Contents

1. Summary .......................................................................................................................... 3
2. Context ............................................................................................................................. 3
3. Introduction ...................................................................................................................... 4
4. Aims ................................................................................................................................. 4
5. Objectives ....................................................................................................................... 4
6. Background data - summary .......................................................................................... 5
   Who’s crashing where? ................................................................................................. 5
   Who’s crashing into whom? ........................................................................................... 5
7. Outline of the campaign ................................................................................................. 6
   The message .................................................................................................................. 7
   Branding ......................................................................................................................... 7
8. Costs ................................................................................................................................. 7
9. Results ................................................................................................................................ 8
   Number of people listening to the adverts ........................................................................ 8
   Number of web hits ........................................................................................................ 8
   Number of vests distributed .......................................................................................... 8
10. Discussion ....................................................................................................................... 8
11. Recommendations ......................................................................................................... 9

## Appendices

1. Someone’s Son Team ...................................................................................................... 10
2. Data .................................................................................................................................. 10
3. Radio .............................................................................................................................. 13
4. Website and Face book ................................................................................................. 17
5. Other campaign materials ............................................................................................ 18
6. Campaign launch .......................................................................................................... 19
7. Other local activities ...................................................................................................... 19
1. Summary

This campaign has been developed jointly by the safer road partnerships from Humberside, South Yorkshire and West Yorkshire.

Phase one
The Someone’s Son campaign was developed in the spring of 2010 and was launched in May 2010. Someone’s Son campaign¹ was developed independently of the “Think! Named Rider” campaign² which was launched in March 2010. By chance the two campaigns followed a similar theme and complimented each other. In fact Someone's Son could be seen as the local equivalent to the Named Rider campaign.

Phase two
During 2010 further research was undertaken to inform the campaign group to enable further developments.

In the winter of 2010 the whole region came together again and agreed a joint philosophy for motorcycle issues. This resulted in a joint statement in April 2011 which included each area’s commitment to undertake activities to reduce motorcycle casualties and also agree joined up enforcement.

2. Context

The Someone’s Son campaign was born out of recognition that some road safety problems are not confined to conventional borders; that to deal with them in the traditional way would never solve the problem, this being a reduction of collisions and injuries involving motorcyclists. Whilst joint working amongst agencies within a sub region occurs on a regular basis, joint working across a wider region is a lot harder to achieve.

There is often a lot of good intention and sharing of good practice but it is often difficult for individual organizations to actually “put their money where their mouth is”, however, one of the main successes of the Someone’s Son campaign was exactly that. By working through the existing Safer Roads partnership structure, the three partnerships covering West Yorkshire, South Yorkshire and Humberside were able to pool resources to undertake a campaign that hopefully would reduce motorcycle casualties.

This has all been done against a background of uncertainty for the long term future of road safety partnerships, massive budget cuts and restructures at many of the partner organizations.

However, through this, a small team of road safety professionals have been allowed to develop a new campaign and a new way of joint working.

¹ Someone’s Son action plan. Ruth Gore and Tanya Fosdick, Safer Roads Humber
² Think! road safety campaign evaluation. Post stage: “Named Rider” motorcycle campaign, DfT, May 2010 but published in the public domain at a later date.
3. Introduction
The over riding philosophy of the Someone’s Son campaign is to reduce casualties and crashes involving motorcyclists across the Yorkshire and Humber region.

The aim of the campaign is to raise awareness amongst drivers of the risks riders’ face when in conflict with other vehicles, mainly in urban areas. The campaign also seeks to humanize motorcyclists in an attempt to make drivers more aware of them.

The project started when local casualty and collision data revealed at a Humberside-level that most rider casualties came from the Yorkshire and Humber region. It was also found that a significant number of anti-social and offending riders caught with the Humber area were from the surrounding Yorkshire counties, especially from West and South Yorkshire.

It was Humberside’s need to get the safe riding message across to riders from outside its geographic and funding boundary that drove Safer Roads Humber to seek the possibility of joint working with neighboring partnerships.

This was made possible due to the strong links already existing in the Yorkshire and Humber region, both at local authority level and safer road partnership level.

(Glossary: “local” is used in reference to the individual safer roads partnerships, whilst “regional” is in reference to the whole of Yorkshire and Humber)

4. Aims
Ultimately the overriding aim of Someone’s Son is to reduce the number of casualties involving motorcyclists and other vehicles. However, it is very difficult to measure the impact of one campaign on such very complex issues.

Therefore we aim to:

- To make drivers more aware of the risks that motorcyclists face
- To encourage drivers to look out more for motorcyclists.
- To make motorcyclists more aware of the risks they face
- To encourage motorcyclists to make themselves more visible to other road users

5. Objectives
The objectives were:

- To get as many drivers in the Yorkshire and Humber region to hear our radio messages for our budget
- To get 2000 unique visits on the Someone's Son website in the first 12 months
- To distribute 200 printed high visibility vests to motorcyclists

Learning point - objectives
The project was put together before E-valu-it came into existence. Whilst we had a very clear idea that we wanted to achieve casualty reduction and understood our target audiences, we didn’t start off with clearly define objectives and outcome measures. This came later.
6. Background data - summary

21% of killed or seriously injured casualties in the Yorkshire and Humber were injured in collisions involving motorcyclists, which mirror the national statistics and shows that as a group, motorcyclists are very vulnerable. There is on average over 600 riders injured each year for the region and the majority of riders are male.

Analysis using MAST showed that at least 70% of injured motorcyclists are from the Yorkshire and Humber region and of those, 12% was injured outside their force area in one of the neighbouring areas. So it was concluded that motorcycle collisions were a regional problem and therefore a regional solution needed to be found.

Who’s crashing where?

The table below shows that North Yorkshire seems to suffer the most from “tourist” riders from the Yorkshire and Humber region crashing in their area; whilst West Yorkshire seems to be the main generators of these “tourist” riders.

<table>
<thead>
<tr>
<th>Casualty Postcode</th>
<th>Crash Location</th>
<th>Humberside</th>
<th>North Yorkshire</th>
<th>South Yorkshire</th>
<th>West Yorkshire</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Humberside</td>
<td>Humberside</td>
<td>579</td>
<td>31</td>
<td>6</td>
<td>1</td>
<td>617</td>
</tr>
<tr>
<td></td>
<td>North Yorkshire</td>
<td>13</td>
<td>281</td>
<td>1</td>
<td>19</td>
<td>314</td>
</tr>
<tr>
<td></td>
<td>South Yorkshire</td>
<td>16</td>
<td>19</td>
<td>440</td>
<td>18</td>
<td>493</td>
</tr>
<tr>
<td></td>
<td>West Yorkshire</td>
<td>20</td>
<td>115</td>
<td>13</td>
<td>755</td>
<td>903</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>628</td>
<td>446</td>
<td>460</td>
<td>793</td>
<td>2327</td>
</tr>
</tbody>
</table>

Who’s crashing into whom?

Analysis of the Yorkshire and Humber crashes showed that on average 75% of crashes involving motorcyclists also involve another vehicle, usually a car, although there are variations between each area.

<table>
<thead>
<tr>
<th>Type of collision</th>
<th>Humber</th>
<th>North Yorkshire</th>
<th>West Yorkshire</th>
<th>South Yorkshire</th>
</tr>
</thead>
<tbody>
<tr>
<td>Motorcycle only</td>
<td>28%</td>
<td>34%</td>
<td>20%</td>
<td>13%</td>
</tr>
<tr>
<td>Motorcycle and other vehicle</td>
<td>72%</td>
<td>66%</td>
<td>80%</td>
<td>87%</td>
</tr>
</tbody>
</table>

Crashes were occurring at junctions and in urban areas but there were differences in the time and day of the week depending upon if the car driver was female or male. What is harder to determine is who was to blame in these collisions. All this information was used to inform our communications strategy. It therefore became evident that the main focus of the campaign should be on the conflict between drivers and riders but also have a secondary message aimed at riders to ride appropriately, especially in rural areas.

Learning point

The initial starting point was to look at “tourist” riders crashing in each other areas, particularly within rural areas. The data allowed us to take a “reality check” as the majority of crashes were in urban areas, involving two vehicles and therefore this allowed us to develop the Someone’s Son campaign.
The campaign focuses on drivers rather than riders. This is a completely different focus to many existing motorcycle interventions which tend to focus on just the rider and their training and attitude to motorcycling. Whilst many of these rider focused campaigns are successful e.g. Operation Achilles in East Riding of Yorkshire, what the Someone’s Son campaign does is take a different approach to tackling casualty reduction within this complex target area. It shouldn’t replace other data led campaigns but complement them.

It was at this point that West Yorkshire, South Yorkshire and Humber committed to joint working. North Yorkshire casualty statistics were slightly different and they decided to continue to concentrate on their rural rider problem.

7. Outline of the campaign

The intervention has been developed around the message that a rider is not a faceless robot but is a person: “someone’s son”. The idea was developed based upon a range of national and international research that shows that drivers who actually know a rider drive more cautiously near any motorcyclist as riders have become “humanised” in their sub-conscious.

Research in the area of “looking but not seeing” shows that drivers can have “inattentional blindness” and this occurs when the object that the driver is looking at holds no meaning for them. If this is translated to the motorcycle casualty problem it indicated that drivers who have no contact with actual motorcycle riders outside the road setting (e.g. they don’t know any bikers in their personal life) find it difficult to see riders as they just become “faceless objects”, or meaningless to them.

This theory can be applied to other road users, as the main cause of collisions occur due to the “look but did not see” factor and the campaign could also influence how drivers see pedal cyclists as well.

Where possible, the motorcycle community was actively engaged with at different parts of the campaign development. This was done through face to face methods and through the Quality Yorkshire Rider website, which has been developed by West Yorkshire Safer Roads.

The "Someone's Son" campaign included:

- Radio advertising
- Bespoke website
- Facebook page
- Poster campaign
- Engagement of the riding community
- Giving out of high visibility vests printed with a campaign message
- Campaign launch

Details of each element can be found in the appendices. Please refer to the radio section which outlines the strategy for targeting the adverts.
The message

The campaign message revolved around our strap line

![Image of campaign message]

The campaign deliberately focused on the rider being male as these are the majority of casualties. However, we did balance our radio adverts and creatives with a female orientated message and images.

Our secondary message was “Check once, check twice for bikes”

Our call to action was to direct people to the bespoke website [www.someones-son.co.uk](http://www.someones-son.co.uk)

Branding

We deliberately created the “Someone’s Son” brand. Research undertaken by LARSOA³ and echoed by other partnerships showed that road safety campaigns that are branded as public sector / establishment can actually “switch people off”. Also for very practical reasons we had difficulty in choosing a name that covered all the Yorkshire and Humber region. By going to a more generic name, we could cover all three partnerships and it would be easy to extend the campaign in the future to other geographic areas. We were mindful that North Yorkshire may want to join the campaign at some time in the future.

8. Costs

The total financial cost of the intervention was £30,000 which was divided equally between the three partnerships

<table>
<thead>
<tr>
<th>Breakdown of costs</th>
<th>Initial Allocations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio adverts on Galaxy – airtime</td>
<td>£15,218</td>
</tr>
<tr>
<td>Advert production</td>
<td>£1,995</td>
</tr>
<tr>
<td>Advan</td>
<td>£1,950</td>
</tr>
<tr>
<td>Artwork and print</td>
<td>£2,000</td>
</tr>
<tr>
<td>Micro-site</td>
<td>£3,500</td>
</tr>
<tr>
<td>Promotion items (1,500 tabards)</td>
<td>£5,337</td>
</tr>
<tr>
<td><strong>Grand Total</strong></td>
<td><strong>£30,000</strong></td>
</tr>
</tbody>
</table>

Officer time was not taken into account as there are dedicated marketing and road safety officers across the region who worked on this project in their normal working day. It is difficult therefore to work out exactly what proportion of their time was spent on the initiative.

The team had originally secured funding from the Highways Agency to undertake a second wave of the campaign in September 2010, which coincided with a second peak of motorcycle casualties. However, this funding was withdrawn following a spending freeze in the HA as part of the Government’s Spending Review.

In addition to the above resources, each of the local areas also undertook their own activities following the initial launch.

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³ LARSOA “Connecting with young drivers” September 2007 – now under Road Safety Great Britain.
9. Results

Number of people listening to the adverts
- The objective was to get as many drivers to hear our radio messages for our budget.

Result - By choosing Galaxy FM we reached 27% of the adult population in Yorkshire and Humber, which translates as 1.2 million people. The station was also selected as it fitted the socio-demographic profile of our target audience. The radio airtime was very carefully chosen to ensure we targeted the correct driver at the correct time.

Number of web hits
- The objective was to have 2,000 unique visits in the first 12 months

Result - From 1st May 2010 – 30th April 2011 the website had 1,620 unique visits. Whilst this is below our objective of 2,000 unique visits, the team are pleased with this result. In reality we have no benchmark data to say what a good “hit rate” is for a road safety campaign. We originally planned a second wave of radio advertising in September 2010 which would have boosted the campaign; unfortunately this did not occur due to funding cuts.

After the initial launch of the campaign the team also set up a Facebook page. Over the first year we had 40 Facebook fans. Like the website, there is very little benchmark data on what is a good “hit” rate for a road safety campaign.

Number of vests distributed
- The objective was to distribute 200 printed high visibility vests to motorcyclists

Result - In total 1,173 vests have been distributed from the 1,500 stock originally ordered. This is way above our intended objective, which perhaps shows that our original objective wasn’t ambitious enough.

10. Discussion

The main success of the first phase of the Someone’s Son campaign was actually the joint working that was undertaken and the intelligent use of data to inform the campaign delivery.

Whilst the campaign delivery is important, if these other aspects hadn’t been achieved then the campaign wouldn’t have been created at all. Joint working is often easy to advocate but can be very difficult in practice.

Seemingly simple obstacles have to be overcome and these can be many. It was fantastic to have a joint budget of £30,000 as it was an efficient way of pooling resources. But with the budget came a number of procurement issues which are easy to over come within one organisation but are a lot harder when dealing with more than one organisation; but we did it!

Another seemingly simple aspect was the name of the campaign – Someone’s Son. Luckily the officers involved in developing the campaign had the trust of their local partnerships to enable a campaign to be launched that didn’t overtly credit the safer roads partnerships. Again a simple concept but it could have become a “deal breaker” if one partnership had insisted on being credited.

The initial campaign sparked so much more that a burst of radio adverts. Over the last year the partnerships in the region have worked more closely together. Databases have been shared; joint enforcement activities have been planned; the region has joined in on the iBiker app; and a second phase of Someone’s Son is now underway. The real success of the campaign is the dedication of the officers being willing to work together.
11. Recommendations

The Someone's Son campaign was developed before the E-valu-it tool kit was launched but this report is a result of running the campaign through the tool kit retrospectively.

The tool kit has been very useful and has enabled us to identify a number of improvements and learning points. These have been considered and have been implemented into the second phase of the campaign.

Recommendations:-

- Clearly defined outcome measures to be set before any activities
- Measure press coverage as well if possible
- The campaign suffered from a cut in funding during the year – it never really set its roots. Therefore need to look at the campaign over a longer time period.
- More developments in the website and Facebook page to keep interest
Appendices

This section gives a more detailed breakdown of the campaign and how it was executed.

1. Someone’s Son Team

Meet the Someone’s Son team
Steve Betts – South Yorkshire Safer Roads Partnership – PR & Communications Manager
Tanya Fosdick - Safer Roads Humber – Data Manager
Dave Glanville – Safer Roads West Yorkshire - Motorcycle Casualty Reduction Officer
Ruth Gore – Safer Roads Humber – Marketing Officer

2. Data

A range of local data was used to develop the project by the Someone’s Son team. Below are a few key reports.

Safer Roads Humber - L.A.D.D.S. report

Safer Roads Humber has been using the MAST and Mosaic system for number of years to profile the different type of casualty groups. The socio-demographic profiling (L.A.D.D.S report) has identified three rider types and enables us to build a “picture” of each target group.

<table>
<thead>
<tr>
<th>Profile name</th>
<th>Scooter – “Dale”</th>
<th>“Andrew”</th>
<th>“Steve”</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bike type</td>
<td>Scooter</td>
<td>500cc</td>
<td>500cc</td>
</tr>
<tr>
<td>Age</td>
<td>16</td>
<td>25-35 years and 45-54 year</td>
<td>He is aged between 35 and 44 years old</td>
</tr>
<tr>
<td>Mosaic description</td>
<td>Whilst not areas of acute social deprivation, he lives in a community where horizons are low and so is likely to have few aspirations. They either live in cheap terraced housing in the city/town centre or live in large housing estates on the edge of the city. There is a low academic achievement. They live unhealthy lifestyles – they have a poor diet and are heavy smokers and drinkers. Teenage pregnancies are high. Car ownership is low and would be restricted to one per household. If they do work, they have manual jobs (on the roads, in parks, on buses</td>
<td>Two age groups have been identified which are very similar in profile. Live in modern suburbs or quiet estates They have good basic qualifications They try to be healthy. They have good diets and exercise in moderation. They are not heavy drinkers or smokers. They are multiple car households They are in a comfortable economic position and are junior professionals or teachers, doctors or dentists. He has children – either</td>
<td>Live in inexpensive terraced housing or estates on the outskirts of cities They have poor education standards They have a poor diet and tend to be heavy smokers and drinkers. They do not have active lifestyles. They own one small car. They have low to reasonable incomes. They work in manual or semi-skilled jobs. They have school age children or grown up children still living at home. Anti-social behaviour is common and they have a poor rating of the</td>
</tr>
</tbody>
</table>

4 L.A.D.D.S Report – Tanya Fosdick, Safer Roads Humber
or in construction) or other semi-skilled routine jobs. However, unemployment is high.

Use of bike

His moped is the only form of transport in the family and money is tight to pay for maintenance and safety gear. They have disposable income and other modes of transport so the bike is for pleasure. This is borne out by the fact that 82% of journey purposes are not known. Almost a third of them are using their bike to commute or for work purposes and may not have access to another vehicle.

Communication challenges

He doesn’t tend to use the internet so is the Bare Bones project appropriate as he is unlikely to go on-line and couldn’t afford better gear, if he was convinced to buy it. The younger bikers are receptive to the internet, TV, leaflets and leisure magazines whereas the older ones are receptive to social networks and right-of-centre press. They are receptive to the tabloid press and TV but not interested in the internet, direct mail or telephone advice lines. He is slightly over-represented on RIDE courses but under-represented on BikeSafe so isn’t going to pay for extra training unless he is forced to undertake it.


Whilst this is a report for Safer Roads Humber, the Data Manager reviewed the data for the whole of Yorkshire and Humber and found that the same broad groups are represented across the region.

Yorkshire and Humber Powered Two Wheeler Analysis

This more in-depth report was published in December 2010 and covers the whole of the Yorkshire and Humber region. Elements of the early findings were used in the development of the Someone’s Son campaign and it was commissioned by the group to inform the next phase of the campaign.

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5 Yorkshire and Humber Powered Two Wheeler Analysis – Tanya Fosdick, Safer Roads Humber, December 2010
Key success point and acknowledgement

The Yorkshire and Humber PTW Analysis Report was only achieved because the data managers in each partnership actively worked together and shared more detailed information. This was driven by Tanya Fosdick from Safer Roads Humber who acted as the overall co-ordinator and authored the report, but thanks go to Brent Sharp, Geoff Glew and Paula Dea.

The report has been published on the Road Safety Knowledge Centre.
3. Radio

Target audience for radio

The main thrust of the campaign was on radio. Socio-demographic profiling of the drivers and riders involved in collisions allowed the team to match the radio campaign airtime and adverts to the types of drivers crashing with motorcyclists. The data however can not tell you who is at fault in the collisions but gives you a “picture” of who is involved and did show that the main problem was failing to look at junctions. This became the main theme of the radio adverts.

Whilst it is impossible to target all drivers, the data showed that the majority of drivers involved in collisions with motorcyclists were under 35 years old and male.

![Male Car Drivers involved in Motorcycle Collisions](image)

Further details can be found in the Yorkshire and Humber PTW analysis report.

We therefore needed to choose a radio station or radio group that could give us the biggest coverage of our target audience for our budget. After assessing a range of radio stations in the region it was decided that the advertising should take place on Galaxy FM (which is now Capital FM).

<table>
<thead>
<tr>
<th>Target audience - Drivers</th>
<th>Profile</th>
<th>Optimum Radio Airtime</th>
</tr>
</thead>
</table>
| Male drivers involved in crashes with motorcycles | - Age 16 – 55years  
- Mainly urban areas  
- All days of the week, especially weekends  
- All times of the day  
- At T junctions and at locations with merging traffic (roundabouts) | Male drivers, drive across all time bands and listen to the radio across all times.  
So whilst the radio adverts were loaded to the drive times we also played a small number of adverts during the day. |
Female drivers involved in crashes with motorcycles
- Age 16 – 44 years
- Mainly urban areas
- Weekdays
- School run times (8-9am) (3–5pm)
- At T junctions and at locations with merging traffic (roundabouts, junctions, drive ways etc)

Other analysis showed that the key time for female drivers to be out on the road is during the morning and evening drive times. Radio RADJAR figures show that this is when the female driver is more likely to listen to the radio.

For this target audience radio airtime was concentrated on morning and evening drive times (6-10am), (4-7pm) during the week.

<table>
<thead>
<tr>
<th>Target Audience - riders</th>
<th>Profile</th>
<th>Optimum Radio Airtime</th>
</tr>
</thead>
</table>
| Young male riders involved in crashes with cars | Age 16-19 years (between 28% and 37% across the region)  
Weekdays  
Riding bikes up to 125cc but over representation of upto 50cc machines  
Mainly urban areas  
All days of the week, especially weekends  
All times of the day  
At T junctions and at locations with merging traffic (roundabouts, junctions, drive ways etc) | Obviously riders won’t be listening to the radio whilst riding their bikes but this target audience do listen to the radio at other times.  
In addition friends and relatives of riders also had opportunity to hear the adverts and could influence the young rider. We very purposely created an advert involving a young moped rider. |
| Older male riders involved in crashes with cars | Age – over 35 – 44 years (up to 55 years in North York)  
Mainly weekdays (but 56% weekdays / 44% weekends in North York)  
Over 500 cc bikes  
Mainly urban areas  
All days of the week, especially weekends  
All times of the day  
At T junctions and at locations with merging traffic (roundabouts, junctions, drive ways etc) | Lastly the campaign also created an advert aimed directly at male riders which encouraged them to ride safely, especially in the more rural areas of the region.  
This advert was targeted at male riders on a Friday, Saturday and Sunday morning and early afternoon when they would be more likely to be listening to the radio before they went out for a weekend ride. |

**Advert Scripts**
The radio adverts were written by Dave Glanville and tweaked by the rest of the Someone’s Son team and therefore are the property of the campaign. These were written completely independently of the Think! Named Rider campaign.

There were several messages within the adverts. Firstly, we want to “humanize” the rider by creating a visual picture in the listener’s mind depicting the rider as an ordinary person with family and friends. It challenges the stereotypical picture that people hold of bikers being “faceless, speed merchants, who ride in a dangerous way”. The second message was to remind drivers to “check once, check twice, check for bikes”: this was the action that we wanted drivers to undertake.
Lastly we had a “call to action” that invited all listeners to visit the Someone’s Son website for further information.

Four adverts were created, three (Jamie, Julie and Steve) were directed at the driver, whilst the fourth (biker) was directed at riders going for a weekend ride out in the surrounding countryside and aimed to remind the rider that the same route can have different hazards on it every time they ride and personalise the ride to the listening rider.

The radio company put the final polish on the script and suggested using Dean Andrews, a well-known actor from the BBC “Life on Mars” series, who has a distinctive Yorkshire accent.

All the adverts can be heard on the Someone’s Son website www.someones-son.co.uk

**Jamie – young moped rider**

Male Voice Over:
“You didn’t know Jamie. He was a right character. Always in bother. Nothing serious mind.

You didn’t know him when he broke his mum’s best vase, or when he fell off the shed roof.

You didn’t know Jamie when he passed his GCSE’s, the big daft grin on his face when his Mum and Dad got him that scooter.

You didn’t know Jamie… till you knocked him off that scooter when you didn’t look properly pulling out the junction.

When he lost a foot. When he suffered brain damage.

It’s not just a kid on a scooter, it’s a person, a son, a brother.

Check once, check twice, check for bikes.

Go to Someones dash son dot co dot uk”

**Julie – female commuter**

Male Voice Over
“You never knew Julie, Bev’s daughter. Lovely girl.

You never knew Julie when she ran away from home because her older sister stole her favourite doll, or when she came home 10 minutes later because she was scared of the dark!

You never knew Julie when she met her husband John or saw the dance routine they did at their wedding, it was hysterical.

You never knew Julie, because you killed her when you knocked her off her bike when you pulled out of that junction without looking ’cos you were in a rush.
It’s not just a biker, it’s a person, a wife, a daughter, a mother.
Check once, check twice, check for bikes.
Go to Someone’s dash son dot co dot uk

Steve – male rider

Male voice over:
You didn’t meet Steve did you? Great bloke, used to play 5 a side on Wednesday nights.

You didn’t meet Steve when he used to coach that under 10’s footy team in Wakey, they were runners up 3 years in a row.

You didn’t meet Steve the year he ran the half marathon, he raised £2500 for charity, he threw up half way round, it was dead funny.

You didn’t meet Steve till you knocked him off his bike and paralysed him when you pulled out of that junction without looking properly.

It’s not just a biker, it’s a person, a husband, a father.
Check once, check twice, check for bikes.
Go to Someone’s dash son dot co dot uk

Biker – male rider

Male voice over:
I rode those roads all the time… Wednesday nights with the lads every sunny Sunday, with the missus on the back. Knew ‘em like the back of me hand.

I loved the smell of the fields, the cooler air as you left the town, the sound of the engine on the overrun coming in to the last roundabout before home.

There was that muddy corner and the hollow that was always dark and damp ‘cos of the overhanging trees.

That day there was a wagon in the middle of the road… I had no where to go coming out of that sharp left. I just swore… and braked… and hoped.

The roads are different every time you ride, ride with pride.
Go to someone’s dash son dot co dot uk
4. Website and Face book

A bespoke website was designed for the campaign and the radio messages invited listeners to visit it. It was designed to inform both drivers and riders of the key advice of looking out for each other and being seen.

In total, the website received 1,620 unique visits and had 4,796 page views during the first year. The website analysis showed that there were several peaks of activities during the year however, these occurred in the first four months of the campaign.

The front page was the most viewed (2,180 views = 45%) followed by the riders page (24%) and the drivers page (12%). 5% of the page views (251) were to the radio adverts, however these were added after the initial launch of the website.

A significant number of visitors found their way to the website via one of the local newspaper sites, which showed it was important to engage with the local media.

Facebook

The Someone’s Son team also set up a Facebook page to communicate with riders and drivers. This was a secondary action and was done after the launch of the campaign. Dave and Steve manage the site and it has been used to engage with riders and drivers. Whilst we did not actively promote the page we have got 40 friends.

We have acknowledged the importance of using social media and are currently planning on how to integrate Facebook more fully into the next phase of the campaign.
5. Other campaign materials

Posters
In addition to the website and radio adverts a series of posters were printed and distributed across the region by the Someone’s Son team. All the people in pictured in the campaign are real riders local to Yorkshire, further personalising the campaign to the target area.

Advan – learning point
As part of the campaign launch we hired an adman (advertising van) for three days to travel around the region to publicise the campaign. The van displayed the campaign posters.

Whilst in theory a good idea, in reality this brought its own problems when we received a call from a motorcycle rider (who worked for the Health and Safety Executive!) who had been nearly “taken out” at a junction by the advertising van.

In addition the adman itself whilst road worthy, only just looked it, as it had a broken light panel. This wasn’t exactly the image we were trying to portray with our road safety campaign!

We quickly informed the company, who got the van fixed and made the driver aware of his actions. We haven’t used this company again and it actually exposed bad occupational road risk practice at the company.

Since then we have only used ad vans under very controlled conditions or in a static position. Safer Roads Humber also requires any adman companies to submit their MORR policy as part of the procurement process.

High Visibility Vests
1,500 high visibility vests were also produced for distribution across the region with a series of bespoke messages printed on them. These being: - Someone’s son, Someone’s daughter, Someone’s mum, Someone’s dad and Someone’s best mate.

We have received very positive feedback from riders and family of riders about the vests. 1,173 high viz vests have been given out to riders in the first year, far more than we originally expected. They proved a popular item at the national BikeSafe show in Sheffield in June 2010 and have been given out at bike meets and via competitions.

Learning point
The team hit two problems with this aspect of the project; firstly ensuring that it was correctly procured resulted in a delay in placing the order. Secondly, once placed there was a delay in the company completing the order due to the large amount we required.

We would recommend that this aspect of the project is completed in plenty of time before the launch of the campaign.

Our other recommendation is to have a fully thought out distribution plan to ensure that the vests are distributed through out the year.
6. Campaign launch

The team launched the campaign on the 14th May 2010 at Leeds Central Fire Station. The local and regional press was invited to attend the photo shoot, which involved an advertising van displaying the poster and civilian and police motorcyclists. We followed the regional launch with local press releases.

The press in particularly focused on the distribution of the high viz vests.

<table>
<thead>
<tr>
<th>Learning point</th>
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<tr>
<td>The launch did not get as much coverage as we hoped for several difference reasons.</td>
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<tr>
<td>1. Regional launch – the rational for having the launch in Leeds was to make it as easy as possible for the regional TV stations (BBC and iTV) to attend the launch and encourage them to broadcast the story across all local stations. Whilst we worked hard in engaging the local broadcast media they showed little interest in attending the launch.</td>
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<td>2. National election – we originally wanted to launch the campaign in April but thought it was prudent to delay the launch until after the local and national elections. However, as the national election became a hung parliament, the local media were still very much focusing on this national issue</td>
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What would we do differently?

We have learnt from this launch and have in fact been successful in getting a wide range of coverage on motorcycle issues during 2011. Whilst it is good to have a regional launch, it is important that this is followed up immediately with local press releases from the individual safer roads partners.

Whilst we think that the media are interested in the regional aspect, they are very much focused on the local aspect.

7. Other local activities

Humber

The posters and vests have been distributed across the Humber region via the BikeSafe courses and through a competition in the East Riding News (council newspaper).

In September 2010 we took out a full page advert in the council newspaper and offered free high viz vests in a competition. 25 people responded and all received the vests.

A number of the vests were requested by family members of riders and the feedback from them was it enabled them to have a conversation with their loved one about their riding style.
West Yorkshire

The main campaign launch was held in Leeds where a number of hi – viz vests were given away. Additionally further commuter rider engagement activities were held where the vests were distributed, including bikers breakfasts. In addition the vests were advertised via a newsletter mailing list and there was a considerable response requesting them. The vests were also distributed through local dealerships and clothing and accessory shops.

South Yorkshire

With the National BikeSafe show being held at Sheffield Arena on 12 & 13 June 2010, there was a great opportunity to promote the campaign message directly to event attendees.

The Someone’s Son campaign message was promoted both at the event and on the main event programme. In total there were 30,000 programmes produced and approximately 10,000 event attendees. In addition reciprocal links were set up between the Someone’s Son campaign website and the BikeSafe show website www.bikesafeshow.co.uk

Campaign posters and vests were distributed at the BikeSafe show and across the county by the South Yorkshire Police motorcycle wing and the dedicated Safer Roads Partnership Motorcycle Safety Officer who was in post for the 2010 financial year.

In addition to the joint Someone’s Son radio advertising on Galaxy FM, further targeted advertising ran on Hallam FM during May 2010 to provide extra campaign coverage in the South Yorkshire area.