



**Lancashire
Constabulary**

police and communities together

News Information

Telephone: 01772-412444 Voicebank: 0871-550-8022

Corporate Communications, PO Box 77, Hutton, Preston, Lancashire PR4 5SB

Website: www.lancashire.police.uk

Twitter: <http://twitter.com/lancspolice> Facebook: www.facebook.com/lancspolice

Police urge drivers and cyclists to ‘look out for each other’

‘Let’s look out for each other’; that’s the message Lancashire Constabulary is giving to both motorists and cyclists today as they launch a campaign to raise awareness of each other’s presence on the roads.

Research has shown pedal cyclists to be one of the most vulnerable road users who currently account for 6.5 per cent of all casualties and 10.2 per cent of those killed and seriously injured on Lancashire’s roads.

During the last 12 months the proportion of casualties which pedal cyclists account for has increased with 97 cyclists killed or seriously injured on Lancashire’s roads between January 2013 and September 2013, compared to 64 in the same period in 2012.

The campaign takes into account the views of both cyclists and other road users and will use social media, posters and window stickers with the strapline ‘Let’s look out for each other’ to raise awareness of the vulnerability of cyclists whilst giving both drivers and cyclists facts from the Highway Code.

Chief Insp Debbie Howard from the Road Policing Unit said: “Despite falling trends in the number of people killed and seriously injured on our roads, the proportion of casualties which cyclists account for is an increasing one.

“There is no doubt cycling has grown in popularity but many collisions still occur because a driver doesn’t take the time to look out for a cyclist and equally cyclists do not always pay enough attention to their surroundings.

“Figures show there is a 50/50 split in who is responsible for collisions and we want to highlight the common ground between cyclists and drivers, recognising that 80% of cyclists also hold a driving licence.

“This campaign is vital to remind cyclists and motorists to look out for each other through adopting some simple advice.”

As part of the campaign police will be posting daily diary entries on the force's Facebook page featuring key safety messages from a driver, a cyclist and a police officer, giving clear guidance on what the Highway Code states, with a view to increasing the understanding of the different views that cyclists and other road users may have.

Posters will also be displayed in key locations across the county, including specialist cyclist and motorist shops, car parks and petrol stations. Window stickers will be given out across the county for drivers to display in the back windows of vehicles.

When you're driving

1. Look out for cyclists, especially when turning -make eye contact if possible so they know you've seen them.
2. Use your indicators - signal your intentions so that cyclists can react
3. Give cyclists space – at least half a car's width. If there isn't sufficient space to pass, hold back. Remember that cyclists may need to manoeuvre suddenly if the road is poor, it's windy or if a car door is opened
4. Always check for cyclists when you open your car door
5. Avoid driving over advanced stop lines – these allow cyclists to get to the front and increase their visibility
6. Follow the Highway Code including 'stop' and 'give way' signs and traffic lights

When you're cycling

1. Ride positively, decisively and well clear of the kerb – look and signal to show drivers what you plan to do and make eye contact where possible so you know drivers have seen you
2. Avoid riding up the inside of large vehicles, like lorries or buses, where you might not be seen
3. Always use lights after dark or when visibility is poor.
4. Wearing light coloured or reflective clothing during the day and reflective clothing and/or accessories in the dark increases your visibility
5. Follow the Highway Code including observing 'stop' and 'give way' signs and traffic lights
6. THINK! recommends wearing a correctly fitted cycle helmet, which is securely fastened and conforms to current regulations

Below is a divisional breakdown of all the KSI (Killed or seriously injured) collisions broken down by divisional in Lancashire from January 2012 – September 2013.

Month	Division						Constabulary	% of total KSIs that are pedal cyclists
	A	B	C	D	E	F		
Jan-12	0	3	2	0	0	1	6	12%
Feb-12	0	1	0	1	0	1	3	6%
Mar-12	0	2	1	0	0	1	4	8%
Apr-12	1	2	1	2	2	0	8	14%
May-12	0	7	1	1	2	1	12	20%
Jun-12	1	2	0	0	0	0	3	7%
Jul-12	1	1	1	2	1	0	6	10%
Aug-12	1	3	6	1	1	1	13	19%
Sep-12	3	1	2	1	0	2	9	12%
Jan-Sep 12 sub-total	7	22	14	8	6	7	64	12%
Oct-12	0	2	0	1	1	0	4	6%
Nov-12	2	3	3	3	0	0	11	16%
Dec-12	1	1	1	0	0	0	3	6%
Jan-13	1	2	0	0	0	1	4	9%
Feb-13	1	2	3	0	0	0	6	13%
Mar-13	2	3	1	1	0	1	8	13%
Apr-13	0	3	0	1	3	0	7	15%
May-13	3	2	1	1	0	3	10	14%
Jun-13	1	1	4	1	1	1	9	11%
Jul-13	6	4	9	2	5	1	27	31%
Aug-13	5	2	5	1	0	2	15	23%
Sep-13	2	4	1	0	3	1	11	17%
Jan-Sep 13 sub-total	21	23	24	7	12	10	97	17%
Grand Total	31	51	42	19	19	17	179	14%

ENDS

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Please visit our website <http://www.lancashire.police.uk>.