



accidents don't have to happen

Novice Riders Campaign

Campaign toolkit

Date: April 2023

#SkillUp

Who are RoSPA?

The Royal Society for the Prevention of Accidents (RoSPA) is a not-for-profit organisation that has worked for more than 100 years to help people recognise and reduce their risk of accidents, at home, on the road, at work and at leisure. Our goal is to enable everyone to live their lives to the full, safely.

The Road Safety policy team at RoSPA produces a vast array of advice and information on all areas of road safety and accident prevention.

Drivers, riders, pedestrians, cyclists and horseriders will all find information related to their mode of transport on the RoSPA website.

With DfT funding, RoSPA has produced a wide range of free resources for specific road users: drivers, motorcyclists, pedestrians and pedal cyclists and also employers, teachers, parents and road safety practitioners.

In addition, many other products and services are produced which are available for purchase online to raise awareness and improve knowledge of road safety issues.



www.rosipa.com

The campaign

In order to effectively reach our target audience, we've created a novice riders web hub packed with information, and a series of informational short videos.

Our hub includes information on motorcycle licensing and training, the benefits of acquiring a full licence, motorcycle maintenance, advice on how to avoid the most common motorcycle crashes and advice specific to those who ride their bike for work.

We decided to work with a production company to create concise and engaging 20-30 second film content summarising the key messages included in the hub for use on social media.

rospa.com/novice-riders



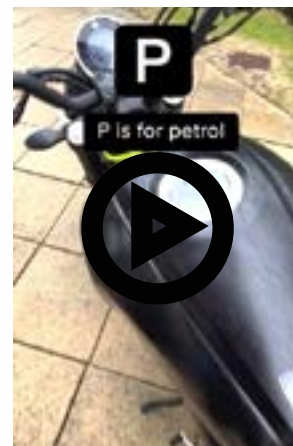
Novice Riders Hub

New Rider? Skill Up

Being a novice is one of the best ways to get started. You've got freedom, adventure and it's cheaper than four wheels.

So you've got your CBT certificate? Here you need to skill up. This might seem obvious for the chance of you having an accident, wearing your helmet, and having yourself well insured will be a lot better if you build up your skills and experience. It might be worth doing some more training with a motorcycle instructor or

Thanks to our previous research we learned that social media 'stories' type content had the highest CTR at 2.08% for our audience.



Audience

Between 2014-18, an estimated 30,862 16-24 year olds were injured while riding. 92 per cent were males, and whilst young people with engine sizes up to 125cc are often involved in collisions in the autumnal peak, those with a bike of over 125cc were also more likely to be involved in collisions in a traditional season.

Our campaign aims to reach young male riders aged 16-24. We'll also be considering...

- **Live in urban areas**
Rider casualties in this age group occur in urban areas with riders being involved in collisions.
- **Come from deprived communities**
40 per cent of rider casualties occur with the rider being from a deprived community.
- **Students, gig economy workers or delivery riders**
Young riders can be commuters heading to colleges or university, these make up 40-57 per cent of casualties. Delivery riders add up to 22-40 per cent of casualties.



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How you can support...?

We would be delighted to have your support with this campaign. There are a number of ways in which you can help:

- Encourage young people, or organisations who work with young people in your community to visit our web hub by using our suggested copy across social and emails.
- Engage on your social media by sharing our creative assets and messages featured in this toolkit.
- Include information in your newsletters or other content.
- Signpost to our new web hub on your website.

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Let's ensure that young riders and their families to have access to advice and information about novice rider safety.



Download campaign assets



Social media examples



- As a new motorcycle rider, it's important to take the time to learn basic skills and knowledge to ride safely and confidently.

That's why we're supporting the launch of RoSPA's brand new novice riders hub this #MotorcycleSafetyWeek.

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- Whether you're commuting to work or have found a new passion for motorcycling, RoSPA's brand new videos and web hub answer the most asked questions about riding. They're the perfect addition to

#MotorcycleSafety Week.

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- The number of national young riders is rising. If you're a new rider, and have questions, take a look at the videos available on RoSPA's brand new webhub this #MotorcycleSafety Week.

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[Download campaign assets](#)



Social media examples



- It's #MotorcycleSafety Week!

We all know riding a motorcycle is one of the best ways to get around, but if you're new to riding RoSPA's new web hub has been launched to help you gain experience and skills.

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- Do you have new motorcycle riders in your business? Perhaps one of your younger family or friends have found a new passion for motorcycling? RoSPA's new web hub and videos are here to help build skills and experience to keep your friends, family and colleagues safe.

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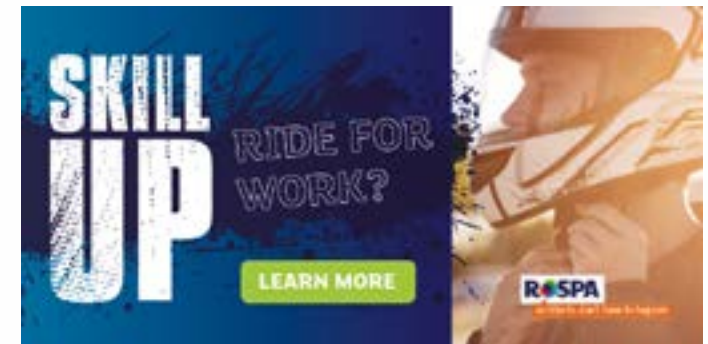
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- The new videos launched by RoSPA this week for #MotorcycleSafety Week cover topics like T-Junctions, left hand turns and POWDER, and are perfect for new riders.

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Contact us

Thank you for getting involved in our campaign!

Want to work with us closely on campaigns like this in the future? Talk to our road safety team who can help you learn more.

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