



Evaluation of Scottish Biker Magazine 2017

December 2017

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Project *Perspectives* 



Contents

Context and Remit	1
Evaluation methods	2
SBM activities (outputs)	4
Achievement of outcomes.....	9
Learning and legacy.....	14
Conclusions	16
Appendix A : Performance indicators.....	17
Appendix B : Summaries of survey results	18

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Grateful thanks to around 600 motorcyclists who gave feedback in various ways, and the SBM Team - June Graham, Kay McGhee, Colin Kay and Ian Stavert - for help developing, promoting and running the surveys.

Also to: North Harbour Motorcycles (Ayr), GMTS Tayside, The Green Welly Stop, Inveraray Inn, Perth Bike Night, Leadburn Inn, Curvy Riders, for allowing us to conduct surveys.

And to: motorcycle dealerships and training providers throughout Scotland for sharing online links and distributing SBM print magazines.

Context and Remit

In the years 2014-16 Argyll & Bute Council (ABC) alongwith North Ayrshire Council and IND Media produced 3 editions of the Scottish Biker Magazine with the aim of contributing to a reduction in motorcyclist casualties in the West of Scotland. They also launched a Scottish Biker Facebook page in December 2015.

In 2017 they received £93k of funding (from the Scottish Government and other sources) to further develop the Project through 3 more editions of the Magazine, development of a one-stop Scottish Biker website, production of video and further engagement with dealerships and training providers.

An evaluation was required for the period Jan – Dec 2017.

SBM remit for 2017

Aim

The overall aim of the Project is to:

- Provide resources for all motorcyclists to help improve their knowledge, behaviours, and skills, and thus contribute towards a reduction in motorcyclist casualty rates.

Objectives

The aim will be achieved through the following objectives:

- A. Increase the print run and subsequent distribution - including the electronic distribution - of the Scottish Biker magazine.
- B. Develop a Scottish Biker website as a 'one stop' resource for all motorcycling matters in Scotland.
- C. Develop additional social media content, to include a YouTube channel for instructional video and a dedicated social media (Facebook) page.
- D. Increase direct 'face-to-face' interaction with motorcycle related trade and industry in Scotland and in the UK.

Outcomes *(with two additions in italics¹)*

1. Increase awareness and uptake of the Scottish Biker magazine *and suggestions to improve it.*
2. Promote awareness and encourage uptake of advanced rider training, *and an understanding of what changes motorcyclists' behaviour.*
3. Develop a dedicated website to include information that improves knowledge, promotes positive behaviour and gives a better understanding of motorcycle riding, with website engagement being monitored monthly.
4. Develop and increase working relations and partnerships within the motorcycle industry.

Performance Indicators are listed in Appendix A.

¹ *Items in italics* in Outcomes A & B are additions to the original remit, resulting from a discussion with June Graham at the start of the evaluation.

Evaluation methods

Surveys and monitoring

Achievement of performance indicators was assessed through monitoring statistics and a suite of surveys. The surveys went beyond the original remit to provide a comprehensive profile of motorcyclists and motorcycling in Scotland.

Sources	Responses	Method	Type of information
1. Main Survey	536	Ongoing online survey (423 responses), plus 113 interviews at 6 events ² Mar – Oct 2017	Motorcyclists' profile, training and safety, views on SBM resources.
2. SBM Resources interviews	35	Phone interviews with 35 volunteers from Main Survey March/April 2017	Structured feedback on SBM resources, plus question on safety
3. Biker Blethers x2	24	Discussion groups with 19 volunteers, from Main Survey plus 5 others April 2017	Two structured discussions about training and safety held at the SBM Inveraray Event 30 April 2017
4. Safety and Training interviews	40	Phone interviews with 40 volunteers from Main Survey, plus 5 others May 2017	Structured one-to-one discussions focused on training and safety, mainly using open ended questions
5. SBM Inveraray Ride In	30	One question survey posted on Facebook	Ratings for aspects of the day, plus comments
6. GMTS trainees	18	Print survey	Profile and views
7. SBM Rider Development Day	10	Pre and post course questionnaires	Ratings of achievement of goals and other aspects
Total number	693		
Estimated number of unique motorcyclists	c600	Allowing for overlaps between surveys	
5. Statistics	5 sets	Collated for:	Distribution of print Magazine Online reads of Magazine Use of SBM Facebook page Use of SBM website Video views

² Inveraray Ride In, North Harbour Motorcycles (Ayr), GMTS Tayside, The Green Welly Stop, Perth Bike Night, and Leadburn Inn

A large proportion of the Main Survey responses came from Facebook posts that promoted the survey link.

It is estimated that, allowing for overlaps between surveys, around 600 unique motorcyclists contributed information and views.

The two sets of phone interviewees were recruited through a question in the Main Survey.

- The first set - to gain more detailed feedback on the suite of SBM resources – was carried out following distribution of the March edition of the Magazine so that any improvements could be implemented in the two later editions.
- The second set– to explore opinions on safety and training – was set up to better inform the core aim of the SBM project of improving the safety of motorcyclists on Scotland’s roads.

Summaries and full Survey Results

A visual summary of key results will be included in the March 2018 edition of the Magazine and widely circulated.

More detailed summaries of survey results, extracted from the SBM 2017 Survey Results, are included in Appendix B, and can be accessed on the SBM website: <http://www.scottishbikermagazine.co.uk/archive/>

The full SBM 2017 Survey Results are available as a separate document – ‘SBM Profile of Motorcycling in Scotland’ - available on the SBM website: <http://www.scottishbikermagazine.co.uk/archive/>

SBM activities (outputs)

This section summarises the main activities, or outputs, carried out by the SBM Team in 2017, in relation to the 4 objectives of the Project.

A. Increase the print run and subsequent distribution - including the electronic distribution - of the Scottish Biker magazine.



Produced 3 editions of Scottish Biker Magazine:

- Editions produced in March, June and October
- Distributed in print and electronic formats
- Available to view in the Archives section of the SBM website:
<http://www.scottishbikermagazine.co.uk/archive/>

B. Develop a Scottish Biker website as a 'one stop' resource for all motorcycling matters in Scotland.



Launched and ran the SBM website, from March 2017

<http://www.scottishbikermagazine.co.uk/>

- Sections cover a wide range of motorcycling interests:
/Home /Training /News /Info /Tourism/routes
/Events /Videos /Archive – includes SBM magazine issues
/Bikes

/continued

C. Develop additional social media content, to include a YouTube channel for instructional video and a dedicated social media (Facebook) page.



Continued the SBM Facebook page launched in 2015 with frequent SBM and shared posts covering:

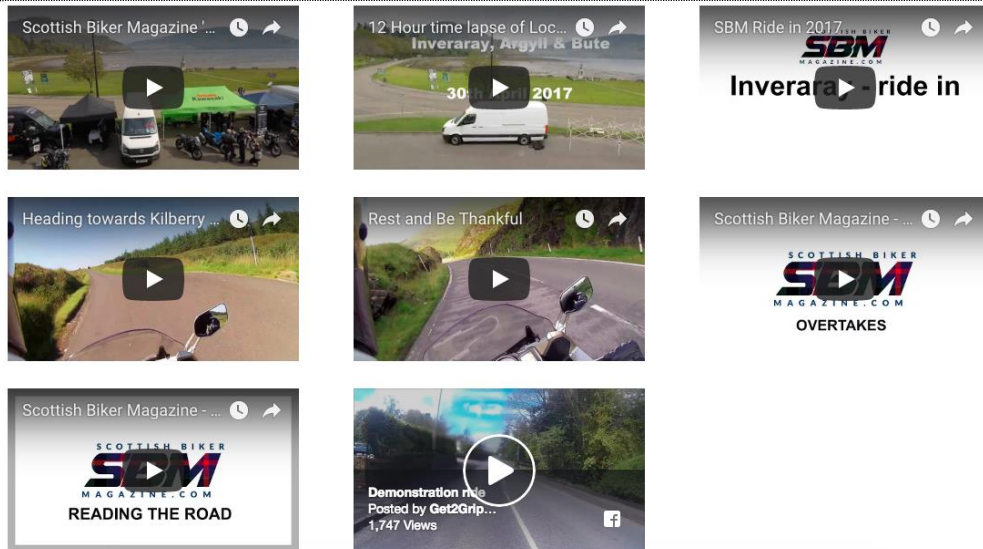
- Bikes
- Events
- News
- Videos
- Routes
- Etc



Launched the SBM Twitter account @MagBiker

- Mainly retweets from road safety or motorcycle partners

/continued



Produced and promoted 8 SBM videos:

- Totalling 20 minutes viewing time
- Promoted through: SBM Facebook page, SBM website and SBM Youtube channel
 - Rest And Be Thankful
 - Heading Towards Kilberry on the B8024
 - Inveraray Bends
 - SBM Overtakes
 - SBM Reading the roads
 - SBM Ride-in time Lapse, Inveraray 2017
 - 12 hour time lapse of Loch Fyne at Inveraray
 - SBM Inveraray Ride-in



Roddy Benzies emergency braking demo from 45 mph on...



Last one over the line wins.

Produced 2 further very short educational videos:

- From Oban airport day:
 - Emergency braking
 - SloMo
- Posted on Facebook

D. Increase direct 'face-to-face' interaction with motorcycle related trade and industry in Scotland and in the UK.



Continued and extended engagement with:

- Dealerships and bike related businesses
- Training organisations – CBT, ERS, Off-road, Track, Advanced
- Emergency services

**Further activity
Events**

- Promoted SBM
- Gave out promotional items raising awareness of SBM and other partners
- Ran the SBM Survey (plus Biker Blethers at Inveraray Ride In)



Organised and delivered 2 SBM events:

- **Inveraray Ride In, 30 April 2017**
 - Free tea and bacon butties
 - A range of partner stands:

Dealerships	Training providers	Safety	Other
<ul style="list-style-type: none"> • Cupar Motorcycles • Glasgow Triumph • Kirkcaldy Kawasaki • Saltire Motorcycles 	<ul style="list-style-type: none"> • Get2Grips • IAM • Knockhill • Moto Scotland • Robbie Allan Off Road 	<ul style="list-style-type: none"> • Argyll and Bute and North Ayrshire Road Safety Units • Biker Down demonstrations • Helite • Police Scotland • West safety camera van 	<ul style="list-style-type: none"> • Blood Bikes • Digby Brown • Orange and Black • SERV • Scottoiler • SBM information stand and survey

/ continued

- **SBM Rider Development Day**
 - 17 October 2017, Dunfermline, £35
 - Classroom session and observed ride



Participated in 5 further events:

- North Harbour Motorcycles (Ayr)
- The Green Welly Stop – IAM day and Ducati day
- Perth Bike Night
- Leadburn Inn
- GMTS Tayside Open Day

Profiled motorcycling in Scotland



Besides addressing some aspects of the Remit, the SBM Main Survey, conducted online and in-person from March – October 2017 yielded a detailed profile of motorcyclists and motorcycling in Scotland from 536 respondents. As well as providing factual information on their age, engine size etc, respondents gave views on training, safety and the SBM resources, as summarised in Appendix B.

Quarterly reports to Transport Scotland detailed the progress made in the above activities through the year.

Achievement of outcomes

This section presents evidence of achievement of outcomes, ie the differences that SBM activities (or outputs) have made. Achievements are presented in relation to the Performance Indicators listed in Appendix A, and in some cases supported by further evidence.

Key:

- ✓ Performance Indicator Achieved
- ✓✓ Performance Indicator Exceeded
- + Further evidence of achievement

<p>Objective A: Increase the print run and subsequent distribution - including the electronic distribution - of the Scottish Biker magazine.</p> <p>The print run doubled from 10k in 2016 to 20k copies for each of the three 2017 editions.</p>	+
<p>Outcome A: Increase awareness and uptake of the Scottish Biker magazine <i>and suggestions to improve it:</i></p>	
<p>Indicators:</p>	
<p>1. An increase of 25% (on a baseline of 4) in the number of Compulsory Basic Training/Enhanced Rider Scheme providers distributing Scottish Biker, either electronically (PDF), digitally or by hard copy.</p> <p>Increase from 4 to 40 distributors = 900%</p>	✓✓
<p>2. <i>Suggestions to improve the Magazine and website</i></p> <p>Following publication of the March edition of the Magazine, in-depth phone interviews were held with 35 motorcyclists to ascertain their views on the SBM Magazine, Facebook page and Website showed a very high level of satisfaction with all three resources. There were no significant suggestions for improvement, instead the main suggestions being to keep them going, promote the magazine more and distribute it more widely.</p>	✓✓

In 2017 the SBM magazine expanded from being primarily a west of Scotland resource to cover all of Scotland. The print runs of 20k copies for each of the three 2017 editions were fully distributed.

The cumulative number of views of each issue of the electronic version of the Magazine is shown in the chart below.



From the above evidence it is clear that distribution of the print magazine was greatly increased both through the number of copies produced, and the number of distributors.

Compared to 2016, there was a small increase in the lifetime number of reads for the March edition, while lower cumulative figures for the June and November editions may yet increase.

The Main Survey showed that 72% of respondents were aware of at least one of the suite of SBM resources.

Interviews with 35 motorcyclists following distribution of the March edition of the Magazine showed a high level of satisfaction with the SBM resources, so no significant suggestions were needed in the June and October editions, or the website or Facebook page.

<p>Objective B: Develop a Scottish Biker website as a 'one stop' resource for all motorcycling matters in Scotland.</p>	
<p>Outcome 3: Develop a dedicated website to include information that improves knowledge, promotes positive behaviour and gives a better understanding of motorcycle riding, with website engagement being monitored monthly.</p>	
<p>3. An evidenced baseline and subsequent increase of 20% by the end of project, of visitors to the SBM website per week. Weekly website visitors increased from 67 to 370 an increase of 244%</p>	<p>✓</p>

While the SBM website was less active than the Facebook page, it provides a more accessible source of resources, which inevitably 'disappear' down the Facebook timeline. However the videos are easily accessed in the Facebook Videos section.

The SBM website covers a wide range of motorcycle topics of interest, and the number of weekly visitors increased significantly.



<p>Overall Aim: Provide resources for all motorcyclists to help improve their knowledge, behaviours, and skills, and thus contribute towards a reduction in motorcyclist casualty rates. (No specific objective)</p>	
<p>Outcome 2: Promote awareness and encourage uptake of advanced rider training, and an understanding of what changes motorcyclists' behaviour.</p>	
<p>Indicators:</p>	
<p>4. An evidenced baseline and subsequent increase of 20% by the end of project, in engagement with motorcyclists taking part in further training, off road training and track based training, by engaging with accredited partners/providers³ and using their data where possible to evaluate participant's reasons for taking part in further training. Reasons for taking part in further training were identified from the Main Survey with 536 respondents. The main reasons were: More confidence, To feel safer, and To learn specific skills like cornering.</p>	✓
<p>5. An increase by 20% (on a baseline of 16% of 55 people who took part in a poll) in the percentage of surveyed riders supporting post-test rider training – by providing information on all types of post-test training available. To include engagement through the magazine, website, face-to-face interviews, Facebook polls, mobile surveys, focus groups. From the Main Survey: % of riders who had taken further training = 48%, an increase of 200%</p>	✓✓
<p>6. <i>Feedback from motorcyclists on what changes motorcyclists' behaviour.</i> From the Main Survey, the main things that would encourage motorcyclists to take training were: Local training, Lower insurance costs, Free taster day, Help with the cost, When more time available.</p>	✓

The Main Survey also identified the main reasons for taking further training as: More confidence, More aware of the road environment, Able to maintain a safe riding position, Feel safer and Learn specific skills, to which phone interviewees added You never stop learning.

The majority of respondents said they were Very Likely or Fairly Likely to take some / some more post-test training. The proportion was higher for females.

Interviewees and the Biker Blether participants gave a wide range of things that put motorcyclists off training, the top ones being: cost, distance to travel, and the attitude of the motorcyclist. For the Curvy Rider Biker Blether barriers also included: training being male-oriented, assessors if they are not constructive, and inconsistency between trainers and examiners.

Both Biker Blethers felt that the idea of further training should be introduced to new motorcyclists around the test stage.

As might be expected, the SBM resources had more effect in giving useful information and changing attitudes (to want to ride more safely and improve riding), than in the next steps of changing actual behaviour (the way motorcyclists actually ride and taking up training). The resources had more effect on changing the attitudes of females than males. Some respondents

³ One training organisation was not willing to share data, while another was willing, but feedback comprised brief 'Happiness ratings'. The Main Survey provided an alternative way to gain the required feedback, and more.



pointed out the resources had little effect because they already do training. Insight into the behaviours that encourage training was provided through several questions in the surveys, summarised in the above paragraphs. There was a significant increase in the proportion of motorcyclists who had taken training, compared to the baseline.

Objective C: Develop additional social media content, to include a YouTube channel for instructional video and a dedicated social media (Facebook) page.	
Outcome: no equivalent outcome	
Indicators:	
<p>1. An increase of 20% (on a baseline of 944 likes, 12,117 reach and 1,225 post engagements) in social media engagement with motorcyclists.</p> <p>By Nov 2017:</p> <p>Lifetime likes increased to 1,763 = 87% increase</p> <p>Average reach for four 28 day periods = 20,241 = 254% increase</p> <p>Post engagements per week increased to 5,393 = 340% increase</p>	<p>✓✓</p> <p>✓✓</p> <p>✓✓</p>
<p>2. Produce professionally edited video and training footage and advice which will be varied and updated regularly on a range of issues. (No target set)</p> <p>8 professional, educational videos produced, plus 2 short videos</p>	<p>✓</p>

The 8 videos on the YouTube channel had 747 views by 15 November 2017, while the 2 very short educational videos posted on Facebook had a total of 569 views.

The objective of developing social media was met through an active Facebook page with key indicators showing significant increases on the baseline figures. A Twitter account was started, though considerably less active than the Facebook page.

Ten varied educational videos were produced and shared.

Objective D: Increase direct 'face-to-face' interaction with motorcycle related trade and industry in Scotland and in the UK.	
Outcome D: Develop and increase working relations and partnerships within the motorcycle industry.	
Indicator:	
<p>3. An increase in engagement with motorcycle dealerships across Scotland by 25% (on a baseline of 8).</p> <p>Increase from 8 to 15 = 88%</p>	<p>✓✓</p>

Invitations to participate in several motorcycle events in 2018, such as The Green Welly Road Show and Bike Fyne, show the SBM Team to be a respected, impartial presence in the motorcycle world.



There was a significant increase in face-to-face interaction with motorcycle related contacts.

<p>Overall Aim: Provide resources for all motorcyclists to help improve their knowledge, behaviours, and skills, and thus contribute towards a reduction in motorcyclist casualty rates.</p>	
<p>Further outcomes</p>	
<p>SBM events</p> <ul style="list-style-type: none"> • Over 1,000 people participated in the SBM Inveraray Ride In, and a small sample gave positive feedback. • Very positive feedback on the SBM Rider Development Day, including increased confidence and most personal goals met. 	+
<p>Views on safety</p> <ul style="list-style-type: none"> • Interviewees agreed that post-test training contributes to the safety of motorcyclists. • The Biker Blether with 17 Curvy Riders suggested that motorcycling could be made safer by: educating drivers, using social media to show that bikers come from all walks of life and ending negative attitudes to bikers. • 35 phone interviews about the SBM resources included a question on safety. The main suggestions to improve the safety of motorcyclists were for: training – including a request to reinstate BikeSafe or an equivalent, and further promotion of SBM resources. 	+



Learning and legacy

Feedback implemented during the Project

Confirmation of SBM suite of resources

Initial evaluation work included short questions in the Main Survey on awareness and effect of SBM resources, followed by 10-20 minute phone interviews with 35 volunteer respondents.

This feedback clearly showed that the format and content of the SBM magazine, Facebook page and website was well received, with no major changes required.

Development of the resources, as a result of the surveys, included:

- Articles developed in response to suggestions made for topics eg collision investigation
- Links between online resources were extended eg added to the Magazine
- More input of stories from 'real riders'

Having established that the SBM resources were well received, there was scope to address a different topic in further phone interviews, and views on training and safety was chosen.

Ran a Rider Development Day

The Rider Development Day was run in response to the need for local training at low cost identified by the Main Survey, Biker Blethers and phone interviews on Training and Safety.

The format for the Rider Development Day – classroom session in the morning and observed rides in the afternoon - could easily be replicated by any interested party with links to local training providers/motorcycle instructors. The Team now has access to a pool of accredited Instructors that would be willing to be involved in a similar day.

Further pointers

One of the main areas of feedback was the need to make drivers more aware of bikers. Using positive messages on social media, the SBM team plan to promote biking as a social norm.

Running the SBM Project

What went well?

The partnerships forged with dealerships and training providers continued to grow across Scotland throughout the year. This contributed to the varied articles and advertisements in the magazine with content being sourced from on-road, off-road, track, small and large bike businesses.

Over the last four years the SBM title has been building in credibility and the Team has built up good relationships with training providers, dealerships, and many other bike businesses. This was demonstrated in the number of events they were invited to in 2017 and have been invited to for 2018.

The Team was delighted with the response to the survey, feeling that the profiling will give a great insight for future publications.

What would we do differently?

The SBM team is very small, based in Argyll, Ayrshire and Gloucestershire. Motorcycling is only a small part of each person's remit so at times it was difficult to make sure that the whole of Scotland was being covered. It would have been good to have had assistance in Dumfries and Galloway and the Borders – although the Borders is now covered with two new training partnerships coming on board.

Legacy and future

The SBM Project broadened its scope from the west to cover all of Scotland engaging with new dealerships, bike related businesses, training providers and other road safety professionals with an interest in safer motorcycling.

It further developed the SBM resources to establish a well-received suite of resources that motorcyclists would like to see continued.

The Team established good relationships with the trade and was invited to several future events in 2018 eg Scottish Bike Show, Green Welly Road Show, Track nights, Bike Fyne, Perth Bike Night, and several dealership demo days.

However, there is an uncertain future, as the ABC Road Safety Unit is under threat due to proposed budget cuts, with a decision to be made in February 2018.

A detailed profile of motorcyclists and motorcycling in Scotland was produced that will help inform further work to improve safety. The SBM team will spend time studying the results with a view to moving forward in a way that reflects readership feedback.

The March 2018 edition is well underway.



Conclusions

All the Performance Indicators were met and some were exceeded indicating good progress towards achieving the outcomes, objectives and aim of SBM.

The main additional output was the production of a profile of motorcycling which will be of use to a range of stakeholders. The profile of motorcycling in Scotland should be disseminated and made easily accessible to those with an interest in motorcycling in Scotland.

Early in the Project the format and content of the SBM suite of resources – print and online magazines, Facebook page and website - was confirmed by motorcyclists with requests for 'more'.

Motorcyclists reported that the resources had influenced their attitudes to safety and training, and to a small extent had actually changed motorcycling behaviour and uptake of training.

The SBM Team used early survey findings to inform both the development of resources, and provision of a Rider Development Day.

Motorcyclists gave positive feedback on two events organised by SBM – the Inveraray Ride In, and the Rider Development Day. The latter was a response to requests to provide low cost, local training along the lines of the former BikeSafe, and was particularly successful with almost all motorcyclists' goals for the day met, and confidence levels raised.

The momentum gained through the SBM resources and events needs to be continued so that awareness of safety issues and uptake of training is maintained and increased.

Similarly, the good relationships established between the SBM Team and dealerships, training providers and other stakeholders – evidenced by invitations to participate in events in 2018 - should be continued.

At the time of writing potential budget cuts mean the future of the ABC Road Safety Unit – one of the lead partners in implementing SBM - is in question. All of the Team feel strongly that SBM should continue to build on the positive achievements of SBM 2017 and will work hard towards their goal of producing a biker led title in some shape or form.

Appendix A: Performance indicators

The following list has been re-ordered from the original Remit, to match appropriate objectives and outcomes, as presented in the Achievements section.

1. **An increase of 25%** (on a baseline of 4) **in the number of Compulsory Basic Training/Enhanced Rider Scheme providers distributing Scottish Biker**, either electronically (PDF), digitally or by hard copy.
2. ***Suggestions to improve the Magazine and website***
3. An evidenced baseline and subsequent **increase of 20%** by the end of project, **of visitors to the website per week.**
4. **An evidenced baseline and subsequent increase of 20% by the end of project, in engagement with motorcyclists taking part in further training, off road training and track based training**, by engaging with accredited partners/providers and using their data where possible to evaluate participant's reasons for taking part in further training.
5. **An increase by 20%** (on a baseline of 16% of 55 people who took part in a poll) **in the percentage of surveyed riders supporting post-test rider training** – by providing information on all types of post-test training available. To include engagement through the magazine, website, face-to-face interviews, Facebook polls, mobile surveys, focus groups.
6. ***Feedback from motorcyclists on what changes motorcyclists' behaviour.***
7. **An increase of 20%** (on a baseline of 944 likes, 12,117 reach and 1,225 post engagements) **in social media engagement with motorcyclists.**
8. **Professionally edited video and training footage and advice** which will be varied and updated regularly on a range of issues.
9. **An increase in engagement with motorcycle dealerships across Scotland by 25%** (on a baseline of 8).

Appendix B: Summaries of survey results

This section summarises key results from all the surveys detailed in the Introduction.

For full details please see the separate report SBM 2017 Survey Results, available on the SBM website:

<http://www.scottishbikermagazine.co.uk/archive/>

Motorcycling Profile

From the Main Survey with 536 respondents:

- 1 in 5 motorcyclists was female.
- 3 out of 5 were aged between 45 and 64.
- Half had been riding for over 20 years, and a quarter for 4 years or less.
- Half had a motorcycle with an engine size over 100cc, while for the most of the rest it was 500 – 1000cc.
- The predominant use of motorcycles for nearly all respondents was for leisure, followed by touring for 56%.
- Motorcyclists covered a range of annual mileages, tapering off above 10k miles a year.
- A little under half of respondents ride all year round, while most of the rest ride during the season for at least 5 months a year.
- 4 out of 5 rated their motorcycling expertise as Medium or High.
- The main skills they felt they could improve were: Cornering (58%) followed by Low speed manoeuvres, Road positioning, Filtering and Braking.
- Some said they were always learning, and could improve all skills.

Male / female comparison

- A higher proportion of females were aged 45-54.
- A higher proportion of females had been riding for 5 years or less, and a higher proportion of males over 20 years.
- A higher proportion of females had engines of 500-999cc, while a higher proportion of males had an engine size over 1000cc.
- A higher proportion of females felt they could improve: Cornering, Low speed manoeuvres and Filtering, while a higher proportion of males said None to the skills they could improve.

Training

Unless otherwise stated, results are from the Main Survey with 536 respondents.

Almost half of respondents had completed at least one post-test training course, conversely just over half had completed none. The main courses completed were IAM, BikeSafe, Track Day and Off road training.

The main reasons for taking training from a presented tick list were: More confidence, Feel safer, and Learn specific skills. Bike Blethers and phone interviewees confirmed Feel safer and also added To improve riding in general and Returning to riding.

More females than males ticked: To gain confidence, To feel safer and To be able to react to situations calmly.

The main benefits of training from the same presented list were: More confidence, More aware of the road environment, Able to maintain a safe riding position, Feel safer and Learn specific skills, to which phone interviewees added You never stop learning.

The majority of motorcyclists said they were Very Likely or Fairly `likely to take some / some more post-test training. The proportion was higher for females, whereas a higher proportion of males was Unlikely or Very Unlikely to take training.

For a small number of phone interviewees who were Unlikely to take training, the main reason was the cost.

Participants in the the two Biker Blethers and phone interviewees gave a wide range of things that put motorcyclists off training, the top ones being: cost, distance to travel, and the attitude of the motorcyclist. For the Curvy Rider Biker Blether barriers also included: training being male-oriented, assessors if they are not constructive, and inconsistency between trainers and examiners.

Just over half of respondents said that local training and the prospect of possible lower insurance costs would encourage them to take training, while 40% would be encouraged by a free Taster Day. A third said assistance towards the cost would help, and a fifth need more time available.

The Biker Blethers suggested that riders should be made more aware of training at the learner / test stage, and that hearing about training from other bikers can open up a mindset that had been closed to the idea of training – as actually happened with one Biker Blether participant.

The main ways phone interviewees felt that training could be made more attractive were through: more promotion, worthwhile insurance discounts, promoting the benefits, subsidising the cost, improved trainer image and getting through to those who don't want to do training.

GMTS Trainees

Fourteen trainees with GMTS completed a short survey.

- 8 were female – a sharp contrast to the Main Survey.
- A range of ages was represented, with a higher proportion of young riders than in the Main Survey.
- For 9, their motorcycle size was 125cc with gears.
- The main things that got them into motorcycling were: having a rider in the family and to enjoy themselves.
- Almost half had held their CBT licence for less than a year, and a quarter for over 2 years.
- Half had reached CBT level while the rest had not yet passed CBT or had progressed to Module 1.
- All were aware of advanced motorcycle training.
- A third had seen at least one of the suite of SBM resources – mainly the print magazine.
- The top topics of interest were safety and training, events and routes.

Safety

The following results come from several sources.

From 40 telephone interviews about training and safety there was almost universal agreement that post-test training contributes to safety.

Over half the interviewees said that Experience of motorcycling and Passing the motorcycle test contribute to safety.

Under half felt that Going to motorcycle events, Learning from family/friends and Riding with others definitely contribute to safety, though large proportions also pointed out that that it depends what is at the event, and on the expertise of family/friends and those you ride with.

The Biker Blether with 17 Curvy Riders suggested that motorcycling could be made safer by: educating drivers, using social media to show that bikers come from all walks of life and ending negative attitudes to bikers.

35 phone interviews about the SBM resources included a question on safety. The main suggestions to improve the safety of motorcyclists were for: training – including a request to reinstate BikeSafe or an equivalent, and further promotion of SBM resources.

Other comments

The main additional comment from the Main Survey is that Scotland has fantastic routes and scenery! However there was some dissatisfaction with the weather.

Dissatisfaction was also expressed with potholes, gravel and mud on the roads.

There were pleas to bring BikeSafe back, publicise events more, make drivers more aware of motorcyclists more plus a wide range of other comments.

Further varied comments were made by both sets of phone interviewees.



SBM Events

Inveraray Ride In

It was estimated that well over 1,000 people attended the Inveraray Ride In.

Thirty participants responded to a one question survey, with over half reporting that they: enjoyed the ride, enjoyed the day overall, met new bikers and learned about safety.

The main comment was that it was a great day. However there was some unease about the extensive police presence.

Rider Development Day

- Six of the 10 participants were female.
- Half were aged between 45 and 54.
- Six rode a motorcycle with an engine size of 500-999cc.
- Six had been riding for less than 5 years, and 1 had CBT only.
- All participants rode for leisure, while 4 also used their motorcycle to commute.
- All 10 participants gave 2 goals for the course, while 4 participants also stated a third goal, giving a total of 24 goals.

The predominant goals were for more confidence and cornering.

Participants reported that the vast majority of their goals were met: of 24 goals rated 21 were met and 3 Partially met.

There was a very high level of satisfaction with the day overall: 8 participants rated it as Very good, while the other 2 rated it as Good.

Participants gave high ratings for 4 aspects of the day. At least 7 participants rated the classroom instructor, classroom content, practical observer, and practical session as Very Good, with the rest rating these aspects as Good.

The vast majority of participants felt Much more confident or More confident about their riding ability after the course.

Nine participants said what was most beneficial for them, with 6 responses relating to the limit point and road positioning.

For two participants overcoming fears or lack of confidence was most beneficial.

All participants said they plan to take further training.
 Some became friends and started to ride out together.

All participants would recommend the course to others.

Seven participants made further comments on the feedback form, mainly saying it was a great day, and thanking the organisers.

SBM resources

Seventy percent of Main Survey respondents had seen at least one of the SBM resources.

The SBM Facebook page, was the most-seen resource, followed by the print version of the magazine, the online version and the SBM website.

As might be expected, the SBM resources had more effect in giving useful information and changing attitudes (to want to ride more safely and improve riding), than in the next steps of changing actual behaviour (the way motorcyclists actually ride and taking up training). The resources had more effect on changing the attitudes of females than males. Some respondents pointed out the resources had little effect because they already do training.

While all topics were appreciated, the 3 most useful topics were: Motorcycle events, Motorcycle routes and Safety and training. Various suggestions were made for additional topics.

The main suggestion for improvement was to distribute/promote the magazine more, followed by keep going, you're doing a great job, article suggestions, a request for more events or presence at events, various financial comments and a request for local events / training.

35 interviews on the SBM suite of resources were carried out during May 2017 to ascertain more detailed feedback on each resource with a view to improving them.

- Interviewees were mainly over 35 years old.
- The SBM Magazine (print and online), Facebook page and website were all very highly rated for several aspects, with no major changes identified.
- For the Magazine, readers liked the articles, bikers' routes and experiences, that it's Scottish, and the look / format. The main comment for improvement was that it's OK as it is, followed by more information on events, wider distribution, stories from bikers and more issues.
- For the Facebook page, the main thing interviewees liked was the information given and that it's easy to access. Most were happy with it as it is.
- For the SBM website, they liked the information and being a resource best, and again most did not have suggestions for improvement.
- A few of the 35 motorcyclists interviewed volunteered help in various ways.

High ratings of the Magazine, Facebook page and website, backed by extensive positive comments and some offers of help, indicated a high level of satisfaction with all three resources. No fundamental or extensive improvements were identified.

