



SAM Weekly Newsletter - 25th November 2022

Biking news for ALL our advanced riders, their family and friends

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Editorial

This week's newsletter is mostly about research into road safety and saving money. Road safety research affects all road users, so it's important for an advanced rider to understand what it does and does not tell us about human behaviour, social norms and the structure of the riding environment. Starting with the 'Shiny Side Up' road safety campaign. They wanted to know if their 'Know The Dangers' when riding campaign, helped riders and others to remember and understand their social media messages. It did. At least according to an independent research evaluation of effectiveness in getting social media users to remember them. Quite an achievement.

Another piece of research reported this week is that 20mph limits have little or no impact on collisions and casualties in city centres. The only time there was a reduction was when there was less traffic! Other factors may also have played a role in the lack of effectiveness of this change in road use.

Yet another piece of research suggests that four lane, so-called 'Smart Motorways', are safer than ordinary four lane motorways. It measured the number of casualties per mile travelled. It's not the number of miles travelled that is important here, but whether stopping in a live lane is inherently more risky than stopping on a hard shoulder.

Let's move on to something close to our hearts and wallets, the fuel in our tanks. An experimental study comparing E5 and E10 sought to find out if the UK Government's assertion that increasing the amount of ethanol in fuel would have no detrimental effects on the vehicle components. The researcher concluded that E10 fuel could damage parts in a vehicle's system. However, the experiment was conducted by using new vehicle parts and soaking them in various grades of fuel. This kind of research really needs to be done on parts used within the

vehicle's system during normal functioning. Leaving any vehicle's parts in a corrosive substance for any length of time will inevitably result in damage to them. A self-fulfilling prophecy! However, everything in motorcycling is costing more, so you can read the discussion on whether motorcyclists are being priced off the road?

Finally, to end on a more helpful note, at this year's Motorcycle Live at the NEC, BikeSafe are offering £5 off their courses and IAM RoadSmart is offering 15% off of all its courses. Now that is money well spent! Happy reading.

PS: Don't forget to put the SAM CLUB CHRISTMAS PARTY in your diary. We'll have a lot of fun!

Ways to stay in touch with your Club!

It's really easy to stay in touch with your Club! We provide emails, a website and use social media accounts for you to contact us. All of which is free of any cost to the Club. If you are not getting the Club information circulated, or simply want to tell us something, ***just let us know*** at sam-editor@iam-sheffield.bike. We'll be happy to ensure that we stay in touch with you. You can also now sign up for Club emails on the [SAM website](#). Paul Conway
Editor & Webmaster, Sheffield Advanced Motorcyclists



Club Merchandise

“YOU can proudly support YOUR Club”



Clothing can be ordered online direct from:

APRINT LTD

138 Morthern Road

Wickersley

Rotherham

S66 1EA

Telephone: 01709 709977

Fax: 01709 709987

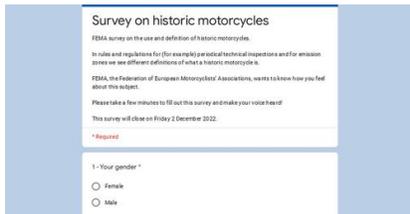
Biking News Online



It's always good news to hear about reasonably sized adventure bikes coming to market, especially those in the 500cc range. This one, the Aventura 500 Legend from Spanish brand Rieju, was announced at EICMA in Milan and comes with a unique offering in the class.

[Read more...](#)

MANUFACTURERS' RECALL. The brake line terminals on your Vespa GTS 125-300 or Vespa GTV300 might have been incorrectly galvanised. Consequently, hydrogen could leak into the brake fluid, causing an extended brake lever travel, decreasing the braking capacity and increasing the risk of accident. Check our website for the production dates. FEMA, Europe's leading motorcyclists' organisation, [shows you all recalls.](#)



FEMA survey on the use and definition of historic motorcycles. In rules and regulations for (for example) periodical technical inspections and for emission zones we see different definitions of what a historic motorcycle is.

FEMA, the [Federation of European Motorcyclists' Associations](#), wants to know how you feel about this subject. [Read more...](#)



TOAD TALKS: ARE MOTORCYCLISTS BEING PRICED OFF THE ROADS? The Federation of European Motorcyclists'

thinks so, and Toad seems to agree with them. THE European motorcycle lobby group, The Federation of European Motorcyclists' Association (FEMA), is calling on governments to look at [motorcycles](#) as a transport solution, not just another taxation cash cow. The call comes as bikers are being seemingly priced out of cities across the world. Free motorcycle parking is disappearing, and authorities seem to do their best to squeeze every last penny from every last road user. Indeed, as towns and cities become ever more congested and constricted, the powers-that-be appear to want to remove some of us from the road altogether, be it through [routes closed to motorcycles](#), or so-called '[noise cameras](#)' outlawing otherwise homologated bikes. [Read more...](#)

RESEARCH SUGGESTS SMART MOTORWAYS ARE SAFER THAN CONVENTIONAL ONES. Findings from new research published by insurance company GoShorthy suggests that new smart



motorways are safer than conventional ones. Findings of newly-published research show that 'all-lane running' motorways are the second-safest multi-lane road type in the UK, but that the overwhelming public opinion is that smart motorways are unsafe. The research, [conducted by the insurance company GoShorthy](#), compared five types of multi-lane roads in the UK: A-road; All-Lane Running (ALR); Conventional motorways; Dynamic Hard Shoulder (DHS); and Controlled. It looked at the period between 2015 and 2020.

[Read more...](#)



Every visitor to the [BikeSafe](#) stand at [Motorcycle Live](#) will be given a £5 discount on a 2023 BikeSafe workshop, plus entry into our prize draw for a chance to win a Helite motorcycle Airvest or free BikeSafe workshop places (one per day of Motorcycle Live). Stand visitors will also be given exclusive access to x9 BikeSafe motorcycle safety/skills videos and an

invitation to attend an exclusive New Year event. Our winners so far: Mark Albut from Staffordshire and Rachel Ramm from West Yorkshire. Vouchers on their way to you both.

Evaluation finds KTD campaign 'successful' and 'useful'

Evaluation of the Shiny Side Up Partnership's Know the Dangers campaign suggests that social media campaigns can be beneficial for engaging with specific target audiences, especially through paid advertising.

The campaign comprises a series of short films and infographics designed to increase driver and rider knowledge about the most common motorcycle collisions with the aim of preventing future crashes. The films were shared on social media, supported by paid advertising. This helped them to reach a large audience – with more than 600,000 views recorded across three waves of the campaign. The SSUP received funding from the Road Safety Trust **to evaluate the campaign**, in an effort to understand the level of reach generated by the campaign. [Read more...](#)





City-centre 20mph limits have 'little impact' on collisions, casualties and speed. Cutting speed limits to 20mph in busy town and city centres 'has little impact on road deaths or crashes', according to a new study by researchers from Queen's University

Belfast. The study found that while 20mph limits lead to quieter streets with fewer cars, they 'don't even cause drivers to slow down'. The researchers say that while schemes to reduce speeds to 20mph have become increasingly popular in Britain and across Europe, there is 'little evidence on their effectiveness and earlier studies have produced mixed results'. They add that 'few such studies have covered long-term outcomes'. [Read more...](#)

Let's say you've got a Honda Monkey, and let's say you love riding it (but I repeat myself). Even if you absolutely adore it, would you want to ride it all the way around the U.K.? Most likely, some people would, and some people wouldn't--but in any case, if you want to see someone else do it, YouTuber Helmet Head recently undertook this journey on his little yellow Monkey in 2022. He set his official starting point in the beachside town of Hunstanton in Norfolk, and then started riding up north, rain or shine. In fact, the first day of his journey was absolutely pouring down rain nearly the entire time, which left him totally soaked and was interfering with his ability to charge his phone. That was a definite problem, since he was also using that phone for navigation—but despite the setbacks, he did eventually get it sorted out well enough to continue. [Read more...](#)





Last year the UK government decided that 'standard' premium unleaded petrol would go from being E5 to E10; that's to say it would have an ethanol content of 10%, rather than the previous 5%.

The expectation is that it should cut CO2 emissions by 700,000 tonnes. At the same time though, it has the potential to damage the fuel systems in thousands of older road vehicles; cars, bikes, the lot. In short, it's because ethanol's quite an aggressive solvent, so the higher ethanol content in E10 fuel can, if left, dissolve materials. Things like rubber hoses, o-rings, plastic parts and certain soft metals. Or that's what we're lead to believe. Because, of course, you can still purchase the lower content E5 petrol, in the form of the higher octane 'super unleaded'. But of course that's usually a good 10% more expensive. [Read more...](#)

SAM Meetings



***SAM Club Saturday Meetings, Meadowhall Retail Park
9am every Saturday throughout the year.
Come and join us - you know you want to ride!***



Next SAM Club night: **CHRISTMAS PARTY!! 5th December 2022**
meet at 7.30pm for an 8pm start at [Treeeton Miners Welfare, Arundel St, Treeeton, Rotherham S60 5PW, UK](#)



Always carry your **FREE Biker I.C.E. Card**. It gives emergency services staff vital information about the right treatment for you, should you be involved in an accident. Don't forget to update it if your health and/or social circumstances change. *SAM Club - dedicated to helping YOU to be a safer rider.*

SAM Club's Advanced Motorcycle Test Passes



Petr Selfert (First Pass)
Observer - Fran Thompson

Denny Luke (Pass)
Observer - Steve Bennett





Sue Purnell (Pass)
Observer - Andy Frith

Neil Trench (Pass)
Observer - Steve Harper





John Horsefield (Pass)

Observer - Matt Lee



Our latest Observer - Matt Lee
Receives his certificate from Chairman Steve Brown

November's SAM club night saw more green badge passes.

16 Green Badge passes this year! 👍

***Let's give a big hand to our latest
Observer and advanced rider test passes!!***



SAM Members FREE Spring Breakfast

15th April 2023 → 9.00am – 10.15am

The Moorlands Baslow Road, Owlbar Sheffield S17 3BQ

ALL SAM members, family and friends are welcome to join us.



Whiteknights Blood Bikers

Whiteknights Yorkshire Blood Bikes would like to hear from people who are able to become volunteer fundraisers for this vital charity that benefits patients in Yorkshire.



Please get In touch. Even if you can only spare an hour to volunteer for us - we really need people to help us. Hope to hear from you soon.

Message us through Facebook or email:

[fundraising@whiteknights.org.Uk](mailto:fundraising@whiteknights.org.uk)

Blood Bikers transport a variety of clinical products across the UK and Northern Ireland. This could be blood, platelets, samples, surgical instruments, or donor milk amongst others. Many groups operate 24/7, 365 days a year and all of them provide a vital service to our NHS. Blood Bikes is split into different local groups across the country, allowing them to deliver a 'coast to coast' service. Each group is a separately registered charity in their own right.

[Read more...](#)



South Yorkshire Safer Roads Partnership



ON THE (SAFE) ROAD TO DONCASTER:

As part of [Brake](#), the road safety charity [#roadsafetyweek](#) today we've teamed up with [Doncaster College](#) [Doncaster Council](#) and SYPCC to host an information stall for students. From cycling tips and school runs, to the law around drug driving, it's

been great chatting to you all. Find out more about

[#roadsafetyweek](#) [here](#). Thanks for having us [#doncasterisgreat](#) 😊 SYP Doncaster South Yorkshire Police South Yorkshire Fire & Rescue

ROAD SAFETY WEEK ROUND UP. Yesterday our road safety officers John and Martin were back out and about working with young people. Martin worked with students from [Maple Medical PRU](#) in [#doncaster](#) and John delivered 'Highway' - a workshop around shared responsibility and risk on the road. Thank you for having us.



DAY FOUR OF NATIONAL ROAD SAFETY WEEK: Martin and John have been in [#sheffield](#) today at the [AMRC Training Centre](#) speaking to young people about road safety. The visit coincides with [#roadsafetyweek](#) which we are proud to be part of 🍌 [Brake](#), the road safety

charity

COME ON ENGLAND! Are you planning to watch the #Qatar2022 football tournament? Fancying a few drinks while you watch the matches? Please make a plan to make it home safe. 🏆👍 [Here's our advice for all fans](#) #barnsley #doncaster #sheffield rotherham SYP Sheffield SYP Operational Support South Yorkshire Fire & Rescue



Gear Up 4 Charity – we told you last time about a project we were developing as a joint venture with a local charity, where riders donate their old or unwanted riding gear to the charity and items can then be sold at a reduced cost to young riders via the charity’s online site. It’s a win-win-win; helping riders to offload their unwanted gear, providing much needed funds for good

causes and enabling young riders to get gear at an affordable price. Unfortunately as the project was nearing final completion, the charity we had been working with - Bluebell Wood - took the reluctant decision to close their retail outlets, which unfortunately led to the project falling at the final hurdle. Other charities have since been considered, but as yet none have the right fit. We’re continuing to look for a suitable charity to work with on this project.

BetheBest – we have created a generic logo to encourage all riders to take additional training in one format or another; such as IAM, BikeSafe or ERS. The new logo and #BetheBest tagline has been printed on promotional snoods to promote the campaign (available at SAM Club Nights). The snoods have been produced



in a series of different motorbike brand colours, (Red, Orange, Green and Blue), to test if this approach is more appealing to riders.

Kevin Williams



For many years road safety experts, police and motorcyclists have known that the most common collision between a motorcycle and another vehicle happens when the motorcyclist has right-of-way and another driver turns into the rider's path. All the way back in 1977, US researcher Harry

Hurt stated:

"The most likely comment of an automobile driver involved in a traffic collision with a motorcycle is that he, or she, did not SEE the motorcycle..." [Read more...](#) Also, see all Kevin's posts at ko-fi.com/survivalskills.

LAST WEEK'S ROUND-UP



*** TIPS ON TUESDAY ***

Agricultural riding I don't know about you, but there are few nicer vegetables than a fresh new potato, boiled and served with a bit of butter. Not ideal for the

waistline or the cholesterol level perhaps, but great for taste. Of course, those spuds have to make it from... [Read more](#)

*** **ELEVENSES** *** **Elevenses 288 Wed 16 November - motorcycle news, tips & views** In today's show... new Euro 7

car emission limits announced - bikes will likely to have to meet them... Brembo produce greener brake pads to tackle particulate emissions... new fast charge technology puts 135 miles... [Read more](#)

***** FOCUS ON FRIDAY *** Logical fallacies, cognitive biases and empathy** One of the things that most frustrates me about motorcyclists en-masse is our tendency to see ourselves as the centre of the universe, and to think that everyone else on the roads should work harder to keep us safe... [Read more](#)



**** SKILLS ON SATURDAY *** It's where we're OFF the brakes that counts**

A few weeks ago, towards the end of the summer I got a message asking my thinking on braking versus engine braking. Which was 'better', which should be used where.

It's an old, old debate and one that will run... [Read more](#)

***** TIPS ON TUESDAY *** Learner Lessons Pt 1 - 'command' position.** Here's a question which popped up on the forum the other day from a rider taking L plate training: "My instructor said 'stay in the middle of the lane' - which I believe is command position... I feel when driving [Read more](#)



IAM RoadSmart News



This year at [Motorcycle Live](#) we are thrilled to be offering a 15% discount on all Advanced courses and Advanced gift voucher purchases at the show. If you haven't already, be sure to head down to the NEC where you'll find us in Hall 2 stand 2C05. Now's a great time to introduce new members to IAM RoadSmart, or buy the

perfect Christmas gift! [#motorcyclelive](#)

"Why is it only over 17's who can drive? Why not kids?" **Neil Greig, IAM RoadSmart's Policy and Research Director**, featured on BBC Radio Leicester Curious Kids this weekend to answer this big question.

<https://bit.ly/3uH87ow>



[Due to a fall in wholesale costs](#) we're calling on supermarkets to support struggling drivers by cutting their fuel prices by at least 5p a litre immediately.

TheTimes.co.uk Death rate higher on single-lane stretches of A9. Deaths on single carriageway sections of "Scotland's most dangerous road" outnumbered those on dual stretches 20 to one over the past.



by

@NeilJGreig Nov 17 Replying to @racfoundation

Speeding doesn't appear to be the biggest issue in many of the recent crashes. Cameras don't solve all the problems caused by junctions, fatigue, impairment or overtaking I'm afraid.

thetimes.co.ukDeath rate higher on single-lane stretches of A9

Deaths on single carriageway sections of "Scotland's most dangerous road" outnumbered those on dual stretches by 20 to one over the past five years. A motoring...



@NeilJGreig @IAMRoadSmart *have always felt blanket bans don't work - targeted investment and high quality cycling and walking facilities much better.* Quote Tweet: **Sky News** @SkyNews Nov 15

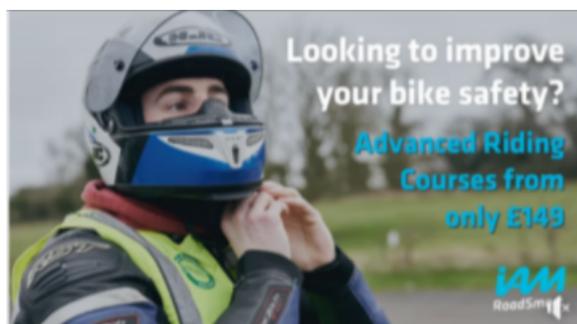
Official - Reducing speed limits to 20mph has little impact on road safety, [new report finds](#)



New CEO set to drive the future of the UK's leading road safety charity

Experienced senior business leader, Antony Kildare, has been announced as the new permanent CEO of the UK's leading independent road safety charity, IAM RoadSmart.

Want to become a better rider? Our Advanced Riding Course can help. The roads can be a dangerous place, even for the most alert and cautious riders. While you can never be 100% safe,



becoming an advanced rider will equip you with the skills to correctly anticipate, and plan for, the hazards you encounter on your rides. [Find out more](#)

SAM members have you got some news to share? Send it to sam-editor@iam-sheffield.bike and share it with all your SAM Club friends...

Stay healthy and ride safe

Paul Conway (on behalf of the SAM Committee) Sheffield Advanced Motorcyclists

Charity no. 1089671 IAM Group no. 4152



Saturday Meetings are for club members, observers, associates and ANY biker interested in taking an advanced rider course.

Meetings are usually for one of these purposes:

- members take the opportunity to catch up with each other and generally socialise
- observers will be taking their associates out as part of their preparation for the advanced test
- other members will form smaller groups and ride out usually for breakfast somewhere
- Bikers who want to learn about how to become an advanced motorcyclist

If you'd like to find out more about us, join us at 9am any Saturday throughout the year, at Meadowhall Retail Park, Sheffield S9 2YZ, just off J34, M1.

Being a member of the SAM Club

To be a member of the SAM Club you MUST also be a current member of IAM RoadSmart. As a registered UK charity the SAM Club has charitable objectives to provide advanced motorcycle education and training. Our charity has to abide by the national standards, testing and liability insurance cover to continue these activities. Liability insurance ensures that, within the events covered, both the SAM Club, its Trustees and members are safeguarded against most untoward events; this includes all formal training and social events. Also, the SAM Club is dedicated to promoting the education and training of bikers in advanced riding knowledge and skills, both locally and nationally. At a total cost of £50/year, i.e. 96p/week, you help ALL your fellow bikers to improve their riding knowledge and skills. Thank you.

Associates: SAM's highly trained, dedicated, self-funding, volunteer Observers, meet all their own expenditure in providing your training. When you go out on observed rides with your Observer, we are asking you to donate £10 to offset a little of their running costs in helping you to become an advanced motorcycle rider. Thank you.

Extra bits

- Next SAM Committee Meeting: **30th November 2022**
- Next SAM Club Night: **CHRISTMAS PARTY!! 5th December 2022 meet at 7.30pm for an 8pm start**
[Treeton Miners Welfare, Arundel St, Treeton, Rotherham S60 5PW, UK](#)

- **Gift Aid Form:** Gift Aid allows UK charities to claim back the basic rate tax already paid on donations. This means we can claim back from the government on your behalf 25p for every £1 donated, boosting the value of the donation by a quarter. Use this link to fill in the form on the SAM website and send it to treasurer@iam-sheffield.bike.
- **Not getting your SAM emails?** If any member is NOT getting SAM Club emails, first check your junk folder, then send a request to sameditor@iam-sheffield.bike. Pass on this message to any members who are complaining about not getting their SAM Club emails.
- **Changing your email address:** If you change your email address then let me know so that we can keep you informed of all the exciting things
- happening in your club.
- **IAM RoadSmart member discounts:** SAM members, are you making the most of your IAM RoadSmart membership? There are lots of discount savings that can offset your IAM RoadSmart and SAM membership fees, so grab a bargain TODAY!
- **Share with your friends:** Know someone who is interested in biking? Why not share this SAM Update and help them to be an advanced rider.
- **Follow us on** [Facebook](#), [Twitter](#) & [Instagram](#).

What are we about...

The Sheffield and District Advanced Motorcyclists (SAM) are an independent charity that provides public education, and training in advanced motorcycling skills. Its aims are to increase public awareness and understanding of motorcycling and the advanced knowledge and skill skills required to ride safely on public roads. It is an affiliate group of the Institute of Advanced Motorists (IAM RoadSmart) and works closely with statutory and non-statutory organisations in promoting public information

and education on motorcyclists and motorcycling in its designated region. SAM's volunteer motorcyclists are all trained to and maintain national standards of advanced motorcycle riding. They provide ongoing guidance and support to prepare motorcyclists for UK nationally recognised advanced motorcycling tests. SAM works closely with other charitable groups who require advanced motorcyclists to support public events, NHS dispatch rider services and many other socially responsible activities. SAM provides an essential public service in encouraging, promoting and marketing improved safety on public roads in the UK and internationally through IAM RoadSmart. SAM also has a very active social events programme that encourages its members, family, friends and the public, to both support the charity's socially responsible objectives and enjoy the camaraderie and support provided by the club.