ANALYSING AND DEVELOPING METHODS OF IMPROVING HORSE AND RIDER SAFETY ON THE ROADS THROUGH CAMPAIGNS AND DESIGN EXPERIENCES.

by

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MA by Research

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My Internal/External Examiner Assessment Overview

MA by Research, School of Media, Art and Design

Purpose of this Document

The School of Media, Art and Design's MA by Research is offered in full accordance with the regulations stipulated in the Programme's 2014 Validation Document. However, given the flexible and varied approaches to research supported by this particular MA by Research, it is worthwhile mapping these nuances more clearly to help support the Internal/External Examination process.

Available Modes Research

Two alternative modes of research are available to students undertaking this MA: thesis mode or practice–based research (PBR) mode.

Written Thesis Mode

Written thesis: 25,000 words. The presentation of the contents of thesis–based work will follow the guidelines set out for the submission of bound written work by the Graduate School.

Practice–Based Research Mode

PBR portfolio of between 15,000–20,000 words equivalent accompanied by a critical analysis of between 5,000–10,000 words (total word equivalent not to exceed 25,000). The type of practice undertaken will vary widely across the disciplinary areas of the School and the scope and scale of the practice will be defined on an individual basis by the student in conversation with their Supervisory Team. The practice will be accompanied by a critical analysis that will seek to contextualise the practical work undertaken and interrogate how the practice advances, unpacks, or problematises the overarching research question(s). **To help orientate the Internal/External Examiners each PBR submission will include a one–page covering statement, which will provide a succinct overview in lay terms of the submission's constituent elements.**

Exhibited work can be viewed ahead of the first assessment/or viva, but should only be viewed to help inform the final assessment. Viewing exhibited work does not constitute a discrete assessment point.

Dr Chris Pallant

Programme Director, MA by Research, School of Media, Art and Design

PBR: One-Page Covering Statement

Vulnerable is a practice-based research project that addresses contemporary issues relating to Horse and Rider safety on the UK Roads. The research allows for a greater understanding of a range of factors that contribute to incidents on the roads, exploring the underlying reasons of why they happen and how they may be preventable in the future.

The project analyses campaigns created by The British Horse Society such as the 'Dead or Dead Slow campaign' and the work that they do in raising awareness for the safety of horses and riders on the road and to build on their framework.

My Masters by Research submission can be broken down in two parts. Firstly, the written thesis which is used to outline my approach to the research using methodologies, the study of existing campaigns and relevant literature plus the critical thinking and overview behind my practice-based submission.

The second part of my submission is practice-based, which consists of two A4 ring bound guideline packs: 1. Print Materials Campaign Pack and 2. Digital Campaign Pack. Through creating a campaign pack which includes the printing specifications, brand guidelines and print ready files, people with no prior knowledge of horses or print are handed the opportunity to create their own awareness events using the media supplied as a structure.

The purpose of this project is to raise awareness of road users in the UK about horse and rider safety through education. I focus on three main areas; the reasons why incidents happen, how many times they have happened and the consequences when they do happen.

Abstract

There continues to be a rise in the number of incidents involving horse and rider on the UK roads, sparking an increase in attempts to educate the UK's car driving public to the presence of horses. Through the analysis and study of different road users and how they use the roads individually, campaigns can be created that are tailored to their needs and experiences on the roads.

In this study I combine behavioural theories and horse physiology, to explain factors that increase risk to horse and rider safety using the research-through-design approach.

The work created seeks to support those in the event of a dangerous situation, allowing them to be prepared and to provide preventative techniques. The research also creates a foundation for further campaigns to be created that can be tailored to raise awareness about key problem areas and target specific audiences such as car drivers, lorry drivers and cyclists. By using semi-structured interviews, local police reports and horse and rider safety events, I am able to assess current campaigns; and the design decisions behind their communications, thus opening them up for further analysis and future development.

Drawing from this analysis, I concluded that a new campaign needed to be created to develop and bridge the gaps in the education of the general public in relation to horses and their safety on the roads.

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1 – Abbreviations, Key Terms and Glossary

<u>Abbreviations</u>

- BHS: British Horse Society
- KCC: Kent County Council

<u>Design Terms</u>

- Data Visualisation: Is the graphical representation of information and data.
- Typography: The design, or selection, of letter forms to be organized into words and sentences to be disposed in blocks of type as printing upon a page (Warren and Wells, 2019)

<u>Glossary</u>

- Bolted: A term used in riding to describe when the horse moves very fast, especially as a result of being frightened
- Equestrians: An individual who is connected with the riding of horses
- Equine: A term that refers to a horse (State Line Tack, 2018)
- Green Horse: Inexperienced; may be applied to a horse of any age having limited training, or a rider (Meyer, 2017)
- Hack: The act of riding a horse outside of a yard environment, usually on roads or bridle paths
- Reared: When a horse rises on its back legs, almost standing
- Spooked: A startled jump sideways, or a quick change of direction with the intention to flee (Blocksdorf, 2018)
- Stallion: An unaltered male horse four years of age or older (Meyer, 2017)

2 – Introduction

Over a 7-year period ending in 2017, 38 riders and 222 horses died as a result of accidents on Britain's roads (Turner, 2017). The latest statistics published by the British Horse Society state that the death toll is at 43 humans and 315 horses (British Horse Society, 2019). These figures continue to increase, and to the extent that currently "nearly two horses a week are being killed on UK roads" (British Horse Society, 2019). In direct response, the British Horse Society has increased its attempts to educate the UK's road using public to the presence of horses with the message to urge "drivers to be more careful when passing horses on the road" (British Horse Society, 2019). Design work to date has largely consisted of various shock tactic posters, infographics and more recently a virtual reality headset video. As a rider and a designer, I have identified the need for a thorough design-led approach to expand this campaign to further educate the general public on Horse Safety on UK roads. To understand the current campaigns, I research previous campaigns that tackled general awareness-raising for safe road-sharing, analyse police crash reports based on reported incidents and then consider which design techniques might be used to help prevent the afore-mentioned incidents from occurring. Since the cause and effect of the horse/rider road safety incidents stem from a wide range of factors, the topic needs to be looked at from multiple viewpoints to compile a more comprehensive view of the situation. By looking at the issue from both road users' and horse riders' perspectives, I hope to convey a broad range of information that is not biased to either group.

The UK has one formal charity promoting Horse and Rider safety on the road; the British Horse Society (www.bhs.org.uk). Horse welfare is at the heart of this organisation, with their campaigns and events providing help and advice to the equine community. British Horse Society (BHS) offer advice using printed materials such as booklets, flyers and leaflets tackling various issues such as; what to wear when riding, how to transport your horse safely and how to ride on the roads. BHS holds regular meetings across the UK, one of which was the 'Horse and Rider Awareness Evening' in Ashford, Kent on Oct 25th, 2018 featuring a presentation by Director of Safety, Alan Hiscox. His talk considered the reasons for the increase in horse incidents on the roads, structured on the concept of three brains; The Horse, The Rider and The Driver. This concept was based on the statistic, calculated from the BHS database of rider reported incidents, that 85% of incidents on the roads are due to vehicles. He mentioned that despite this, only one in ten incidents get reported so it is likely that the true extent of incident

on the roads is unknown, highlighting the issue that only when a serious injury has occurred, is the incident then reported. He advocated for riders to report any incidents when they happen, enabling the BHS to provide vital information to government statistics. Hiscox also urged riders to make sure they wear the appropriate safety clothing when on public highways, explaining that being seen is key to being safe. BHS had a report prepared by TRL regarding the conspicuity of horses and riders on the roads. The report revealed that the colour of hi-visibility jackets needed to be evaluated depending on the nature of the environment. For example, if a rider was to wear a yellow jacket when riding in areas where rapeseed fields are present, it would be hard to distinguish the rider. Much in the same way that an orange jacket would not be suitable in autumn, the jacket would work in the opposite way, acting as camouflage against the changing colours of the trees and scenery.

Casualty Reduction Manager, Steve Horton, from Kent County Council also spoke about the causes of roads accidents, stating that road user behaviour is the biggest attribute. He referenced a statistic breaking down the causes of incidents using percentages.

- Caused by fault in vehicle 3%
- Caused by fault in the road 2%
- Human error 75–95%

He explained within every incident there is a Victim and a Perpetrator. The Victim needs to be educated on how not to be vulnerable and the Perpetrator needs to be educated on how to help the vulnerable. He suggested that the way to do this was by using the 3 E's – Education, Engineering and Enforcement. Horton raised the point that the KCC have been working closely with driving school instructors; the instructors are now including horse awareness in their teaching, advising drivers on what they should do when encountering a horse on the roads.

In addition to the above, police officers have been encouraging riders to consider the methods of reporting an incident. One officer stated that unless people make a report, there is nothing legally that they can do about the incidents. They advised that riders should call the non-emergency police number to log any incidents, no matter the severity. Only by taking this action will the police staff be able to analyse the incident and advise whether to take legal action or to simply log it.

All speakers raised similar issues, under three categories; firstly, people were not reporting incidents that had occurred on the roads involving horses, secondly that drivers are not educated enough to know how to deal with horses on the roads and lastly that riders also need to be more visible on the roads through the use hi-visibility wear for both horse and

rider. These three factors are the main anchor point to conduct research from, is there a way we could improve these issues and if so, would it make a difference?

3 – Methodology and Approach

3.1 – Methodology

Frayling identifies "three types of design research: research into design, research through design and research from design" (Frayling, 2003). The main methodology used through this research is research-through-design, a practice-based approach where the practice works in tandem with research. Research-through-design "is constituted by the design process itself" (Martin and Hanington, 2012, p.146) meaning that it includes on-going analysis of the practice itself, the experiments and turning points through the creative process. Design allows the project to be driven forward and used as a catalyst for research. Research through design embraces more conventional qualitative research methods such as interviews, content analysis and case studies. "Research through design recognises the design process as a legitimate research activity, examining the tools and processes of design thinking and making within the design project, bridging theory and building knowledge to enhance design practices" (Burdick, 2003).

Research-through-design allows me, the designer to create and test my creations, Feedback is integral to development of the project. The research is led by the timeline of the practice; following tangents, changing shape, reorganising and reforming.

Below I specify my methods and design processes used at each stage of my research:

Case Studies – "The case study is a research strategy involving in-depth investigation of single events or instances in context, using multiple sources of research evidence" (Yin, 2002). By examining existing campaigns that have been used previously, it allows the design processes to be identified, analysed and developed. "Case studies are useful in exploratory research for understanding existing phenomena for comparison, information or inspiration" (Martin and Hanington, 2012, p.28). By critiquing multiple campaigns, I allow for design themes, processes and formats to be determined and adapted.

Content Analysis – "Content analysis provides an established and systematic technique for dealing with qualitative data" (Martin and Hanington, 2012, p.40). Providing the ability to analyse records or documents, by using the inductive approach, common themes can be

identified from unstructured information. Evaluating content from the KCC Police Reports in a structured format using data visualisation identified themes such as speed, closeness and horse error as contributory factors in horse and rider safety.

Evaluative Research – "Involves the testing of prototypes, products or interfaces by real potential users of a system in design development" (Martin and Hanington, 2012, p.74). Feedback from the product testing enabled the design to be developed and adapted, meeting the preferences of the end user. "This is the most established form of research in design" (Martin and Hanington, 2012, p.74). Exhibiting a prototype Vulnerable campaign stand at Fusion 2019 (CCCU Post-graduate exhibition 22nd August – 4th October 2019) afforded valuable feedback from potential users.

Prototyping – "The tangible creation of artefacts at various levels of resolution, development and testing of ideas within design teams and with clients and users" (Martin and Hanington, 2012, p.138). Tightly linked to evaluative research, prototyping allows for the practicality of a project to be assessed. Testing the feasibility of the design, colour choices, quality and effectiveness involved creation of a 'High-Fidelity' prototype, creating the appearance of the final piece with paper posters, pull up banners and floor vinyls. Each represented the final look and feel of the piece, as if it was within the final target audience.

Interviews – "A fundamental research method for direct contact with participants, to collect first-hand personal accounts of experience, opinions, attitudes and perceptions" (Martin and Hanington, 2012, p.102). I used semi-structured interview to gain specific information needed for the research project from Steve Horton of Kent County Council. Particularly informative were his views and opinions on road safety, campaigns and design techniques.

Mind Mapping – "When a topic or problem has many moving parts, mind mapping provides a method of visually organising a problem space in order to better understand it" (Martin and Hanington, 2012, p.118). This nonlinear approach allowed me to consolidate and interpret the information, through diagramming which I used at the start of the research project. (Appendix 1).

Secondary Research – "Information collected and synthesized from the existing data" (Martin and Hanington, 2012, p.154). Instead of using primary research where original material is gained direct from participants. My use of secondary research, such as reports, articles, books and governments statistics, includes accident statistics from the BHS, Police Crash Reports from KCC and articles outlining horse behaviour.

3.2 – Approach of the Researcher

I have been a horse rider since the age of four, I enjoy the peacefulness and the bond that you have with a horse, almost an unspoken language where you understand their characteristics and behaviours. When riding on the roads, this peacefulness is far from the experience. As a rider you are constantly having to be alert to your surroundings, listening for any approaching vehicles and planning your escape route. It was within my undergraduate major practical project when I attempted to define the thought process of a horse in this situation. It was through research of horse anatomy that I started discovering the limitations in a horse's vision of field, colour blindness and blind spots. Noticing too, the lack of empathy towards horses, they are prey animals that feel vulnerable when approached by an object they don't understand.

As a horse rider and a car driver I can see the vulnerability of horses on the roads and stand by the statement that horses have a right to share the roads. I realise that others may not share the same view, with their standing being that horses should not be allowed on the roads. I approach this research as both a car driver and a horse rider, but with the belief that we can share the roads safely together.

4 – Lack of Reporting

As indicated in the introduction, one of the main issues with horse and rider incidents is the lack of reporting. There is currently no legal requirement for a road accident involving a horse to be recorded unless there is human injury that requires hospital treatment direct from the scene of the accident. Unless the rider or driver involved reports the incident, there is no record of it ever happening.

4.1 – What do the Police Reports Say?

On meeting Steve Horton from KCC, he was able to run a report on all the Horse and Rider incidents between 2008–2018 within the Kent Area that I could use within my research (Appendix 2). In all there were 41 reported incidents, each stated the time and date, weather conditions, location with grid co-ordinates, street lighting, number or people involved with a brief description of the incident and most interestingly the severity of the incident. The reports themselves were classed as Slight or Severe, depedning on the outcome of the situation and if any casualties were involved.

I scrutinised the reports concentrating on the contents, finding common themes and phrases that were frequently used throughout. Highlighting the content within the reports allowed me to create correlations of words used to describe the severity of the reports. I concluded that certain words could be directly linked to a severe incident. If the description involved a rider falling off or either horse or rider being injured during the incident, this was categorised as serious. I also deduced that if the incident was caused by a deliberate act such as a vehicle speeding or as one report states, the slamming of a car boot to scare the horse, this was also classed as a serious incident.

Using the information I had drawn from the reports, I created a spreadsheet to better analyse and determine further correlations (Appendix 3). The spreadsheet used the same headings used in the reports, but with an additional heading 'Whose Fault'. This additional heading enabled the incidents to be divided into categories, establishing on average who was at fault. By splitting the reports into either the Drivers, Riders or Horses fault. Working on the basis that if certain words appeared in the description of the incidents then they could be put down to certain parties involved. For example, if words such as speed, too close or abuse were mentioned that was attributed to the driver. However, If the words not visible or wearing inappropriate clothing was used, then the rider was at fault. Finally if any included words such as spooked, bolted or reared then the fault fell to the horse itself.

Figure 1 – Software-produced chart to show who was at fault
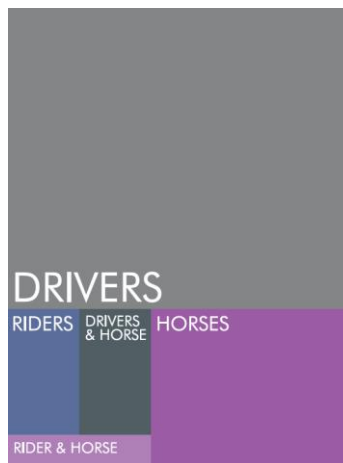
Figure 2 – Redrawn representation of who was at fault using colour and scale

Data visualization is the graphical representation of information through visual elements such as charts and graphs (Figure 1 and Figure 2). The data visualisation allowed for a greater understanding of the main issues and factors that are associated with incidents as I narrowed down the causes to three main factors:

1. The Horse spooking
2. The Driver passing to close
3. The Driver passed at excessive speed

These 3 factors could then be narrowed down further into two section headings, Horse's Behaviour and Driver's Attitude.

4.2 – Horse's Behaviour

When trying to understand the reasons why horses behave the way they do, we first must look at the nature of horses and their natural instincts. "The horse, a prey animal, depends on flight as its primary means of survival" (Williams, 2004). It's no surprise that when horses are in unfamiliar surroundings or come across objects they have never seen before; their flight instincts start to take effect. Being a prey animal, horses have a very fast response time. This is evident in many of the reports. For example, when it is stated that the rider had fallen off due to being unseated from the horse's reaction or that the horse has run away from the incident itself.

Although horses do have inbuilt instincts to run, "Horses can be desensitized from frightening stimuli" (Williams, 2004) Williams states that it's in a horse's nature to learn quickly what is and isn't harmful to them in their environment. Williams mentions that they "are one of the most perceptive of all domestic animals" (Williams, 2004) meaning that most stimulus that is

unnoticeable by humans is often a cause for concern by the horse. This idea of alertness or flight instinct is described as 'spooking or spookiness'. In order to decrease this attribute, a horse needs to be trained to understand what is and isn't harmful to them.

Horses also have blind spots in their field of vision, these weaknesses occur in front and behind due to the location of their eyes (Figure 3). "The horse's eye position in the skull allows for a large, nearly 360° field of vision – approximately 146° of monocular vision on either side and about 65° to 80° of binocular vision ahead of them" (Larson, 2012).
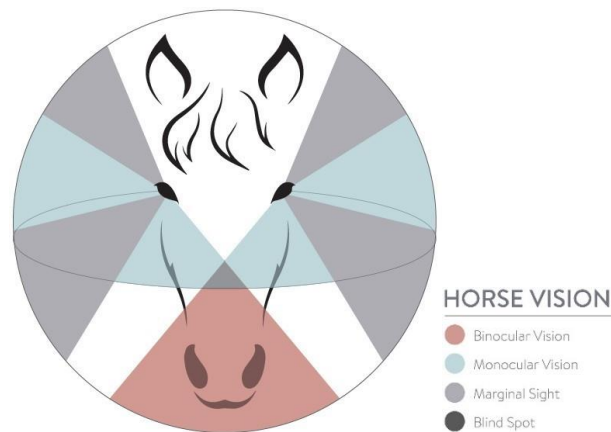
Figure 3 – Visual representation of horse's vision from previous 'Equine Perspective' Project

It is due to these blind spots that horses can never be fully desensitized to their surroundings. When a vehicle, cyclist or pedestrian passes too quickly or suddenly the horse reacts to the stimulus by running or defending itself, in most cases resulting in the horse rearing and the rider being unseated.

4.3 – Drivers Attitude

In the reports where the driver was at fault, the evidence concludes that the driver was either too close, too fast or driving without care towards the horse and rider. This behaviour and attitude towards others may be explained by looking into different behavioural models and theories in order to develop design pieces that target the different areas that are highlighted.

"Attribution theory deals with how the social perceiver uses information to arrive at causal explanations for events. It examines what information is gathered and how it is combined to form a causal judgement" (Fiske & Taylor, 1991). This theory explains why humans react to certain situations in the way they do, by attributing feelings, beliefs and intentions onto subjects so that we can understand why they happen. However, if a driver or road user has

never come across a horse, then there is no way of being able to attribute feelings towards the situation, as it is new and unfamiliar. It could be predicted that this is the issue for many drivers. Not all drivers have encountered a horse on the road. So, unless they are taught about the behaviour or necessary way in which to react to horses on the roads, then they will drive how they think they should from past experiences with peers or from unrelated experience with horses in other scenarios.

This idea of learned behaviour from others leads onto another social model of behaviour. Social Norms "provide us with an expected idea of how to behave in a particular social group or culture" (McLeod, 2008). From a young age, children start to pick up on the behavioural tendencies of others, we act like others to fit in and try not to go against the tide through fear of being singled out. This model of behaviour can be applied to the drivers on the roads, if they have seen someone else do a certain act then why wouldn't they follow suit. In the relation to horses on the roads, if family members or friends drive closely or too fast past horses then why would the driver think to act any differently?

4.4 – The Target Audience

The police reports show that there are three contributing factors to horse incidents, Horse, Driver and Rider behaviour. The majority being related to both Driver's Attitude and Horse Behaviour. For this project the target audience will be split between road users and riders. By educating drivers on how to approach a horse and teaching riders the behavioural tendencies of horses and how to stay safe on the roads, a greater understanding can be built with the aim of reducing incidents on the roads. The police report data did not specify the age, gender or driving ability of the persons involved, making it hard to break down the specific profile of the drivers. However, they did state the vehicle types with the biggest offenders being car drivers.

When defining the target audience, first the objective and outcomes of the project need to be defined. Knowing the aim of the project allows the design process to adapt to the user's profile. 'THINK!' marketing plan for 2015-2017 from the Department for Transport (Appendix 4) does exactly this, by outlining their communication strategy, stating what are the issues, who they are targeting and what the main objectives are. Using this document's structure and framework, I created my own communication strategy to address the issue of Horse and Rider safety on the UK roads (Figure 4).

HORSE SAFETY ON THE ROADS COMMUNICATIONS STRATEGY

Since 2010, 39 riders and 230 horses have been killed in accidents on Britain's roads, this statistic continues to rise, sparking an increase in attempts to educate the UK's car driving public to the presence of horses on the roads.

OBJECTIVES

BUSINESS OBJECTIVE
To contribute to a reduction in the number of people killed or seriously injured in incidents involving Horse Riders.

COMMUNICATIONS OBJECTIVES
To show drivers that Horse Riders are on the roads.
To increase the publics knowledge and understanding of horses behaviour on the roads.
To encourage a positive attitude towards Horse Riders on the roads.

AUDIENCE

CAR & VAN DRIVERS
Male & Female
Age 25-50 Years Old

HORSE RIDERS
Female
Age 16-50 Years Old

CYCLIST
Male
Age 16-49 Years Old

LORRY DRIVERS
Male
Age 35-50 Years Old

ROADS
Rural Area
Villages

PEDESTRIANS
Male & Female
Age 25-50 Years Old

RESEARCH

THE FACTS
There has been over 2900 road incidents reported to the BHS between 2010-2018
1 in 5 Incidents resulted in a car colliding with the horse
30% of riders reported road rage or abuse when riding on the roads
84% of incidents occurred due to cars passing to closely to horses
In total 39 Riders and 230 Horses have died due to incidents on the roads

STRATEGY

WHAT I PLAN TO DO
Through the use of social media, digital advertising & printed materials I hope to provide snippets of information about how to deal with the presence of horses on the roads. I will also try and educate the horse riding community to the risks they can cause by not being prepared to ride on the roads, by making sure that they wear appropriate clothing, also that they are aware of their surrounding and that they also know how to react to drivers that are waiting to pass.

MESSAGE

KEY MESSAGES
Drivers/Road Users don't approach Horses at Speed
Riders acknowledge drivers are waiting get to past
Drivers/Road Users be respectful of the amount of space you give when passing
Riders make sure that you pull over where safe to allow Road Users to pass

Figure 4 – Horse Safety on the Roads Communications Strategy (Appendix 5)

4.5 – Case Study 1 – Kent County Council Share the Roads Campaign

Looking at campaigns aimed at road users, in January 2017 the Port of Dover joined forces with Kent County Council's road safety team creating a campaign that would highlight the care and attention needed on the new A20 road layout in Dover. The co-design campaign called 'Share the Road Safely Together' was aimed at all road users "urging them to take greater caution while acclimatising to the changes" (Dover UK, 2017). They used carefully placed billboards near and around the A20, targeting people that would need to be made aware of the changing layouts.

The poster sets created for the campaign featured pedestrians, cyclists and drivers (Figure 5). The poster series are designed with two sides, evident by the imagery. For example, one poster features a cyclist on one side and a lorry driver on the other, split and joined through the middle to further enhance the message of sharing together. The typographic used on each half features a caption from the viewpoint of the road user. The images are saturated in colour, allowing the focus to be held on the individual and not their surroundings. However, the images still need to be visible to iterate the identity of the road user.

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Figure 5 – Share the road safely together poster

The campaign also had a catchy slogan that read 'Stay Alert, Stay Safe, and Be Road Aware'. This slogan was also accompanied by a hashtag #SafetyisimPORTant. By having the social media handle it allowed the campaign to also be used on a digital platform, meaning a younger and wider audience could be reached.

5 – Horses on the Roads

Horse riders and horse-drawn vehicles are both classed as road users within The Highway Code. Rule 215 states that other road users should "take great care and treat all horses as a potential hazard; they can be unpredictable, despite the efforts of their rider/driver." (Department of Transport, 2007).

5.1 – Project 1 –Rider Logbook

The design concept for this piece is a reporting booklet that would contain an incident form that riders could complete should the situation arise (Appendix 6). The booklet would need to be made from suitable materials allowing it to be practical in all weathers, this would be done by using a waterproof paper and pen.

Zecom waterproof paper was classed as being weather writer's bestselling waterproof paper. Weather Writer (www.weatherwriter.co.uk) are a Suffolk based company that specialise in keeping paper and prints protected against changing weather conditions. The paper was

available in A4 size with a thickness of 120 microns thick and 165gsm in weight. In terms of paper thickness, "Standard paper weights are between 75gsm and 100gsm" (OfficeXpress, 2014). The 165gsm would be thick and rigid enough to be written on without tearing and not too thick to make the booklet too heavy or bulky when printed with multiple pages. The paper itself is also stated to be easily written on by a standard ball pen, pencil or marker. This is essential for the design of the booklets, as this allows the booklet to be easily used, not requiring the need for a specific waterproof pen or pencil.

The design would also touch on the second focus point, the need to wear high visibility. As raised at the meeting, horse and rider need to be seen on the roads. The booklet is designed to be attached to the horse through a high visibility safety strap, allowing drivers to see the horse even in low visibility.

The booklet's first name was 'HELP', an acronym for 'Horse Emergency Log Pack' however this later developed into 'RIDE' an acronym for 'Rider Incidents & Driver Emergency' (Figure 6). The development happened due to the word 'HELP' being a very panic related word, the booklets are meant to support the safety of the horse and rider and not highlight the danger of the roads. The word 'RIDE' had a more positive aspect and reflected the action in hand.
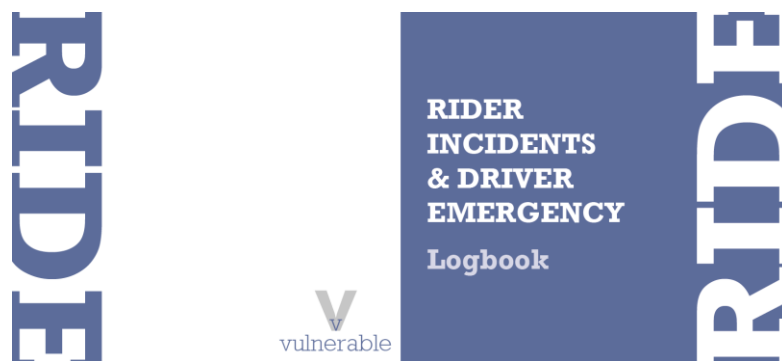
Figure 6 – Design for the RIDE Logbook Cover shown as a flat view

Hierarchy, "the order of importance" (Lupton and Cole Phillips, 2003, p.115), was essential in designing the front cover. The word 'RIDE' is the most important text on the front cover, as this is the action the booklet is promoting. With the description of the acronym as the subheading, shown in the same colour but reduced in scale and size. The third level of hierarchy is the 'Logbook' text, which is shown with a transparency, this technique allows the text to be more subtle, allowing the more important pieces of text to be read first. The word

'RIDE' is a much larger in scale to the subheadings, this is to create a visual contrast and express a hierarchy of importance.

For the design of the internal form, existing methods for reporting incidents served as the starting point. BHS have a form which is used to enable users to report directly to them (Appendix 7). Key data is required by BHS to enable direct comparisons between incidents on their website which is created from a database of information. The current form is a Word document that includes the following fields:

- Incident Details – Date, Time, Location
- Personal details – Name, Address, Telephone, Email
- Circumstances
- Horses – No. Involved, Age, Ridden Nature, Injuries
- Humans – No. Involved, Age, Gender, Rider Fall, Injuries
- Safety Equipment – Hi-Viz, Hat, Body Protector
- Other Information
- Data Protection

This clearly enables the opening for the form to be redesigned, allowing for ease of reading and of use. By condensing the information down to single headings, creating a hierarchy in the text, the form will highlight the main problem areas and information required. Using diagrams, will allow users to easily demonstrate any damage that was caused to either rider or horse, making for more efficient use.

When designing the logbook forms, the design technique of using a grid, "the hidden architecture behind print design" (Soto, 2015, p.61) was applied, aligning elements to each other, creating consistent margins and columns. The logbook form uses a grid to maintain consistency of information and ease of completion.

The injury diagrams within the logbook were created through the research of other incident report forms and the argument of whether visual or textual content is more efficient than the other. Accident claim forms, either car accident report forms or personal injury claims are shown with a cross sections of the anatomy of the object involved. The concept being that the user can easily identify where damage or injury has occurred without having to articulate the description through writing. It is stated that "images account for 90 percent of the information that is transmitted to the brain and they are processed 60,000 times faster in the brain than text" (Gropman, 2016). "Diagrams allow us to see the see relationships that would not come

forward in a straight list or a verbal description" (Lupton and Phillips, 2003, p.199). The BHS form allows the user to describe the injuries sustained, through a written format rather than visual. To improve this using design, a cross section of both a horse and rider can be applied. Within a horse's passport there is a cross section of the animal (Figure 7), however it is used to indicate distinct markings on the horse rather than injuries. This illustrates the various profiles of a horse; this concept was applied to the injury diagrams.
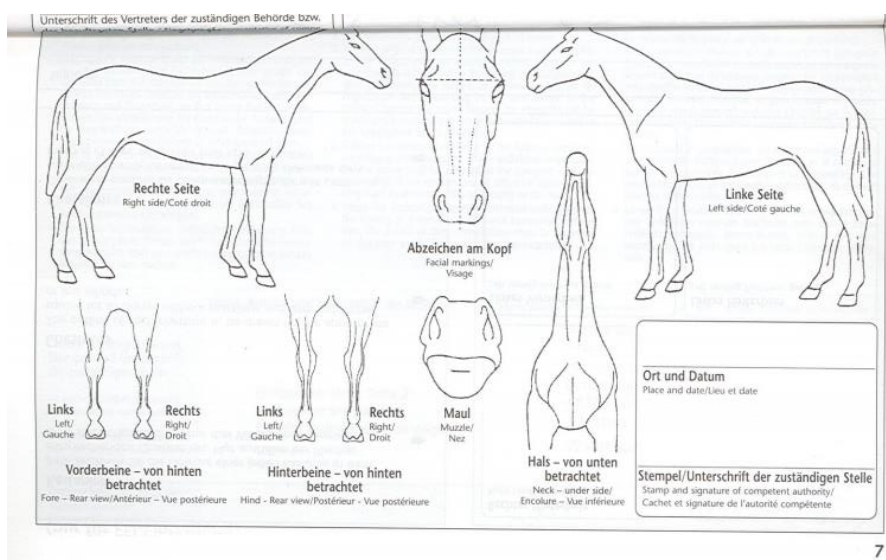
Figure 7 - Image of a Horse marking diagram from a passport

Evaluation of the BHS form revealed that there is a gap in information when dealing with vehicles. It was noted that the form didn't include any reference to any vehicles involved in the incident. However, the forms main focuses were that of the Horse's welfare, the Rider's welfare and the quality of safety equipment used.

To counter this issue, a section was added into the logbook to indicate the information required of the vehicle involved (Figure 8). Uniformed police at the BHS evening stated, 'the information of the vehicles will be required, like if you are in a car accident'. Information such as the following:

- Car Registration
- Make
- Model
- Colour
- Driver Details

To further modernise the form, a question relating to camera footage was also added. There has a been a rise in the use of dash cams by drivers in recent years. "In 2013, only 1pc of motorists used a dashcam. In 2017 that figure had jumped to 15pc." (The Telegraph, 2018). The use of footage will be useful in gaining a better understanding of the situation, allowing the police or legal teams to distinguish the factors that contributed to the incident.

Figure 8 - Design layout of the Accident Report Log

The efficiency of the logbook was tested by three equestrians, each participant was presented with a written scenario of an incident that had occurred (Appendix 8). They were then asked to time themselves completing individually both the RIDE logbook and the BHS incident form with the relevant information required. Below states the timings and feedback received:

Participant No	BHS Form Time	Logbook Time	Feedback
1 – Appendix 9	9 mins, 32 seconds	3 mins, 47 seconds	The BHS form featured a lot of information I didn't feel was needed, why did they need to know my safety equipment? It should be about the incident.
2 – Appendix 10	6 mins	2 mins, 40 seconds	The BHS form probably has more than it needs, information such as hats and body protectors are only relevant in cases of injury to those parts of the body. Body plans are a good idea.
3 – Appendix 11	6 mins, 40 seconds	3 mins, 40 seconds	The logbook was far easier to use than the BHS form, the information needed seemed more relevant and I like the horse diagrams.

The results of the test showed that on average the logbook took around 4 minutes quicker to complete, compared to the time taken to complete the BHS incident form.

The aim of the booklet is to allow riders to report incidents easily, aiding them in remembering the details. Designed to be portable, the booklet enables riders to use them when on horseback, eliminating the need to dismount or to try and retain information until they return to the stables. The booklets would work as an essential part of daily life when with horses on the roads. The main places of distribution of the booklets would be at horse shows and events, placed on the registration tables for collection when signing up for classes, within shopping bags or even placed on windscreens of trailers and lorries. The booklets are designed to be accessible, meaning that anyone can use them. The inside form itself is designed to fit within an A4 piece of paper, allowing for the forms to also be printed off at home, providing ease of distribution and access.

5.2 – Project 2 – Signs of Spooking

In an article called 'Stop a Spook' (Deweese, 2008) from Horse & Rider magazine, world champion trainer Lynn Palmer talks about the stages of Horses Spooking and how as a rider they can be prevented. By enabling riders to pick out the distinct stages of their horse about to spook using an information booklet, it allows them to preempt the spook and put actions in place to counter act this.
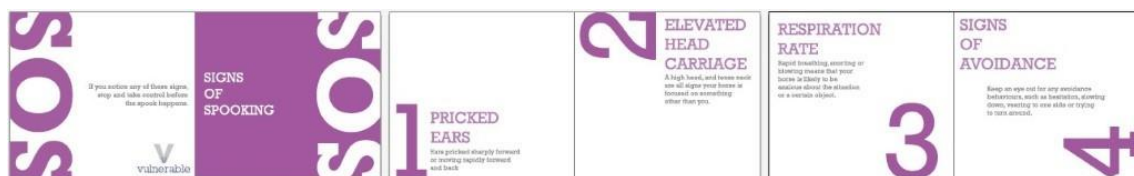
Figure 9 – Initial designs for the SOS steps shown as a flat view

The Signs of Spooking Booklet 'SOS' (Figure 9) was created as an additional section to the rider logbook. The aim of the section is to cover the key signs of a spook, using a step by step guide. The typography of the piece is designed to represent the section it relates to. This method of design is used to "express the meaning of a word or an idea through the spacing, sizing and placement of letters on the page" (Lupton, 2010, p.106). For example, '2 - Elevated Head Carriage' is placed at the top of the page representing elevation and rotated to replicate the natural form of a horse's neck in the curve of the 2.

Hierarchy is also used within the body of the text, the number being the strongest, heading second and the sub text being the weakest. The aim of this is to allow people to see the order of the spook first, then accompanied by a brief description, backed up by the full description below.

When evaluating the practicality of this design and output, it was concluded that riders may not have time to read these warnings when they're happening. Instead, these would need to be steps that are made aware to the rider prior to a hack. This realisation of education allowed for the opportunity for the booklet to be developed into a poster series or a set of banners that could be displayed at riding establishments.

5.3 – Case Study 2 – Pass Wide & Slow Petition

"The 'Pass Wide & Slow' group has 15,128 members, including a lot of followers who have lost their horses, partners, husbands or wives in an equestrian accident whilst riding or carriage driving on roads" (Anthony, 2019). In September 2015, a petition was created to campaign to make the roads safer for horses. The petition created by Debbie Smith received "139,598 signatures" (Anthony, 2019) and was debated in parliament in June 2016. Following this success, a new petition has been coined "calling for the Department for Transport to allow horses to use government-funded off-road tracks, such as cycle ways" (Murray, 2018).

The petition states "PASS WIDE AND SLOW Stop Preventing Horses Using Government Funded Off-Road Tracks" (Smith, 2018). Emphasising that horses should be allowed to share the cycle paths that run along the sides of the roads, allowing both horse and rider to remain safe, but also to allow drivers to stay safe on the roads.

To counter this issue and to raise knowledge of the problem, Pass Wide and Slow awareness rides have been held throughout the UK (Figure 10). In 2018 over 20 rides were held in the UK, and to date in 2019 a further 68 people "have asked to organise either a ride or a drive throughout England, Scotland and Wales" (Anthony, 2019).
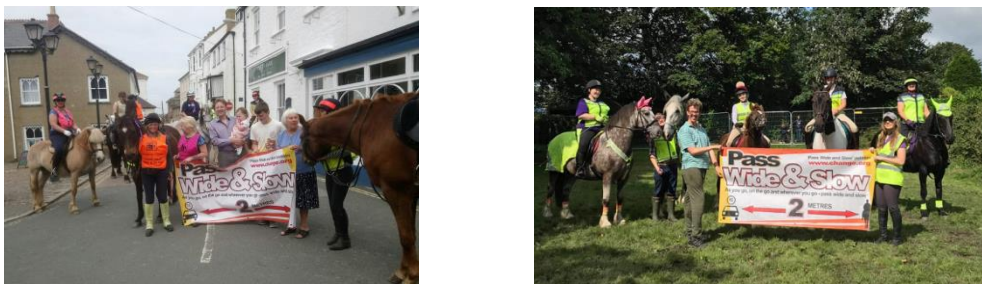
Figure 10 – Riders holding the banner at events

In terms of design, the main driving force for the campaign is the Pass Wide and Slow banner (Figure 11). The artwork consists of large type stating the campaign title, accompanied by horse and car icons representing the distance required when passing a horse on the roads. The typeface used is a san serif font. Sans-serif fonts are very clean and modern, increasing the readability of the type. To create hierarchy, the main text is emphasised by the contrast in scale of the type elements. This hierarchy is further enhanced using colour, both as the body of the type and as an outline. The artwork uses a colour scheme of red, orange, white and black. 'Warm colours (red, oranges) come forward and command our attention' (Williams, 2008). By using colours that appeal to the user's visual senses, it draws attention to the areas that need the greatest attention.
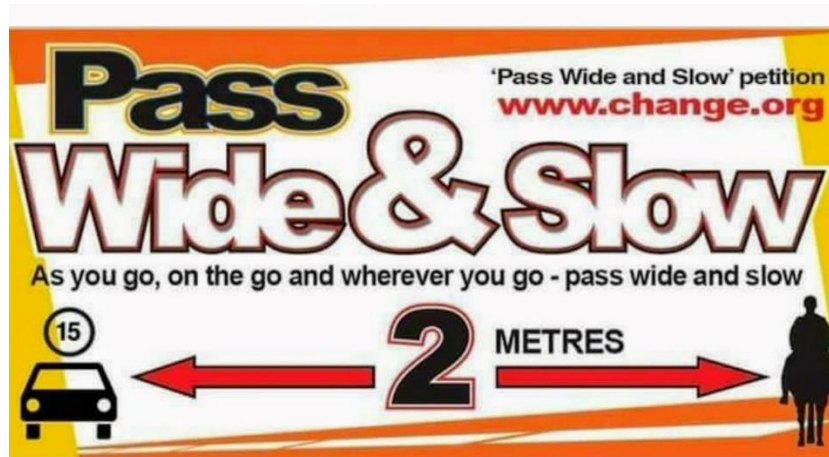
Figure 11 – Pass Wide and Slow Banner Artwork

The slogan 'As you go, on the go and wherever you go – pass wide and slow' is lost within the design, overshadowed by the large scaled text above and below. It could be argued that the slogan is not required, the main message of the banner is to get road users to pass wide and slow, which is stated clearly by the heading. Within the background of banner, there is a slanted white space surrounded by coloured triangle shapes to create a border. The border of the banner is problematic in that the banner's content is not retained within it. This type of design is symptomatic of amateur design work.

5.4 – Campaign Idea – The Ribbon Ride

Within the equine community, riders communicate the temperament and nature of their horses using ribbons. "Different coluored ribbons in horses" tails send different messages about that horse' (Equine Facility Design, 2015). There are currently four different coloured

ribbons that are widely used, Red, Yellow, Green and White. Horses that are presented with a coloured ribbon are ones that other riders need to take notice of, they may not be dangerous but need to be approached in a certain way.

A Red ribbon, "red is the universal color of the kicker" (Equine Facility Design, 2015). If a Horse is wearing a Red ribbon, it is as a warning to others to stay clear of the Horses hindquarters as they are prone to kick if someone gets to close.

A Green ribbon symbolises that the Horse and Rider combination are 'green' which within the equine community means that the "horse is one who has recently learned to accept a rider on his back" (Johnson, 2019) The green ribbon is the equivalent to the 'L Plate' within the driving community, riders are to be cautious when passing and to be respectful if the horse or rider have issues.

A Yellow ribbon, "this color traditionally means caution" (Equine Facility Design, 2015). In this instance, a yellow ribbon means the horse is a Stallion. The ribbon is shown as a warning to other riders, primarily ones on Mares (female horses) as not "to antagonize a potentially territorial horse" (Equine Facility Design, 2015).

Finally, a White Ribbon, unlike the other ribbons is not to represent the characteristics of the horse, however it is to advertise "a horse is for sale" (Equine Facility Design, 2015). Understanding the meanings behind the ribbons was essential to the campaign idea 'The Ribbon Ride' in which riders could wear a coloured ribbon on their horses tail to symbolize Road Safety.

The logo initially was created by using a ribbon in the outline of a horse's head (Appendix 12), however this looked too complicated when drawn up and, in some cases, peoples feedback stated that the logo resembled a mountain range rather than horse silhouettes.

A typography version of the logo was created using a curvy and fluent typeface for the 'Ribbon'. The British Horse Society logo also sits within a square, this linked the logo to something familiar within the riding community.

An issue arose that road users would need to understand the meaning of the ribbons. This also led to a realisation that there was a major flaw in the campaign, instead of raising awareness of safety on the roads, it would instead be highlighting the idea that only certain horses may

be a hazard on the road. Due to these extra steps of education needed and the loss of meaning, this project didn't develop further.

5.5 – Project 3 – Horse in Training

As a learner driver, other road users are told to be respectful and cautious. This same level of respect is required when a young or inexperienced horse is on the roads. However, the issue of drivers not having an aid to state that a horse is a 'Learner Horse' is an area that needs to be explored.

With this problem in mind I created a range of high visibility clothing that could be worn by both rider and horse to make other road users aware that the horse is in training on the roads (Figure 12 & Figure 13). The designs explore the concept of a learner driver, using the 'L Plate' icon which would relate directly to the drivers subconscious.

Figure 12 – Rider Hi-Vis jacket designs with logo and 'Horse in Training' text

Figure 13 – Horse Hi-Vis rug designs with logo and 'Horse in Training' text

Sending the designs to Alan Hiscox from the BHS (Appendix 13) to ask for his opinions, he replied "The idea that drivers read, Pass Wide and Slow, Camera being Used, etc. means that they are not concentrating on the road! The L plate however is worth considering. As is perhaps the 15-mph icon that we use on our Dead Slow campaign." He also raised that the design would have to pass *British Standards for Hi Viz clothing EN 1150* which states "a garment must incorporate a total of at least 0.32 m² of visible fluorescent material and 900 cm² of visible reflective material" (British Standards Institute Staff, 1999).

With this limitation, the high vis message would not be as effective at a smaller size. Drivers should be paying attention to the road, instead of looking at the motif and icons on the clothing of both Horse and Rider.

6 – Campaigns

6.1 – Creating a Campaign

Horton detailed the strategies and steps taken at KCC to create a successful campaign. Horton started by explaining the 3 Objectives of a campaign. Firstly, to 'Raise Awareness' of the issue, people need to be made aware of the issue otherwise no knowledge basis can be built upon. Once awareness has been raised, then the aim is to 'Increase Knowledge'. Increasing the public's knowledge of the situation, allows the user to be educated in how to act accordingly to the issue. Once this has been achieved, the focus moved to the final objective which is to

'Change Behaviour'. Once the behaviour has been changed, becoming the norm, a positive impact should be witnessed on the original issue in hand.

Horton explained that once they had defined the objectives and adapted them to the issue, they follow a campaign process, PC PAM. This acronym stood for the following five-stage process:

- Pre-contemplation – Not thought about it
- Contemplation – Starting to think about it
- Preparation – Understanding & Increasing knowledge
- Action – Concentrating and changing behaviour
- Maintenance – Ways to keep the message fresh

The processes and objectives that the council use enable them to create campaigns that are relevant and contemporary to the target audience. By researching the issues raised and adapting the objectives to each subject, they can create consistent campaigns that can be kept contemporary using social media.

When asked 'What marketing methods are currently being used to raise awareness of campaigns?' Steve replied "*Twitter, Mass messaging, Bus Advertising, Roadside Hoardings, TV Adverts, Catch Up TV (Tailored to the users profile), Cinema, Road Side Posters & Radio*" (Appendix 14) This answer defined that a lot of the campaign strategies used were digital or in printed format.

6.2 – Case Study 3 – Dead Slow Campaign

In 2016, BHS released a road safety campaign 'Dead? Or Dead Slow?' with the organisation "calling for drivers to slow to 15mph when passing horses" (Jones, 2016). The campaign was produced in response to a number of high-profile petitions, such as the Pass Wide & Slow Petition mentioned earlier in Chapter 5. The campaign was backed with statistics from the BHS's report website that had launched 5 years prior. BHS director of policy Lee Hackett stated that they were "campaigning for legislative change, but that can take a long time. That is why we are asking for this instant change in behaviour from drivers" (Jones, 2016).

This change in behaviour was to be aided with the use of posters, infographics and videos. BHS have created numerous videos regarding road safety, their YouTube channel currently holds 6 aimed directly at targeting and educating horse road safety. One of the most recent is a VR (virtual reality) headset video. With the use of the 360' technology, they allow drivers a first-

hand experience of how it feels to be a rider when a car passes too close or too fast. This perspective view starts with the rider, allowing them to experience the visual field of the rider, with the added perspective of the horse's reaction. Switching then to the driver, allowing a view of the road from the passenger seat, enabling the viewer to spot the horse due to the high visibility worn and also witness the reaction of the horse when the car doesn't slow down.

Figure 14 – BHS Campaign Banner

Posters within the campaign use a variety of images, mostly imagery that has been taken from incidents that have happened on the roads (Figure 14). This is a shock tactic, shock tactics are often used within advertising, as it "grabs attention, even if it offends some people" (Robertson, 2008). The main banner for the campaign consists of two elements, typography and imagery. The image shows a damaged car from the effect of a high velocity impact, with the victim, the horse laying on the road in the distance. This image has no text overlaid; the picture is left to speak for itself, showing the two parties involved and the outcome of the encounter. The second half of the banner states the campaign title, with an added statement of 'Your Choice'. This extra wording allows the reader to acknowledge that this situation is indeed a choice. This notion is further backed up with the use of the 15mph road sign placed in the centre of the banner. The banner allows the user to follow a journey, showing them what has happened, the text then explaining why it has happened and the 15mph sign advising them on how to stop it from happening in future.

On the Dead or Dead Slow campaign website you are greeted by an infographic stating the current statistics created from the reporting database hold by the BHS (Figure 15).

Figure 15 – BHS Infographic

The infographic is created using Dead or Dead Slow colour scheme that is evident in all the campaign materials, red and black. The red is used to highlight certain areas within the body of the text and create hierarchy, picking out the numbers and percentages, while black is used as a supporting colour as the main body text. This technique draws the user's eye to the important areas of the text provided, creating smaller sections of information to process. The information is also supported with the use of visuals, in this case the text 'horse' and 'rider' are not needed. The image of a horse's head and the horse rider next to the numbers have the same affect. However, the words horse and rider are still provided to add clarity.

Dead or Dead Slow is still a live campaign used by the BHS, with constant updating of statistics from the reports provided by riders across the UK. By keeping the campaign contemporary and moving with the shifts in design and in technology they can produce graphics that are appealing, allowing them to keep the campaign fresh in the eyes of the viewer.

6.3 – Shock Tactics – Do they work?

Campaigns and adverts use this technique of shock tactics to grab the attention of the viewer, shocking or scaring them to understand the issue. However, there is a debate as to whether shock tactics are having the same impact.

In an article Matt Williams stated, "if the same message and same tactics are being used all the time, then it just becomes wallpaper to be person and makes it easier to ignore" (Williams, 2009). Williams argues that if the same ideas and images are being used, then they almost become the social norm, people become so used to them that they no longer hold a shock factor that makes people take note. So, if shock tactics no longer work, what is it that people will pay attention to? Sian Jarvis, the Director-general of communication in the Department of Health said "Following intense research, we found that people now want help, support and advice in changing their behaviour; they want to do what's best for their children, rather than be scared into doing so" (Williams, 2009). Jarvis argues that a different approach may be needed, by educating the public, allowing them to understand why they can or can't do something rather than just telling them, could have a greater impact. So, by working on this basis, if a design piece was produced to help explore the reasons behind horse behaviour and the reasons why drivers are told to react in a certain way, would it help to reduce the number of incidents on the roads?

7 – Vulnerable Campaign Exhibition Stand

7.1 – Prototype

Through this project, the main aspect that is highlighted by previous campaigns and research, is the vulnerability of horse and rider on the roads. Using research-through-design, a campaign can be created to bridge this gap in knowledge.
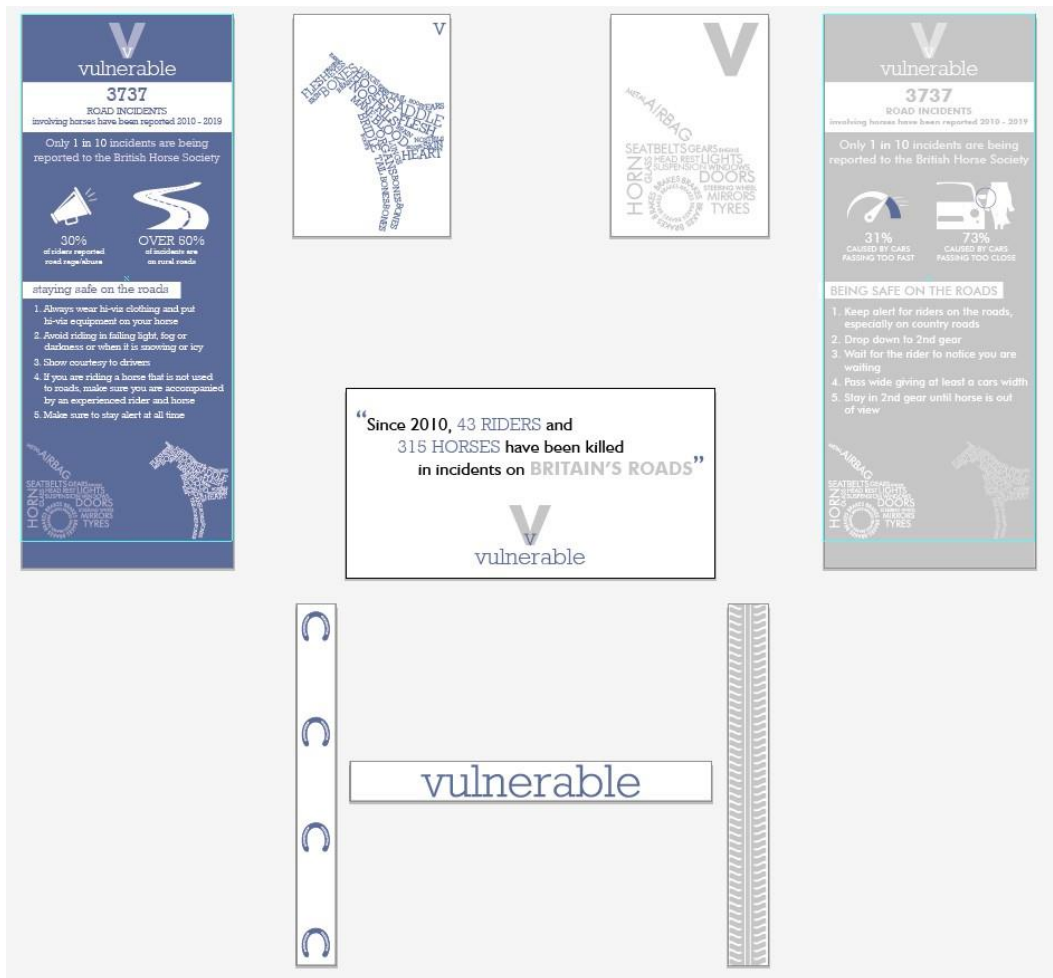
Figure 16 – Vulnerable Exhibition Layout

Figure 17 – Vulnerable Exhibition Trestle Table Layout

The vulnerable campaign (Figure 16 & Figure 17) aims to teach road users the vulnerability of horses on the roads and to also educate riders on how to be less vulnerable on the roads. Split

into two sides, each with a different message and target audience. Using design, each side is given their own identity through the means of colour and typography, allowing a contrast to be created. The contrast enables the artwork to be distinct, however by using complementary colours and font matching, both halves can still be drawn together to create a harmonious voice throughout the campaign.

"Combining typefaces is like making a salad. Start with a small number of elements representing different colours, tastes and textures" (Lupton, 2010, p.54). Lupton references font combinations as a way of creating layers, the typography is used to create empathic difference within a piece. The fonts used with the vulnerable campaign are Futura and Rockwell, a sans-serif and a slab-serif. This difference in serif allows for a strong contrast to be created, however they are still visually pleasing.

The campaign draws on artwork from previous projects created throughout the research by design process, such as the rider logbook, signs of spooking and the crash report posters. Materials were updated and adapted to the campaign branding, including colour scheme and typography, enabling them to work harmoniously as a set of information on the tabletop.

I tested the campaign layout as part of 'Fusion 19' exhibition (Appendix 15), allowing the chance to test practicality and communication of the designs. I used a variety of display materials; banners, posters, floor graphics and printed materials. My thinking was that with such a variety the design experience could be adaptable to different spaces providing. By creating graphics for use on multiple elevations such as walls, floors, tables, the campaign is flexible and adaptable to the environment.

7.2 – Feedback

I posted the designs and images of the exhibition to a social media page called 'Horse & Road Safety Awareness' which allowed users to give direct feedback about their thoughts on the designs and the overall impact of the campaign. Using an audience that understood the meaning behind the material was essential; if the equine community did not understand the message of the artwork, then it certainly would not be understood by those with little knowledge of horses.

The feedback highlighted strengths and weaknesses in the designs (Appendix 16). Firstly, it was mentioned that the campaign lacked a 'catchy slogan' as researched in previous campaigns, the title or slogan carries a message. However, Vulnerable had no context with horses, it was

only from the items in the exhibition that allowed the user to make this link. The logo for the campaign also doesn't offer any explanation as to the nature of the campaign, the logo was more designed through the use of hierarchy to show the small v being engulfed by the larger V. The small v is the representation of the horse, with the large V representing the road user.

It was also stated that the pull up banners contained a lot of information, "it's quite a lot of information to take in at a glance" posted one respondent. The banner is designed to show each target group the actions need through a change in behavior to improve the vulnerability of horses on the roads. Having printed and seen the banners made, it was clear that from a distance there was too much text, with no real hierarchy to the information. The banner states statistics and facts but was not engaging and didn't creating a flow within the information, unlike the banner within the Dead or Dead Slow Campaign.

The strongest piece of the campaign was the horse vs car A2 posters, the posters are designed to show the difference in the anatomy using words. The words create the outline of the shape, allowing the user to pick up on the juxtaposition between metal and flesh colliding. One person commented "I'm sure it never occurs to some drivers that horses are flesh and bone and not some four-legged vehicle". This feedback confirmed that the aim behind the posters had been met, however there were still some design issues to resolve. Once printed it was clear that the horse text was not weak enough in terms of visibility when compared to the car image. To counter this the horse text needs to be changed to lowercase and spaced more widely to represent the vulnerability against the strong and tightly spaces text of the car.

7.3 – Developments

Overall the exhibition allowed the campaign design and message to be trialed and tested on the target audience, allowing for weaknesses in the design and production to be highlighted. Having learnt the issues countered by the prototype campaign, it provided the room for developments and amendments.

There are four main areas within the campaign that needed to be revisited and developed to improve the usability and impact of the campaign.

1- A new logo and slogan were needed to present a stronger identity for the campaign.
2- The information needs to be presented in smaller more direct sections.

3- The horse vs car posters need to be reworked to represent the scale and strength of each item using space and typography.

A further area that was commented on by others and myself, was the colours used. Colours were based on the most popular colour of each community. I selected silver as the most common car colour bought in the UK and purple as the most popular colour for horse wear accessories. In practicality however, the colours lacked in vibrance and contrast, although the colours were complimentary, they didn't have the power needed to convey the message of the campaign. Silver didn't represent the car as a dangerous object, due to the blandness of colour. However, it was actually the purple of the horse that was more overpowering.

8 – Vulnerable Campaign Packs

8.1 – Campaign Logo

The word 'vulnerable' alone was not representative of the campaign's values, I added a horse icon into the counter of the 'b' in 'able' this gave a visual aid as to the nature of the logo. Using colour, I split the word 'vulnerable' into two sections 'vulner' and 'able'. The colour red representing road users, grey showing the middle ground and blue depicting the horse and rider since earlier research indicated how car drivers are the biggest danger to horses on the roads. The final logo concept (Figure 18) is that car drivers cause horse and rider to be vulnerable, however we are 'able' to protect them if they work together, represented by the grey colouring. This idea of protection is symbolised by the horse being encapsulated in the counter of the 'b' in 'able'.

Figure 18 – Final Vulnerable logo design

The tagline for the campaign is 'help make our roads safer'. As mentioned in Chapter 6, Jarvis argued that people want to do what is best for their children, through the use of help, support

and advice. By having a tagline that uses the word 'our' it relates the issue to a general body of people, rather than stating mine or yours. The tagline is written in a positive tone, rather than demanding that people make a difference, it suggests that people can help to increase the safety on their roads.

8.2 – Campaign Packs

Based on the weakness in design raised by the prototype exhibition stand, I took a decision to streamline the materials. Instead of creating a design experience which included multiple media types and depended largely on people visiting the stand, the focus was instead shifted onto campaign packs to allow users to campaign for themselves, giving them resources and assets they need to create their own campaign materials.

I created two campaign packs; one digital one for printed materials, designed and written in an accessible way, providing help and support in areas by aiding and leading the campaigners through the process of communicating their message.

The digital campaign pack contains everything an individual would need to be able to post on social media and other digital platforms. Each chapter includes the size, location and helpful tips related to the social media platform. To help aid readers, in the bottom left hand corner there is also a visual communication of where the item will sit in relation to the final page itself.
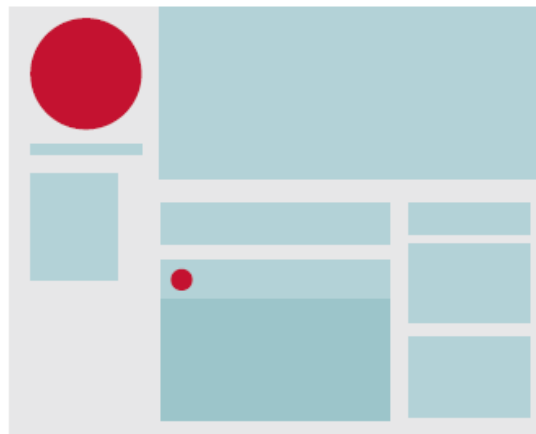
Figure 19 – Visual representation of a Facebook Logo

The print material campaign pack is an essential guide to everything an individual would need to be able to produce their own printed materials. Each chapter includes the size, print specifications and location ideas for the various materials. All artwork within the pack is available to download through a dropbox link provided on the introduction page of the pack.

Within this link the user will find all the assets providing in the pack, set up in a print ready format plus editable files that they can edit themselves with the use of the campaign guidelines.

8.3 – Campaign Design

Police reports raised the issue of drivers passing too close when overtaking horses on the roads. This issue can be tackled through design and the use of typography. 'DRIVE safe drive SLOW' is the slogan targeted at road users throughout this campaign (Figure 20). The slogan is stacked in two lines with the first and last word in uppercase letters. This created hierarchy in the text, leading the viewer to what they should read first. Colour is also used to link to the logo of the campaign, red is used to represent the road user with the grey linking to the concept that as drivers they are able the 'drive safe'.

Alan Hiscox raised the issue of riders not being seen on the roads during his talk at the horse and rider awareness evening. Using the same techniques as above, this issue can also be addressed through the use of design. 'RIDE safe ride GLOW' is the slogan targeted at riders throughout this campaign (Figure 20). The typography technique used in identical to the driver's slogan, however changed to the rider's typeface and the colour blue which is also identified in the logo.

Figure 20 – Campaign Slogans

As I mentioned in Section 7.3, the horse and car word icons needed to be reworked to better represent the anatomy of each subject. The use of spacing and font weight was essential in creating this contrast. As the horse is to be seen as vulnerable and weak, the structure of the outline needed to be broken in terms of typography. By allowing the words to have white space around them, I give the sense of weak points and a lack of strength. Converting the case of the text to lowercase and using a light weighted font created a further contrast to the bold weighted, tightly packed uppercase text of the car icon. The words used to describe the

subject's anatomy were also moved into their anatomical locations, adding to the clarification of what the words are meant to represent as a whole (Figure 21).

Figure 21 – Final Horse and Car word icons

8.3 – Future Developments

When developing this campaign further, I would like to co-design further materials with the police. Although the rider logbook has been produced to help increase the number of incidents reported, the hierarchy of what incidents need to be reported needs to be further developed. The police will also be able to provide guidance in the more legal details of the incidents, allowing for leaflets and booklets to be created to help educate riders on what their rights are on the roads.

The campaign would also benefit from a website, currently the artwork files and assets can be downloaded from a dropbox link. However, only users that have design software are able to edit the template files. If a website was created that allowed for the templates to be edited online, it would make the asset accessible to all members of the public, not just those with previous design knowledge or software. For example, moo.com allow you to select your template, such as stickers, and then by using the set-up template with preset typography and colours you can insert your own text. This ease of use would increase the adaptability and usability of the campaign materials.

8 – Conclusion

This research aimed to tackle the issue of horse and rider safety on the UK roads, highlighting the lack of reporting and aiding both riders and drivers to stay safe using a practise-based, research-through-design approach.

Through initial research it was evident that attempts to educate the public to the issue of horses on the roads has been made with the British Horse Society being the main driving force. However due to the continuous rise in incidents, there was a gap in education that might be filled through the use of design. I concluded that a different approach needed to be used, education needed to be done from both sides.

The horse and rider awareness evening prompted my initial research which led to my development of the rider logbook (to tackle lack of reporting) and horse in training high visibility clothing (designed to combat both driver education and rider's visibility). The police reports formed the basis of the research, opening new avenues to explore using a practice-based approach. Through visual analysis I was able to compare multiple factors that contributed to incidents on the roads. I identified and developed strategies to educate and combat them using a research-through-design approach.

During my research I found a notable lack of literature relating to horse incidents; sources for many of the references and statistics are from online articles and blog posts from horse and rider magazines. Although this was a limitation, it also allowed me to narrow down the main issues that needed to be tackled but in the terms of content made it hard to find credible academic citations for my research.

Through the research it became more and more evident that the general public are becoming more independent when tackling issues faced within their communities. For example, the Pass Wide and Slow campaign was started by Debbie Smith who was a local horse rider, she decided to tackle the issue through creating a petition. It was due to this independence that I decided to change the approach to my designs. The campaign packs produced through the research allow the user to create and drive forward their own campaigns. The rider logbook originally was designed to be produced on waterproof paper, however I felt that riders would prefer the forms to be in a printable format, that way they are easily obtained and accessible.

At the start of my research I had set out to develop methods of improving horse and rider safety through campaigns and design experiences. The vulnerable campaign exhibition prototype allowed part of this outcome to be tested; it was from this that I realised that a design experience wasn't a viable option. Through discussion with Steve Horton it was evident that many of the marketing techniques used in campaigns were public advertising, such as social media and posters. Therefore, the final outcome of my research-through-design is a series of campaign packs that can be made accessible and takes into account the different methods of communication; digital and print-based.

While I believe that I have successfully completed the outcome set out at the start of my research, I also feel that there is more research that needs to be done to better understand the experiences of both riders and drivers on the roads. Future developments of this research would be to interview both riders and drivers to discuss their views on the issue faced, what their attitudes are towards each other and how they feel the message of safety can be conveyed. Being a horse rider myself I have an insight from a rider's point of view, however I feel that more needs to be done to also educate riders. Although the vulnerable campaign is aimed at both rider and driver, other campaigns are aimed at educating drivers only, for example, Pass Wide and Slow. The horse-riding community needs to be educated about their responsibility on the roads, by understanding the unpredictability of horses and the role they play in keeping the roads safe.

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10 – Appendices

Appendix 1: Mind Mapping

Appendix 2: Horse and Rider Incidents between 2008-2018 within the Kent Area

Title:

Requested output: **D - Print Crash Report**

Date: 28-January-2019

Accident Date BETWEEN '01-Oct-2008' AND '30-Sep-2018' AND Type of Vehicle = 16

There were 41 reported crashes resulting in injury

D-PRINT CRASH REPORT

28-Jan-2019
15:36:24

Accident Date BETWEEN '01-Oct-2008' AND '30-Sep-2018' AND Type of Vehicle = 16

No	Location	Severity	Date	Day	Time	Street Lighting	Road Surface	Weather	Pedestrian Direction	Factors	Involved
1	Road No F1791 Grid 564909E Section 179 Ref 168454N	SLIGHT	06/12/2008	7	14:00	L	Dry	Unknown			
	Copt Hall Road, Cobham, Kent								Gravesham		
	Ip was on their Horse Travelling Along Copt Hall Road Towards A2 (Jeskyns) when a Vehicle (V1) was Travelling in Opposite Direction. as They Met Ip(V2) Asked Driver of V1 to Turn off Engine and Stop So Horse Could Make Safe Passage as Ip and V2 Were Passing Carefully Downside of V1. V1 Started its Engine Reversed Hard and Sped Off. this Startled Horse V2 That Reared of Throwing Ip and Itself into Hedge. V1 Failed to Stop					Veh1, Motor vehicle, N -> S Veh2, ridden horse, S -> N				Casualties 1 Vehicles 2	
2	Road No F2381 Grid 611153E Section 238 Ref 138536N	SLIGHT	29/01/2009	5	15:40	L	Dry	Fine			
	Swan Lane/Chislett Close Sellindge								Shepway		
	Horse & Rider Travelling Along Swan Lane Towards A20, Vehicle 1 Travelling Same Direction Did Not See Horse Collided with Rear of Horse Throwing Rider Off.					Veh1, car, SW -> NE Veh2, ridden horse, SW -> NE				Casualties 1 Vehicles 2	
3	Road No B2079 Grid 572338E Section 024 Ref 137431N	SLIGHT	12/06/2009	6	13:20	L	Dry	Fine			HGV
	B2079 Bedgebury Road O/S Whites, Cranbrook, Kent								Tunbridge Wells		
	V2 was Travelling from Bedgebury Towards Goudhurst when V1 Approaches. V1 Slowed as they Saw V2. the Rider of V2 Motioned V1 Forward as the Road was Clear. as V1 Moved Forward, their Air Brakes Hissed. this Caused V2 (A Horse) to Throw its Rider, Who Fell into the Road. V1 Remained at Scene Until V2 Rider Had left in an Ambulance. no Details of D1 Obtained.					Veh1, goods > 7.5t, N -> S Veh2, ridden horse, S -> N				Casualties 1 Vehicles 2	

Key	Involved			Street Lighting		FACTORS		Special Conditions	
	PED	Pedestrian		L	Daylight	+VE	Positive Breath Test	ATS OUT	Traffic Lights Not Working
	HGV	Heavy Goods Vehicle				R.TURN	Right Turn Manoeuvre	ATS DEF	Traffic Lights Defective
	GV	Goods Vehicle		STL	Street Lights	O/TAKE	Overtaking Manoeuvre	SIGNS	Road Signs Defective or Obscurred
	M/C	Motor Cycle		USL	Street Lights Unlit	S.VEH	Single Vehicle	RD WRKS	Road Works
	P/C	Pedal Cycle		NSL	No Street Lights			Surface	Road Surface Defective
	PSV	Bus/Coach		STU	Street Lights Unknown				Page 2

Accident Date BETWEEN '01-Oct-2008' AND '30-Sep-2018' AND Type of Vehicle = 16

No	Location	Severity	Date	Day	Time	Street Lighting	Road Surface	Weather	Pedestrian Direction	Factors	Involved
4	Road No F361 Grid 579084E Section 036 Ref 161504N	SLIGHT	28/12/2009	2	10:15	L	Dry	Fine			HGV
	Dunn Street Road, turning to Arran Bank Farm, Bredhurst, Maidstone, Kent								Maidstone		
	Veh1 Driving Northeast on Dunn Street Road at Speed Forced Horse & Rider into Ditch - Veh1 Failed to Stop & Exchange Details.						Veh1, goods 3.5 - 7.5t, SW -> NE Veh2, ridden horse, SW -> NE			Casualties 1 Vehicles 2	
5	Road No F1112 Grid 597881E Section 111 Ref 142758N	SERIOUS	06/02/2010	7	14:39	L	Dry	Fine		O/TAKE	
	Ninn Lane, Great Chart								Ashford		
	V1 Driving Too Fast over the Top of the Brow of a Hill on a Country Lane. Saw Car Stopped Behind Horses Too Late and was Driving to Fast to Stop or Take Evasive Action. V1 Slammed on Brakes and Lost Grip on Grass Verge, V1 Crossed the Road and Knocked over a Horse and Rider. V1 then Continued out of Control and Hit a Further Horse and Rider. Causing Death to at Least One Horse. Driver Un-Injured.						Veh1, car, W -> E Veh2, ridden horse, E -> W Veh3, ridden horse, E -> W			Casualties 2 Vehicles 3	
6	Road No B2008 Grid 597035E Section 045 Ref 172443N	SLIGHT	26/04/2010	2	17:00	L	Dry	Fine			
	B2008, O/S 5 Eastchurch Road, Eastchurch, Kent								Swale		
	Horse and Rider Were Travelling Along Eastchurch Road when V1 Collided with the Horse as Well as Causing Damage to V2. V1 was Travelling in Opposite Direction as the Horse and Rider. no Cas Details Known						Veh1, ridden horse, NW -> SE Veh2, car, NW -> SE Veh3, car, SE -> NW			Casualties 1 Vehicles 3	

Involved		Street Lighting		FACTORS		Special Conditions	
PED	Pedestrian			+VE	Positive Breath Test	ATS OUT	Traffic Lights Not Working
HGV	Heavy Goods Vehicle			R.TURN	Right Turn Manoeuvre	ATS DEF	Traffic Lights Defective
GV	Goods Vehicle	STL	Street Lights	O/TAKE	Overtaking Manoeuvre	SIGNS	Road Signs Defective or Obscured
M/C	Motor Cycle	USL	Street Lights Unlit	S.VEH	Single Vehicle	RD WRKS	Road Works
P/C	Pedal Cycle	NSL	No Street Lights			Surface	Road Surface Defective
PSV	Bus/Coach	STU	Street Lights Unknown				

L   Daylight

Accident Date BETWEEN '01-Oct-2008' AND '30-Sep-2018' AND Type of Vehicle = 16

No	Location	Severity	Date	Day	Time	Street Lighting	Road Surface	Weather	Pedestrian Direction	Factors	Involved
7	Road No F1031 Grid 580937E Section 103 Ref 142260N	SERIOUS	29/06/2010	3	11:30	L	Dry	Fine			
	Staplehurst Rd o/s Sinks North Farm, Frittenden								Tunbridge Wells		
	Horse and Rider Were Walking Along Staplehurst Road when a Van Came Past Quickly and Spooked the Horse. the Horse Fell into a Ditch and the Rider was Trapped.						Veh1, car, W -> NE Veh2, ridden horse, W -> E			Casualties 1 Vehicles 2	
8	Road No C29 Grid 564875E Section 020 Ref 148159N	SLIGHT	09/07/2010	6	19:22	L	Dry	Fine			
	Tonbridge Road, East Peckham, Kent								Tonbridge and Malling		
	Horse and Rider Travelling in Direction of Golden Green. V1 Has Travelled Round a Bend and Accelerated Off, the Sun Has Been Low in the Sky Limiting Visibility. V1 Has Collided with the Rear of the Horse.						Veh1, car, E -> W Veh2, ridden horse, E -> W			Casualties 2 Vehicles 2	
9	Road No F1701 Grid 565732E Section 170 Ref 162890N	SLIGHT	03/09/2010	6	18:30	L	Dry	Unknown	U		
	Leywood Road, Harvel, Kent (Mapped to Ref)								Gravesham		PED
	Ip Travelling West to East on Horse, Veh.1 Travelling East-West on Passing Veh.1 Kept Coming and Did Not Stop Hit Ip on Shin with Wing Mirror Carried on						Veh1, car, E -> W Veh2, ridden horse, W -> E			Casualties 2 Vehicles 2	

Involved		Street Lighting		FACTORS		Special Conditions	
PED	Pedestrian			+VE	Positive Breath Test	ATS OUT	Traffic Lights Not Working
HGV	Heavy Goods Vehicle			R.TURN	Right Turn Manoeuvre	ATS DEF	Traffic Lights Defective
GV	Goods Vehicle	STL	Street Lights	O/TAKE	Overtaking Manoeuvre	SIGNS	Road Signs Defective or Obscured
M/C	Motor Cycle	USL	Street Lights Unlit	S.VEH	Single Vehicle	RD WRKS	Road Works
P/C	Pedal Cycle	NSL	No Street Lights			Surface	Road Surface Defective
PSV	Bus/Coach	STU	Street Lights Unknown				

L   Daylight

Accident Date BETWEEN '01-Oct-2008' AND '30-Sep-2018' AND Type of Vehicle = 16

No	Location	Severity	Date	Day	Time	Street Lighting	Road Surface	Weather	Pedestrian Direction	Factors	Involved
10	Road No F61 Grid 625559E Section 006 Ref 141155N	SLIGHT	30/09/2010	5	13:30	L	Wet/Damp	Fine			
	Hogbrook Hill Lane/Meggett Lane								Dover		
	Rider on Horse Travelling Along Narrow Country Lane. Veh 1 Approached from Front Striking right Knee of Rider with O/S Wing Mirror. Veh 1 Stopped but Sect 170 Not Complied With.						Veh1, car, SW -> NE Veh2, ridden horse, NE -> SW			Casualties 1 Vehicles 2	
11	Road No E4028 Grid 600211E Section 001 Ref 172511N	SLIGHT	11/11/2010	5	07:00	L	Dry	Fine		O/TAKE	
	Warden Road (Near Warden Point), Eastchurch, Sheerness, Kent (Mapped to Ref 600210 172530)								Swale		
	Rider of V2 (Horse) Saw V1 Approaching from Opposite Direction Driving Too Fast. Rider Shouted out 'Slow Down' as V1 Went By. a Few Minutes Later, Rider V2 Headed for Middle of Road. Road Narrow and no Overtaking is Possible. V1 Driver Got Very Close to Rear of Rider 2 and Revved the Engine Loudly. this Caused the Horse to Be in Fear and Rider Told Driver to Slow down but Driver Told Rider to Get off Road and Drove at Horse.						Veh1, minibus, W -> E Veh2, ridden horse, E -> W			Casualties 1 Vehicles 2	
12	Road No C186 Grid 606938E Section 075 Ref 125913N	SLIGHT	22/11/2010	2	11:10	L	Dry	Fine			GV
	St Marys Road New Romney								Shepway		
	D2 Rode Horse Along St Mary's Road, Heading Towards the Town of New Romney, when V1 Passed D2 Travelling in the Opposite Direction. at the Time, it is Thought That D2's Horse, Has Spooked, and Reared Up, Causing both D2 and Horse to Fall into the Roadside Ditch. no Injury Caused to the Horse, However D2 Has Minor Injuries. no Registration Known of V1, no Witnesses. D2 Not Wearing Suitable Clothing.						Veh1, goods < 3.5t, SE -> N Veh2, ridden horse, N -> SE			Casualties 1 Vehicles 2	

Key	Involved		Street Lighting		FACTORS		Special Conditions	
	PED	Pedestrian			+VE	Positive Breath Test	ATS OUT	Traffic Lights Not Working
	HGV	Heavy Goods Vehicle			R.TURN	Right Turn Manoeuvre	ATS DEF	Traffic Lights Defective
	GV	Goods Vehicle	STL	Street Lights	O/TAKE	Overtaking Manoeuvre	SIGNS	Road Signs Defective or Obscured
	M/C	Motor Cycle	USL	Street Lights Unlit	S.VEH	Single Vehicle	RD WRKS	Road Works
	P/C	Pedal Cycle	NSL	No Street Lights			Surface	Road Surface Defective
	PSV	Bus/Coach	STU	Street Lights Unknown				Page 5

Accident Date BETWEEN '01-Oct-2008' AND '30-Sep-2018' AND Type of Vehicle = 16

No	Location	Severity	Date	Day	Time	Street Lighting	Road Surface	Weather	Pedestrian Direction	Factors	Involved
13	Road No C349 Grid 580234E Section 071 Ref 155854N	SERIOUS	20/02/2011	1	09:45	L	Dry	Fine		S.VEH	
	the Street, 25M from the White Horse Ph Outside Holly House, Kent								Maidstone		
	3 Horses out for a Walk with Riders, Pulled onto Bearsted Green to Let Vehicles Pass. Before They Managed to Stop, the Horse in the Middle Turned Around Walking Off. the Rider Screamed and the Horse Bolted. the Rider Fell off Hitting Head on the Side of a House and the Road.						Veh1, ridden horse, E -> W			Casualties 1 Vehicles 1	
14	Road No E4028 Grid 598186E Section 001 Ref 172485N	SERIOUS	16/07/2011	7	17:10	L	Dry	Fine			
	Plough Road Outside Coastguard Cottages, Minster on Sea, Kent								Swale		
	C1 was and another Rider Were Walking Horse to Stable. as Other Rider Rode Past a Parked Car the Horse Has Shied Away from the Parked Car, an on Coming Vehicle (V1) Has Tried to Squeeze Through, the Van Has Clipped the Rear of the Horse (No Damage to V1) the Horse Has then Gone down on its Rear End and Kicked Out, Catching C1 Foot Causing a Break.						Veh1, car, W -> E Veh2, ridden horse, E -> W			Casualties 1 Vehicles 2	
15	Road No C120 Grid 588235E Section 024 Ref 162938N	SLIGHT	28/08/2011	1	13:20	L	Dry	Fine		S.VEH	
	Borden Lane 5 Metres West of Appletree Cottage, Borden, Sittingbourne, Kent								Swale		
	Horse Threw Rider Having Been Spooked - Not Thought That Any Motor Vehicles Were Involved.						Veh1, ridden horse, W -> E			Casualties 1 Vehicles 1	

Key	Involved		Street Lighting		FACTORS		Special Conditions	
	PED	Pedestrian			+VE	Positive Breath Test	ATS OUT	Traffic Lights Not Working
	HGV	Heavy Goods Vehicle			R.TURN	Right Turn Manoeuvre	ATS DEF	Traffic Lights Defective
	GV	Goods Vehicle	STL	Street Lights	O/TAKE	Overtaking Manoeuvre	SIGNS	Road Signs Defective or Obscured
	M/C	Motor Cycle	USL	Street Lights Unlit	S.VEH	Single Vehicle	RD WRKS	Road Works
	P/C	Pedal Cycle	NSL	No Street Lights			Surface	Road Surface Defective
	PSV	Bus/Coach	STU	Street Lights Unknown				Page 6

Accident Date BETWEEN '01-Oct-2008' AND '30-Sep-2018' AND Type of Vehicle = 16

No	Location	Severity	Date	Day	Time	Street Lighting	Road Surface	Weather	Pedestrian Direction	Factors	Involved
16	Road No B2231 Grid 602512E Section 042 Ref 170607N	SERIOUS	14/10/2011	6	17:43	L	Dry	Fine			
	B2231 Leysdown Rd 50m west of j/w Warden Bay Rd, Leysdown								Swale		
	V1 Travelling Along Leysdown Rd, Leysdown in the Direction of Queenborough. the Driver of V1 States Had Washed Windscreen and was Blinded by the Sun as Veh Came Around a Corner. V1 then Struck C1. C1 was Walking in the Same Direction as the Traffic and was on the Same Side of the Carriageway as V1. Conflicting Accounts Have Been Obtained Unknown as to Whether C1 Riding Horse or Walking - Police Unable to Confirm.						Veh1, car, E -> W Veh2, ridden horse, E -> W				Casualties 1 Vehicles 2
17	Road No F602 Grid 549027E Section 060 Ref 144340N	SERIOUS	18/08/2012	7	07:05	L	Dry	Fine		S.VEH	
	Lockskinners Farmhouse, Lockskinner Lane, Chiddingstone, Edenbridge, Kent.								Sevenoaks		
	Horse Bucked and Threw Rider off Causing Serious Injuries. Ltd Details Recorded on Card.						Veh1, ridden horse, E -> W				Casualties 1 Vehicles 1
18	Road No F1112 Grid 597385E Section 111 Ref 141216N	SERIOUS	01/09/2012	7	12:15	L	Dry	Fine		S.VEH	
	Goldwell Lane, Ashford, Kent (Police Confirmed Location as 597380,141210)								Ashford		
	Ip was Thrown from Horse and Trampled On. Suffered Severe Head Injury and was Taken to Kings Hospital by Air Ambulance.						Veh1, ridden horse, N -> S				Casualties 1 Vehicles 1

Accident Date BETWEEN '01-Oct-2008' AND '30-Sep-2018' AND Type of Vehicle = 16

No	Location	Severity	Date	Day	Time	Street Lighting	Road Surface	Weather	Pedestrian Direction	Factors	Involved
19	Road No F2912 Grid 584588E Section 291 Ref 147720N	SLIGHT	22/09/2012	7	12:45	L	Dry	Fine		O/TAKE	
	Headcorn Road, Ulcombe, Maidstone, Kent (Mapped to Ref 584570,147700)								Maidstone		
	Inft was Riding Along Headcorn Road Towards Crumps Lane. V1 Pulling a Caravan Attempted to Overtake and the Caravan Hit the Horse, Causing the Rider to Fall Off. Driver of Car Denied Had Hit the Horse Until Saw the Damage to Caravan. Drv then Accused Inft of Hitting the Caravan.						Veh1, car, N -> S Veh2, ridden horse, N -> S				Casualties 1 Vehicles 2
20	Road No C115 Grid 584872E Section 029 Ref 167434N	SERIOUS	05/03/2013	3	10:56	L	Dry	Fine			
	Forge Lane, Upchurch (Mapped to Police Confirmed Grid Ref 584870,167430)								Swale		
	Casualty and another Rider ,Riding Their Horses Along Busy Lane Towards Upchurch Village. Vehicle Passed both Horses Also Travelling in Same Direction. as the Vehicle Passed Second Horse, Travelling Single File at the Rear, the Horse Got Spooked and Reared up Causing Rider to Fall Off.						Veh1, car, NE -> SW Veh2, ridden horse, NE -> SW				Casualties 1 Vehicles 2
21	Road No F2881 Grid 594249E Section 288 Ref 163598N	SLIGHT	24/07/2013	4	14:30	L	Dry	Fine			
	Lower Road, by Bax Farm, Teynham, Kent								Swale		
	V2 and V3 Are Horses with Carts Attached Being Ridden Along Lower Road Towards Teynham. the Rider of V2 Has Waved Hand to Slow Oncoming Traffic and States That the Driver of V1 Dropped a Gear, Sped up Revving Engine and Swearing. this Has Spooked Horse Causing Rider and Passenger to Be Thrown. the Horse then Went into the Rear of V3 Loosing its Cart, V3 Threw its Rider.						Veh1, car, SE -> NW Veh2, ridden horse, NW -> SE Veh3, ridden horse, NW -> SE				Casualties 1 Vehicles 3

Accident Date BETWEEN '01-Oct-2008' AND '30-Sep-2018' AND Type of Vehicle = 16

No	Location	Severity	Date	Day	Time	Street Lighting	Road Surface	Weather	Pedestrian Direction	Factors	Involved
22	Road No F621 Grid 621893E Section 062 Ref 165874N	SERIOUS	11/09/2013	4	13:30	L	Dry	Fine			HGV
	Boyden Gate Hill, O/S Woodlands, Chislet, Herne Bay, Kent								Canterbury		
	C1 Thrown from Horse when it was Spooked by a Large Tipper Truck That Drove Past at Speed.						Veh1, goods > 7.5t, NW -> E Veh2, ridden horse, W -> E				Casualties 1 Vehicles 2
23	Road No F1181 Grid 588605E Section 118 Ref 153345N	SLIGHT	02/11/2013	7	13:00	L	Dry	Other			P/C
	Pilgrims Way, Lenham, Maidstone, Kent								Maidstone		
	V2 Cyclist was Cycling down Unmade Part of Pilgrims Way. the Path was Approx Width of a Car.V2 Saw a Horse in Front of Them, Slowed down and Waited Behind Horse Until Rider Acknowledged Them. R1 Horse and Rider Pulled to One Side - to the right & Stopped. V2 then Went to Ride Past and the Horse Kicked its Back Legs at V2, Hitting V2 Cycle. V2 Cycle Hit V2 Rider & Caused Injuries.						Veh1, ridden horse, W -> E Veh2, pedal cycle, W -> E				Casualties 1 Vehicles 2
24	Road No F3091 Grid 625363E Section 309 Ref 155719N	SERIOUS	17/01/2014	6	10:00	L	Wet/Damp	Rain Wind			GV
	Goodnestone Road, 600 Metres S/E of Crockshard Lane, Wingham, Kent								Dover		
	Horse Being Ridden Along Single Lane Road, Vehicle Being Driven in Opposite Direction. as Passing - Horse Slices into Path of Vehicle and Collision Occurred. Rider Sustained Injuries as Did Horse, Damage to Vehicle. Horse Has Had to Be Put Down.						Veh1, goods < 3.5t, SE -> NW Veh2, ridden horse, NW -> SE				Casualties 1 Vehicles 2

Key	Involved		Street Lighting		FACTORS		Special Conditions	
	PED	Pedestrian		Daylight	+VE	Positive Breath Test	ATS OUT	Traffic Lights Not Working
	HGV	Heavy Goods Vehicle			R.TURN	Right Turn Manoeuvre	ATS DEF	Traffic Lights Defective
	GV	Goods Vehicle	STL	Street Lights	O/TAKE	Overtaking Manoeuvre	SIGNS	Road Signs Defective or Obscured
	M/C	Motor Cycle	USL	Street Lights Unlit	S.VEH	Single Vehicle	RD WRKS	Road Works
	P/C	Pedal Cycle	NSL	No Street Lights			Surface	Road Surface Defective
	PSV	Bus/Coach	STU	Street Lights Unknown				

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Accident Date BETWEEN '01-Oct-2008' AND '30-Sep-2018' AND Type of Vehicle = 16

No	Location	Severity	Date	Day	Time	Street Lighting	Road Surface	Weather	Pedestrian Direction	Factors	Involved
25	Road No F412 Grid 565906E Section 041 Ref 140336N	SERIOUS	19/01/2014	1	13:00	L	Wet/Damp	Fine		O/TAKE	
	Cryals Road, Tonbridge, Kent (Mapped to 565890, 140350)								Tunbridge Wells		
	Rider of Vehicle 2 was Proceeding in the Direction of the A21, with Two Other Riders in Front, when Veh 1 Pulled out Abruptly to Pass, both Horses Bolted, with Veh 1 Driving Along Beside Them. Rider of Veh 2 was Thrown and Landed on a Recently Flailed Hedge, Receiving Puncture Wound to Arm.						Veh1, car, NE -> SW Veh2, ridden horse, NE -> SW				Casualties 1 Vehicles 2
26	Road No F1591 Grid 555020E Section 159 Ref 145060N	SERIOUS	27/09/2014	7	11:55	L	Dry	Fine			
	Ensfield Road Near Ensfield Farm, Leigh, Kent								Sevenoaks		
	Horse was Spooked by a Tractor and Reared Up, Rider Fell off and was Stamped on by Horse.						Veh1, agric veh, NW -> SE Veh2, ridden horse, NW -> SE				Casualties 1 Vehicles 2
27	Road No B2008 Grid 596920E Section 044 Ref 172497N	SLIGHT	29/01/2015	5	15:50	L	Wet/Damp	Fine		S.VEH	
	Plough Road (O/S Fingals), Minster, Sheerness, Kent								Swale		
	Ip was Riding Their Horse Along 1St Rd when they Lost Control and Fell off						Veh1, ridden horse, NE -> SW				Casualties 1 Vehicles 1
28	Road No F2852 Grid 581985E Section 285 Ref 158070N	SLIGHT	19/05/2015	3	16:30	L	Dry	Fine			
	Coldblow Lane Jw Coldblow Equestrian Centre, Thurnham, Kent								Maidstone		
	C1 Riding Their Horse Along 1St Road. There was a Pull-In and V1 Drove Along - V1 Did Not Allow Enough Room for the Horse to Pass. the Horse Ended up Rearing Causing Injury to C1 and Damage to the Saddle. D1 Fts						Veh1, car, W -> E Veh2, ridden horse, E -> W				Casualties 1 Vehicles 2

Key	Involved		Street Lighting		FACTORS		Special Conditions	
	PED	Pedestrian		Daylight	+VE	Positive Breath Test	ATS OUT	Traffic Lights Not Working
	HGV	Heavy Goods Vehicle			R.TURN	Right Turn Manoeuvre	ATS DEF	Traffic Lights Defective
	GV	Goods Vehicle	STL	Street Lights	O/TAKE	Overtaking Manoeuvre	SIGNS	Road Signs Defective or Obscured
	M/C	Motor Cycle	USL	Street Lights Unlit	S.VEH	Single Vehicle	RD WRKS	Road Works
	P/C	Pedal Cycle	NSL	No Street Lights			Surface	Road Surface Defective
	PSV	Bus/Coach	STU	Street Lights Unknown				

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Accident Date BETWEEN '01-Oct-2008' AND '30-Sep-2018' AND Type of Vehicle = 16

No	Location	Severity	Date	Day	Time	Street Lighting	Road Surface	Weather	Pedestrian Direction	Factors	Involved
29	Road No U Grid 556264E Section Ref 168599N	SERIOUS	07/02/2016	1	14:20	L	Dry	Fine			
	HORTON ROAD, SEVENOAKS (MAPPED TO 556264, 168599)								Sevenoaks		
	C1 WAS RIDING HORSE ALONG HORTON ROAD, HORTON KIRBY. THERE WAS A PARKED VEHICLE ON THE SIDE OF THE ROAD WITH THE DRIVER STANDING BESIDE IT. THE DRIVER SLAMMED THE BOOT WHICH SCARED THE HORSE THROWING C1 OFF CAUSING INJURY, IT IS NOT KNOWN IF THIS WAS A DELIBERATE ACT OF NOT					Veh1, car, P -> P Veh2, ridden horse, N -> S					Casualties 1 Vehicles 2
30	Road No U Grid 594165E Section Ref 172905N	SLIGHT	03/04/2016	1	10:38	L	Dry	Fine			
	SCRAPSGATE ROAD JW SUNNYSIDE AVENUE, ISLE OF SHEPPEY								Swale		
	V2 WAS TRAVELLING ALONG SCRAPSGATE ROAD IN THE DIRECTION OF MINSTER ROAD, WHEN A HORSE (V1)BOLTED OUT OF THE JUNCTION WITH SUNNYSIDE AVENUE, AFTER BEING SPOOKED BY A DOG AND COLLIDED WITH V1 NEARSIDE PASSENGER DOOR. THE HORSE DID NOT HAVE A RIDER ON AT THE TIME OF THE COLLISION (RIDER THROWN WHEN HORSE SPOOKED)SECTION 170 COMPLIED WITH					Veh1, ridden horse, SE -> NW Veh2, car, N -> S					Casualties 1 Vehicles 2
31	Road No C146 Grid 590361E Section 051 Ref 144941N	SLIGHT	04/04/2016	2	12:20	L	Dry	Fine			
	SMARDEN BELL LANE (MAPPED TO 590359,144942)								Ashford		
	Rider with horse travelling along Bell Lane. Another member of public riding a pony and trap, approached nearby which appeared to spook the other rider, causing the rider to be thrown and sustain injury. (Details of D2 not known).					Veh1, ridden horse, NW -> SE Veh2, ridden horse, NW -> SE					Casualties 1 Vehicles 2

Key

Involved		Street Lighting		FACTORS		Special Conditions	
PED	Pedestrian	L	Daylight	+VE	Positive Breath Test	ATS OUT	Traffic Lights Not Working
HGV	Heavy Goods Vehicle			R.TURN	Right Turn Manoeuvre	ATS DEF	Traffic Lights Defective
GV	Goods Vehicle	STL	Street Lights	O/TAKE	Overtaking Manoeuvre	SIGNS	Road Signs Defective or Obscurred
M/C	Motor Cycle	USL	Street Lights Unlit	S.VEH	Single Vehicle	RD WRKS	Road Works
P/C	Pedal Cycle	NSL	No Street Lights			Surface	Road Surface Defective
PSV	Bus/Coach	STU	Street Lights Unknown				

Accident Date BETWEEN '01-Oct-2008' AND '30-Sep-2018' AND Type of Vehicle = 16

No	Location	Severity	Date	Day	Time	Street Lighting	Road Surface	Weather	Pedestrian Direction	Factors	Involved
32	Road No A226 Grid 564875E Section 001 Ref 174003N	SERIOUS	27/08/2016	7	22:57	DRK STL	Dry	Fine		S.VEH	
	A226, PARROCK STREET, O/S NUMBER 1, GRAVESEND								Gravesham		
	THIS IS AN INCIDENT WHEREBY C1 WAS RIDING A TRAP BEING PULLED BY A HORSE FOR REASONS UNKNOWN THE HORSE HAS BOLTED AND C1 HAS BEEN THROWN FROM THE TRAP, UPON ATTENDANCE IT IS BELEIVED THAT C1 WAS DRUNK, C1 WAS TRAVELLING DOWN PARROCK STREET TOWARDS LORD STREET, C1 WAS TAKEN TO DVH WHERE THEY RECEIVED STAPLES FOR A BADLY BROKEN ARM NO OTHER PARTIES INVOLVED.					Veh1, ridden horse, W -> E					Casualties 1 Vehicles 1
33	Road No C21 Grid 573260E Section 023 Ref 161601N	SLIGHT	10/11/2016	5	07:16	L	Dry	Fine		O/TAKE	
	ROCHESTER RD J/W WHITEHOUSE CRESCENT, BURHAM (MAPPED TO CO-ODINATES)								Tonbridge and Malling		
	C1 was riding their horse along with witnesses. The horse was spooked by a pedestrian coming out of driveway and moved into the road away from the kerb. V1 was overtaking and has hit the rear of horse, taking off its wing mirror. The horse has then gone in front of V1 which had come to a stop and the horse ended up on the bonnet with C1 falling off. V1 then moved off and failed to stop. Wing mirror recovered.					Veh1, car, NW -> SE Veh2, ridden horse, SE -> NW					Casualties 1 Vehicles 2

Key

Involved		Street Lighting		FACTORS		Special Conditions	
PED	Pedestrian	L	Daylight	+VE	Positive Breath Test	ATS OUT	Traffic Lights Not Working
HGV	Heavy Goods Vehicle			R.TURN	Right Turn Manoeuvre	ATS DEF	Traffic Lights Defective
GV	Goods Vehicle	STL	Street Lights	O/TAKE	Overtaking Manoeuvre	SIGNS	Road Signs Defective or Obscurred
M/C	Motor Cycle	USL	Street Lights Unlit	S.VEH	Single Vehicle	RD WRKS	Road Works
P/C	Pedal Cycle	NSL	No Street Lights			Surface	Road Surface Defective
PSV	Bus/Coach	STU	Street Lights Unknown				

Accident Date BETWEEN '01-Oct-2008' AND '30-Sep-2018' AND Type of Vehicle = 16

No	Location	Severity	Date	Day	Time	Street Lighting	Road Surface	Weather	Pedestrian Direction	Factors	Involved
34	Road No U Grid 557831E Section 137 Ref 166752N	SERIOUS	09/01/2017	2	08:50	L	Wet/Damp	Fine			P/C
	SCHOOL LANE, 400 METRES NORTH OF J/W THREE GATES ROAD, HORTON KIRBY								Sevenoaks		
	Horse rider approached from in front of cyclist, both on correct side of road, however cyclist had bright light to front. This coupled with cyclists speed (and unexpected due to lack of noise) startled the horse, causing it to rear up and slip. Horse rider fell off, banging head on ground and catching foot below horse. Both parties went to nearby stables (Speedgate Farm) horse initially ran off but was caught after a few minutes. Bike light was flashing. Both parties left scene prior to police attendance.		Veh1, ridden horse, SE -> NW Veh2, pedal cycle, SE -> NW					Casualties 1 Vehicles 2
35	Road No U Grid 606124E Section 231 Ref 125622N	SLIGHT	11/04/2017	3	09:50	L	Dry	Fine		O/TAKE	
	HOPE LANE, NEW ROMNEY, (MAPPED TO DESCRITPTION).								Shepway		
	D2 HAS RODE PAST THE D1'S FARM. AFTER ABOUT 100 YDS D2 HEARD V1 DRIVING OUT OF THE FARM AND TRAVELLING IN THE SAME DIRECTION AS D2. D2 WAS IN HIGH VISIBLE GEAR AND SO WAS THE HORSE. V1 WAS TRAVELLING AT ABOUT 30 MPH. D2 TURNED AROUND AND V1 WAS THERE. D2 PUT FOOT UP TO STOP V1 HITTING THEM AND THE HORSE BUT V1 CLIPPED THE D2'S LEG. V1 SKIDDED AND PULLED OVER TO THE FRONT AND STOPPED. D2 RODE OVER TO D1 AND WAS ASKED IF THEY WERE OK. D2 STATED THAT THEY HAD SMASHED THEIR ANKLE AND NEARLY HIT THEIR HORSE. D1 APOLOGISED.		Veh1, car, SE -> NW Veh2, ridden horse, SE -> NW					Casualties 1 Vehicles 2

Key

Involved		Street Lighting		FACTORS		Special Conditions	
PED	Pedestrian	L	Daylight	+VE	Positive Breath Test	ATS OUT	Traffic Lights Not Working
HGV	Heavy Goods Vehicle			R.TURN	Right Turn Manoeuvre	ATS DEF	Traffic Lights Defective
GV	Goods Vehicle	STL	Street Lights	O/TAKE	Overtaking Manoeuvre	SIGNS	Road Signs Defective or Obscurred
M/C	Motor Cycle	USL	Street Lights Unlit	S.VEH	Single Vehicle	RD WRKS	Road Works
P/C	Pedal Cycle	NSL	No Street Lights			Surface	Road Surface Defective
PSV	Bus/Coach	STU	Street Lights Unknown				Page 13

Accident Date BETWEEN '01-Oct-2008' AND '30-Sep-2018' AND Type of Vehicle = 16

No	Location	Severity	Date	Day	Time	Street Lighting	Road Surface	Weather	Pedestrian Direction	Factors	Involved
36	Road No U Grid 622514E Section 016 Ref 147995N	SLIGHT	26/10/2017	5	11:50	L	Dry	Fine			HGV
	CLINTS LANE, CANTERBURY (MAPPED TO CO-ORDS)								Dover		
	Casualty 1 riding a horse along Clints Lane accompanied by another rider, both riding young, inexperienced horses. The riders met V1 and V2 coming the other way. Both vehicles stopped. Horse rider felt they had not left as much room to pass as they could but tried to pass anyway. C1's horse reared up and threw them off. Both vehicles were stationary with engines off at the time.		Veh1, goods 3.5 - 7.5t, P -> P Veh2, goods > 7.5t, P -> P Veh3, ridden horse, N -> S					Casualties 1 Vehicles 3
37	Road No U Grid 554190E Section 274 Ref 171518N	SLIGHT	07/01/2018	1	15:15	L	Dry	Fine		O/TAKE	
	SHIREHALL RD, HAWLEY								Dartford		
	V1 TRAVELLING ON SHIREHALL ROAD HEADING TOWARDS HAWLEY HAS PASSED V2, A HORSE, TOO CLOSE AND SOUNDED THEIR HORN. THE HORSE HAS BEEN SPOOKED BY THE HORN, KICKED OUT AND DAMAGED V1. DUE TO THE HORSE KICKING THE RIDER HAS SUFFERED AN INJURY.		Veh1, car, W -> E Veh2, ridden horse, W -> E					Casualties 1 Vehicles 2

Key

Involved		Street Lighting		FACTORS		Special Conditions	
PED	Pedestrian	L	Daylight	+VE	Positive Breath Test	ATS OUT	Traffic Lights Not Working
HGV	Heavy Goods Vehicle			R.TURN	Right Turn Manoeuvre	ATS DEF	Traffic Lights Defective
GV	Goods Vehicle	STL	Street Lights	O/TAKE	Overtaking Manoeuvre	SIGNS	Road Signs Defective or Obscurred
M/C	Motor Cycle	USL	Street Lights Unlit	S.VEH	Single Vehicle	RD WRKS	Road Works
P/C	Pedal Cycle	NSL	No Street Lights			Surface	Road Surface Defective
PSV	Bus/Coach	STU	Street Lights Unknown				Page 14

Accident Date BETWEEN '01-Oct-2008' AND '30-Sep-2018' AND Type of Vehicle = 16

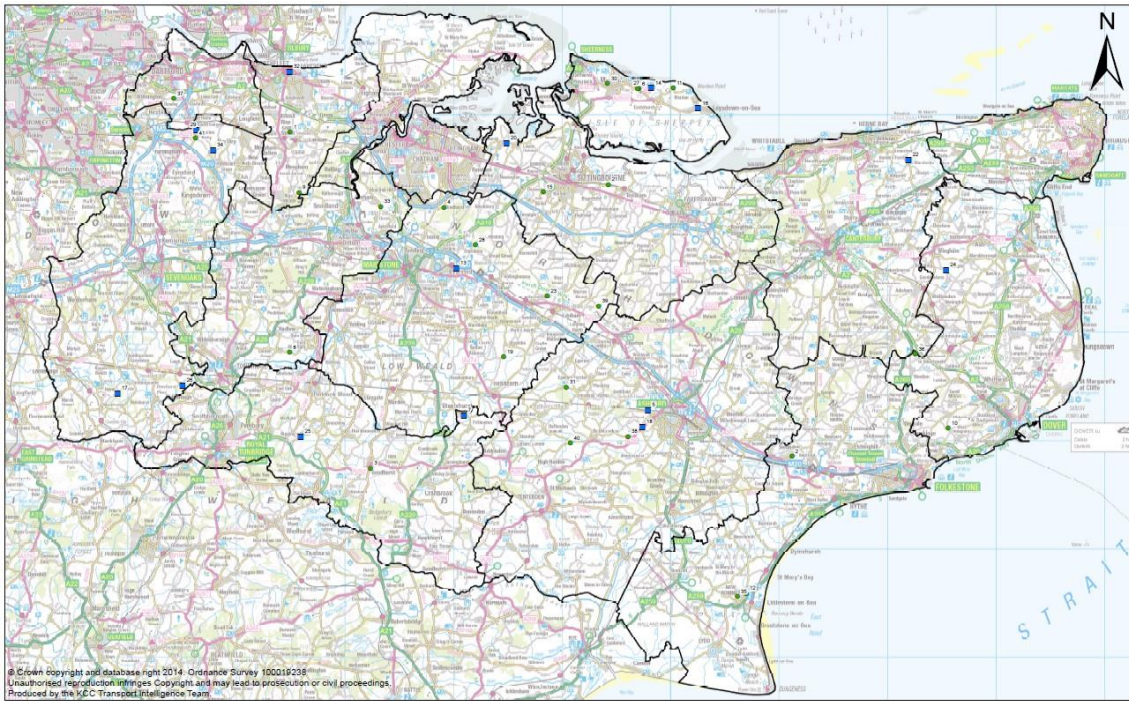| No	Location	Severity	Date	Day	Time	Street Lighting	Road Surface	Weather	Pedestrian Direction	Factors	Involved
38	Road No U Grid 596049E Section 111 Ref 140384N	SLIGHT	19/03/2018	2	10:34	L	Dry	Fine			
	OLD SURRENDEN MANOR RD, BETHERSDEN								Ashford		
	V1 WAS TRAVELLING BEHIND GROUP OF 3 HORSES AND RIDERS. D1 CLEARLY AWARE OF THEIR PRESENCE. AT A CONVENIENT POINT IN THE ROAD THE HORSES AND RIDERS MOVED OFF THE ROAD AND STOPPED IN A NARROW ENTRANCE TO PRIVATE PROPERTY. DRIVER OF V1 CONTINUED TO DRIVE AT SPEED PASS THE GROUP CAUSING HORSES TO SPOOK, HORSE WAS HIT ON FOS LEG KNOCKING HORSE AND RIDER TO THE GROUND T POINT OF CONTACT RIDERS HEAD ALSO HIT SIDE OF VEHICLE DRIVER OF V1 CONTINUED ON FAILING TO STOP.		Veh1, car, E -> W Veh2, ridden horse, E -> W					Casualties 1 Vehicles 2
39	Road No U Grid 593336E Section 160 Ref 152387N	SLIGHT	23/04/2018	2	14:52	L	Dry	Fine			
	WATERDITCH RD, LENHAM, (MAPPED TO COORDS).								Maidstone		
	HORSE AND RIDER TRAVELLING ALONG WATERDITCH ROAD, V1 DRIVING FROM OPPOSITE DIRECTION, LANE NARROWS AND V1 COLLIDED WITH HORSE/RIDER, V1 FAILED TO STOP.		Veh1, goods unknown weight, SE -> NW Veh2, ridden horse, NW -> SE					Casualties 1 Vehicles 2

Accident Date BETWEEN '01-Oct-2008' AND '30-Sep-2018' AND Type of Vehicle = 16

No	Location	Severity	Date	Day	Time	Street Lighting	Road Surface	Weather	Pedestrian Direction	Factors	Involved
40	Road No U Grid 590745E Section 021 Ref 139783N	SLIGHT	21/07/2018	7	11:15	L	Dry	Fine	U		
	POT KILN LANE, BETHERSDEN (MAPPED TO NEW COORDINATES)								Ashford		PED
	HORSE RIDERS WERE RIDING ALONG THE ROAD WHILST V1 COMING OPPOSITE WAY AT SPEED, PASSED THE FIRST RIDER AND THE IP HORSE RIDER. INDICATED FOR V1 TO STOP BUT HORSE GOT SPOOKED AND TOOK FLIGHT AND C1 FELL OFF THE HORSE, V1 STOPPED. (AGE AND POSTCODE NOT KNOWN FOR V1)		Veh1, car, NE -> SW Veh2, ridden horse, SE -> NE					Casualties 1 Vehicles 2
41	Road No C271 Grid 556192E Section 137 Ref 167889N	SLIGHT	19/09/2018	4	18:05	L	Dry	Fine		R.TURN	
	C271 RAYS HILL J/W EGLANTINE LANE, HOLTON KIRBY								Sevenoaks		
	V2 WAS TRAVELLING DOWN RAYS HILL WHEN IT COLLIDED WITH V1 AT JUNCTION OF EGLANTINE LANE. A HORSE AND CART PULLED OUT AT JUNCTION TO CROSS STRAIGHT OVER, THEN A SECOND HORSE AND CART (V1) PULLED OUT IN FRONT OF V2, LEAVING NO TIME FOR V2 TO STOP.		Veh1, ridden horse, NW -> S Veh2, car, SW -> NE					Casualties 1 Vehicles 2

Collisions involving a ridden horse

(Personal injury collision data from 01/10/2008 - 30/09/2018)

Please note, there were no fatal collisions recorded in this date range.

Legend	
■	Serious
●	Slight

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Appendix 3: Police Report Spreadsheet

Crash Number	Location	Date	Time	Severity	Road Surface	Casualties	Vehicles	Whos Fault	Injury	Horse Death	Driver Failed to Stop	Vehicle Type	Vehicle made contact	Horse Spooked	Was Speed a Factor?	Passed to dose?	Damage to Vehicle
1	Cobham	06/12/08	14:00	SLIGHT	Dry	1	2	Driver	INJURY	NO FATALITY	FAILED TO STOP	Car	NO CONTACT MADE	SPOOKED	NOT SPEEDING	NO	NO VEHICLE DAMAGE
2	Sellindge	29/01/09	15:40	SLIGHT	Dry	1	2	Driver	INJURY	NO FATALITY	VEHICLE STOPPED	Car	VEHICLE CONTACT	NO SPOOKING	SPEEDING	NO	NO VEHICLE DAMAGE
3	Cranbrook	12/06/09	13:20	SLIGHT	Dry	1	2	Horse	INJURY	NO FATALITY	VEHICLE STOPPED	Heavy Goods Vehicle	NO CONTACT MADE	SPOOKED	NOT SPEEDING	NO	NO VEHICLE DAMAGE
4	Maidstone	28/12/09	10:15	SLIGHT	Dry	1	2	Driver	INJURY	NO FATALITY	FAILED TO STOP	Heavy Goods Vehicle	NO CONTACT MADE	SPOOKED	SPEEDING	NO	NO VEHICLE DAMAGE
5	Great Chart	06/02/10	14:39	SERIOUS	Dry	2	3	Driver	INJURY	HORSE DEATH	VEHICLE STOPPED	Car	VEHICLE CONTACT	NO SPOOKING	SPEEDING	NO	VEHICLE DAMAGE
6	Eastchurch	26/04/10	17:00	SLIGHT	Dry	1	3	Driver	NO INJURY	NO FATALITY	VEHICLE STOPPED	Car	VEHICLE CONTACT	NO SPOOKING	NOT SPEEDING	TO CLOSE	VEHICLE DAMAGE
7	Frittenden	29/06/10	11:30	SERIOUS	Dry	1	2	Driver	INJURY	NO FATALITY	VEHICLE STOPPED	Van	NO CONTACT MADE	SPOOKED	SPEEDING	NO	NO VEHICLE DAMAGE
8	East Peckham	09/07/10	19:22	SLIGHT	Dry	2	2	Driver	INJURY	NO FATALITY	VEHICLE STOPPED	Car	VEHICLE CONTACT	NO SPOOKING	SPEEDING	NO	VEHICLE DAMAGE
9	Harvel	03/09/10	18:30	SLIGHT	Dry	2	2	Driver	INJURY	NO FATALITY	FAILED TO STOP	Car	VEHICLE CONTACT	NO SPOOKING	NOT SPEEDING	TO CLOSE	VEHICLE DAMAGE
10	Dover	30/09/10	13:30	SLIGHT	Wet/Damp	1	2	Driver	INJURY	NO FATALITY	FAILED TO STOP	Car	VEHICLE CONTACT	NO SPOOKING	NOT SPEEDING	TO CLOSE	VEHICLE DAMAGE
11	Eastchurch	11/11/10	7:00	SLIGHT	Dry	1	2	Driver	NO INJURY	NO FATALITY	FAILED TO STOP	Minibus	NO CONTACT MADE	SPOOKED	SPEEDING	NO	NO VEHICLE DAMAGE
12	New Romney	22/11/10	11:10	SLIGHT	Dry	2	2	Horse & Rider	INJURY	NO FATALITY	FAILED TO STOP	Goods Vehicle	NO CONTACT MADE	SPOOKED	NOT SPEEDING	NO	NO VEHICLE DAMAGE
13	Maidstone	20/02/11	9:45	SERIOUS	Dry	1	1	Horse	INJURY	NO FATALITY	NO VEHICLE INVOLVED	N/A	N/A	SPOOKED	NOT SPEEDING	N/A	N/A
14	Minster on Sea	16/07/11	17:10	SERIOUS	Dry	1	2	Driver & Horse	INJURY	NO FATALITY	VEHICLE STOPPED	Car	VEHICLE CONTACT	SPOOKED	NOT SPEEDING	TO CLOSE	NO VEHICLE DAMAGE
15	Sittingbourne	28/08/11	13:20	SLIGHT	Dry	1	1	Horse	INJURY	NO FATALITY	NO VEHICLE INVOLVED	NA	N/A	NO SPOOKING	NOT SPEEDING	N/A	N/A
16	Leysdown	14/10/11	17:43	SERIOUS	Dry	1	2	Driver	INJURY	NO FATALITY	VEHICLE STOPPED	Car	VEHICLE CONTACT	NO SPOOKING	SPEEDING	TO CLOSE	VEHICLE DAMAGE
17	Edenbridge	18/08/12	7:05	SERIOUS	Dry	1	1	Horse	INJURY	NO FATALITY	NO VEHICLE INVOLVED	N/A	N/A	SPOOKED	N/A	N/A	N/A
18	Ashford	01/09/12	12:15	SERIOUS	Dry	1	1	Horse	INJURY	NO FATALITY	NO VEHICLE INVOLVED	N/A	N/A	SPOOKED	N/A	N/A	N/A
19	Maidstone	22/09/12	12:45	SLIGHT	Dry	1	2	Driver	INJURY	NO FATALITY	VEHICLE STOPPED	Car towing Carvan	VEHICLE CONTACT	NO SPOOKING	NOT SPEEDING	TO CLOSE	VEHICLE DAMAGE
20	Upchurch	05/03/13	10:56	SERIOUS	Dry	1	2	Horse	INJURY	NO FATALITY	VEHICLE STOPPED	Car	NO CONTACT MADE	SPOOKED	NOT SPEEDING	TO CLOSE	NO VEHICLE DAMAGE
21	Teynham	24/07/13	14:30	SLIGHT	Dry	1	3	Driver	INJURY	NO FATALITY	FAILED TO STOP	Car	NO CONTACT MADE	SPOOKED	SPEEDING	NO	NO VEHICLE DAMAGE
22	Herne Bay	11/09/13	13:30	SERIOUS	Dry	1	2	Driver	INJURY	NO FATALITY	FAILED TO STOP	Heavy Goods Vehicle	NO CONTACT MADE	SPOOKED	SPEEDING	NO	NO VEHICLE DAMAGE
23	Maidstone	02/11/13	13:00	SLIGHT	Dry	1	2	Horse	INJURY	NO FATALITY	NO VEHICLE INVOLVED	Pedal Cycle	NO CONTACT MADE	SPOOKED	NOT SPEEDING	TO CLOSE	VEHICLE DAMAGE
24	Wingham	17/01/14	10:00	SERIOUS	Wet/Damp	1	2	Horse	INJURY	HORSE DEATH	VEHICLE STOPPED	Goods Vehicle	NO CONTACT MADE	SPOOKED	NOT SPEEDING	NO	NO VEHICLE DAMAGE
25	Tonbridge	19/01/14	13:00	SERIOUS	Wet/Damp	1	2	Driver	INJURY	NO FATALITY	VEHICLE STOPPED	Car	NO CONTACT MADE	SPOOKED	SPEEDING	TO CLOSE	NO VEHICLE DAMAGE
26	Leigh	27/09/14	11:55	SERIOUS	Dry	1	2	Horse	INJURY	NO FATALITY	VEHICLE STOPPED	Tractor	NO CONTACT MADE	SPOOKED	NOT SPEEDING	NO	NO VEHICLE DAMAGE
27	Minster on Sea	29/01/15	15:50	SERIOUS	Wet/Damp	1	1	Horse	INJURY	NO FATALITY	NO VEHICLE INVOLVED	N/A	N/A	SPOOKED	N/A	N/A	N/A
28	Thurnham	19/05/15	16:30	SLIGHT	Dry	1	2	Driver	INJURY	NO FATALITY	FAILED TO STOP	Car	VEHICLE CONTACT	SPOOKED	NOT SPEEDING	TO CLOSE	NO VEHICLE DAMAGE
29	Sevenoaks	07/02/16	14:20	SERIOUS	Dry	1	2	Driver	INJURY	NO FATALITY	VEHICLE STOPPED	Car	NO CONTACT MADE	SPOOKED	NOT SPEEDING	NO	NO VEHICLE DAMAGE
30	Isle of Sheppey	03/04/16	10:38	SLIGHT	Dry	1	2	Horse	INJURY	NO FATALITY	NO VEHICLE INVOLVED	Dog	VEHICLE CONTACT	SPOOKED	N/A	N/A	NO VEHICLE DAMAGE
31	Ashford	04/04/16	12:20	SLIGHT	Dry	1	2	Driver	INJURY	NO FATALITY	VEHICLE STOPPED	Horse and Cart	NO CONTACT MADE	SPOOKED	NOT SPEEDING	NO	NO VEHICLE DAMAGE
32	Gravesend	27/08/16	22:57	SERIOUS	Dry	1	1	Rider	INJURY	NO FATALITY	NO VEHICLE INVOLVED	N/A	N/A	NO SPOOKING	N/A	NO	N/A
33	Burham	10/11/16	7:16	SLIGHT	Dry	1	2	Driver & Horse	INJURY	NO FATALITY	FAILED TO STOP	Car	VEHICLE CONTACT	SPOOKED	NOT SPEEDING	TO CLOSE	NO VEHICLE DAMAGE
34	Horton Kirby	09/01/17	8:50	SERIOUS	Wet/Damp	1	2	Horse	INJURY	NO FATALITY	NO VEHICLE INVOLVED	Pedal Cycle	NO CONTACT MADE	SPOOKED	SPEEDING	TO CLOSE	NO VEHICLE DAMAGE
35	New Romney	11/04/17	9:50	SLIGHT	Dry	1	2	Driver	INJURY	NO FATALITY	VEHICLE STOPPED	Car	VEHICLE CONTACT	SPOOKED	SPEEDING	TO CLOSE	NO VEHICLE DAMAGE
36	Canterbury	26/10/17	11:50	SLIGHT	Dry	1	3	Horse	INJURY	NO FATALITY	VEHICLE STOPPED	Heavy Goods Vehicle	NO CONTACT MADE	SPOOKED	NOT SPEEDING	TO CLOSE	NO VEHICLE DAMAGE
37	Hawley	07/01/18	15:15	SLIGHT	Dry	1	2	Driver	INJURY	NO FATALITY	VEHICLE STOPPED	Car	VEHICLE CONTACT	SPOOKED	NOT SPEEDING	TO CLOSE	VEHICLE DAMAGE
40	Bethersden	21/07/18	11:15	SLIGHT	Dry	1	2	Driver	INJURY	NO FATALITY	VEHICLE STOPPED	Car	NO CONTACT MADE	SPOOKED	SPEEDING	NO	NO VEHICLE DAMAGE
41	Horton Kirby	19/09/18	18:05	SLIGHT	Dry	1	2	Rider	INJURY	NO FATALITY	VEHICLE STOPPED	Car	VEHICLE CONTACT	NO SPOOKING	SPEEDING	NO	NO VEHICLE DAMAGE,

THINK! cycle safety communications strategy

NB. This is the current cycle safety strategy. We are currently reviewing the strategy for 2015/16 and so this may change.

Background

In recent years, the number of cyclists who have been killed and seriously injured (KSI) have increased at a rate higher than traffic increases. In 2014 there were 113 deaths and 3,401 seriously injured pedal cyclists.

Objectives

Business objective:

- To contribute to a reduction in the number of people killed or seriously injured in collisions involving cyclists.

Communications objectives:

- To provide tips to cyclists to increase their knowledge and use of safe cycling behaviours.
- To increase awareness amongst drivers of what they can do to be safe around cyclists.
- To encourage a culture of mutual respect between cyclists and drivers.

Audiences

Drivers: male aged 16-49; commuters (urban, peak-time drivers).

Cyclists: male, aged 16-49, commuters (urban, peak-time cyclists).

Research shows[8]:

- Drivers are generally involved in accidents involving cyclists: 87% of all cyclist reported casualties resulted from a collision with a car, with drivers failing to look properly being the most common contributory factor.
- Males dominate: 68% of all motorists involved in accidents with cyclists in 2012 were male.
- Casualties occur more frequently in commuting hours: 46% of cyclist KSI casualties occurred between 7-10am and 4-7pm. 70% of these occurred on Monday to Thursday.

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[8] and [2] Reported Road Casualties Great Britain https://www.gov.uk/government/statistics/reported-road-casualties-great-britain-annual-report-2013

29

- 80% of cyclist casualties are male.
- 81% of reported cyclist casualties occur on urban roads.

Communication strategy

The most common contributory factor to cyclist casualties involving a driver is 'failed to look properly'. Therefore messages relating to visibility and positioning are prioritised in our campaign activity.

DfT and Transport for London (TfL) message research has shown a consistent theme around speaking to both cyclists and drivers: creating a sense of shared responsibility engages both audiences, and integrating driver and cyclist messaging communicates a fair and even-handed approach that can help reduce some of the divisiveness between road users.

The campaign media strategy aims to 'reach and remind' drivers and cyclists at the point of action when behaviour can be positively changed i.e. when they are driving or cycling. There are benefits of cyclists and drivers being exposed to the messages designed for the other group:

- Drivers and cyclists see we are communicating to both groups and taking an even handed approach.
- It's important for drivers to also be aware of, and accept, appropriate cycling behaviour, for example that cyclists should ride centrally on narrow roads.

Since 2013 we have used TfL's 'safety tips' creative on roadside advertising to target both cyclists and drivers. The ads use a series of practical tips to advise and remind both groups of the rules of the road and the positive actions they can take to help reduce the number of collisions on the road.

Key messages

The key messages are:

- Drivers, look out for cyclists when getting out
- Cyclists, ride a door's width from parked cars

- Drivers, look out for cyclists at junctions
- Cyclists, ride central on narrow roads

- Drivers, leave room for cyclists at traffic lights
- Cyclists, always stop at red lights

30

57

HORSE SAFETY ON THE ROADS COMMUNICATIONS STRATEGY

Since 2010, 39 riders and 230 horses have been killed in accidents on Britain's roads, this statistic continues to rise, sparking an increase in attempts to educate the UK's car driving public to the presence of horses on the roads.

OBJECTIVES

BUSINESS OBJECTIVE
To contribute to a reduction in the number of people killed or seriously injured in incidents involving Horse Riders.

COMMUNICATIONS OBJECTIVES
To show drivers that Horse Riders are on the roads.
To increase the publics knowledge and understanding of horses behaviour on the roads.
To encourage a positive attitude towards Horse Riders on the roads.

AUDIENCE

CAR & VAN DRIVERS
Male & Female
Age 25-50 Years Old

HORSE RIDERS
Female
Age 16-50 Years Old

CYCLIST
Male
Age 16-49 Years Old

LORRY DRIVERS
Male
Age 35-50 Years Old

ROADS
Rural Area
Villages

PEDESTRIANS
Male & Female
Age 25-50 Years Old

RESEARCH

THE FACTS
There has been over 2900 road indicants reported to the BHS between 2010-2018
1 in 5 Incidents resulted in a car colliding with the horse
30% of riders reported road rage or abuse when riding on the roads
84% of incidents occurred due to cars passing to closely to horses
In total 39 Riders and 230 Horses have died due to incidents on the roads

STRATEGY

WHAT I PLAN TO DO
Through the use of social media, digital advertising & printed materials I hope to provide snippets of information about how to deal with the presence of horses on the roads. I will also try and educate the horse riding community to the risks they can cause by not being prepared to ride on the roads, by making sure that they wear appropriate clothing, also that they are aware of their surrounding and that they also know how to react to drivers that are waiting to pass.
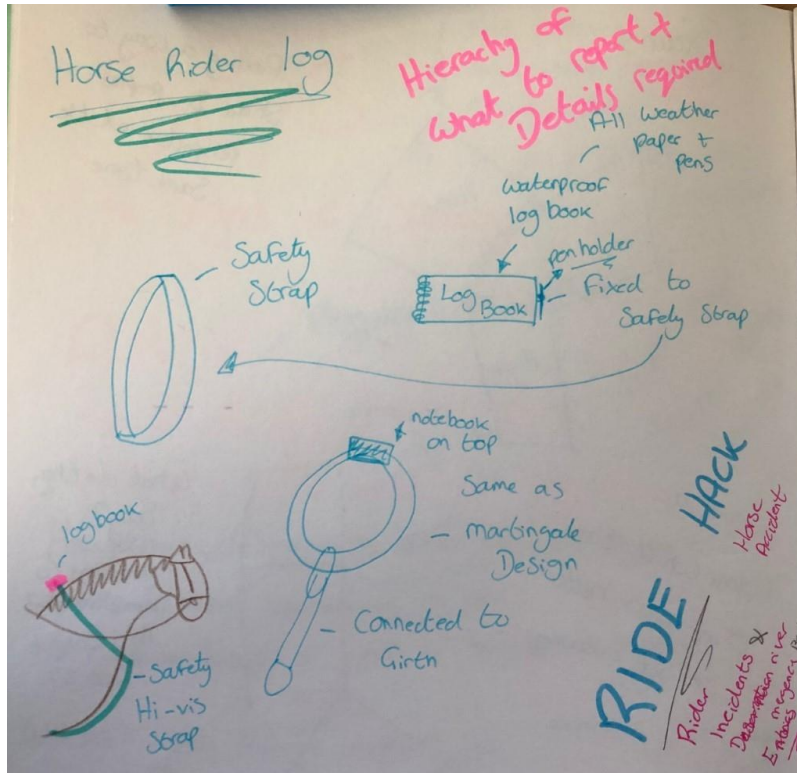
MESSAGE

KEY MESSAGES
Drivers/Road Users dont approach Horses at Speed
Riders acknowledge drivers are waiting get to past
Drivers/Road Users be respectful of the amount of space you give when passing
Riders make sure that you pull over where safe to allow Road Users to pass

Appendix 6: Horse and Rider Logbook

Above shows the original concept drawings for the Horse and Rider logbooks and the design
for the book to be fitted to the horse when being ridden.

Reporting of Equestrian Incidents

General Report Form

The British Horse Society

Please fill in the form below circling the most suitable answer when required

* - Denotes a required field – this information **MUST** be included to enable the incident to be added to our website and database.

Incident Details

Date and Time of Incident *	
County *	
Specific Location of incident (Please include post code) *	
Was the incident reported to the police?	Y / N
Police incident report number (if applicable)	
Is any further police action being taken?	Y / N
Do you have public liability insurance?	Y / N

Personal Details

Forename	
Surname	
BHS Membership Number	
Address	

	61
Telephone Number	
Email Address	
Involvement with incident	Rider / Motorist / Witness / Friend / Police / Other
If 'Other' please give details	

Circumstances

Incident Details (please give as much information as possible)	

Horses

(Please complete the following for the main horse involved. There will be space below to detail any other horses present)

Number of horses involved	
Age of main horse involved	
Horse	Ridden / driven / leading / loose
Horse fall	Y / N
Severity of horse's injury	None / mild / moderate / severe / fatal
Veterinary assistance required	Y / N
Veterinary practice contact information	

Humans

(Please complete the following for the main rider / handler involved. There will be space below to detail any other humans present)

Number of people involved	
Age of main rider / handler	
Gender	
Rider fall	Y / N
Severity of rider / handler injury	None / Mild / Moderate / Severe / Fatal
Medical help sought	None / GP / Hospital / Ambulance / Air Ambulance

Safety Equipment

(Please complete for the main handler/ horse partnership involved. There will be space below to detail any other partnerships present

Hi – viz	Y / N
Type of hi – viz worn	
Age of hi - viz	

Hat	Y / N
Was the hat displaced	Y / N
Hat type	PAS015 / BSEN1384 / ASTMF1163 / Other
Age of hat	
Body protector worn?	Y / N
Type of body protector	BETA level 1 / BETA level 2 / BETA level 3 / BSEN13158
Age of body protector	

Any Other Information

Please give any other relevant information?

Data Protection

Are you happy to receive occasional emails from the BHS about its work?	Y / N
Are you happy to receive emails from other organisations that are supportive of the BHS?	Y / N
The BHS will retain your details on a database. The BHS and its subsidiaries may like to contact you with information about our charitable activities and how you could hep us. Are you happy for your details to be used in this way?	Y / N

Are you happy for the BHS to share your information with other organisations that are supportive of the BHS?	Y / N
We will share statistical and incident data we collect with other appropriate governing bodies and organisations. This data will be anonymous: your name, home address or other identifying information, or the details of anyone else that you have given us, will not be passed on to anyone outside the BHS without your consent	
Are you happy to let us pass on your identifying details on to other organisation, carefully selected by the BHS for the purposes of improving equestrian safety	Y / N

Signature   …………………………………………………………………….

Date   …………………………………………………………………

Appendix 8: Scenario of Incident

Horse Riding Incident Scenario

Staplehurst Rd o/s Sinks North Farm, Frittenden
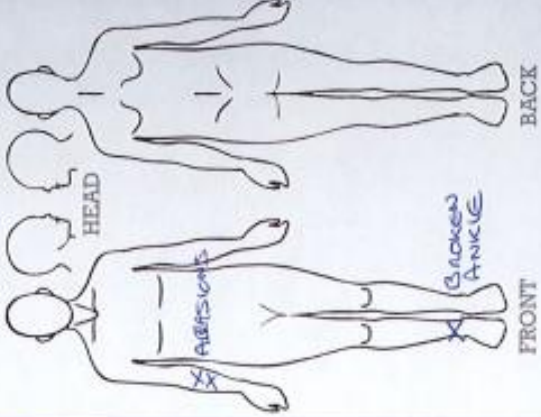
29th June 2019

11:30am
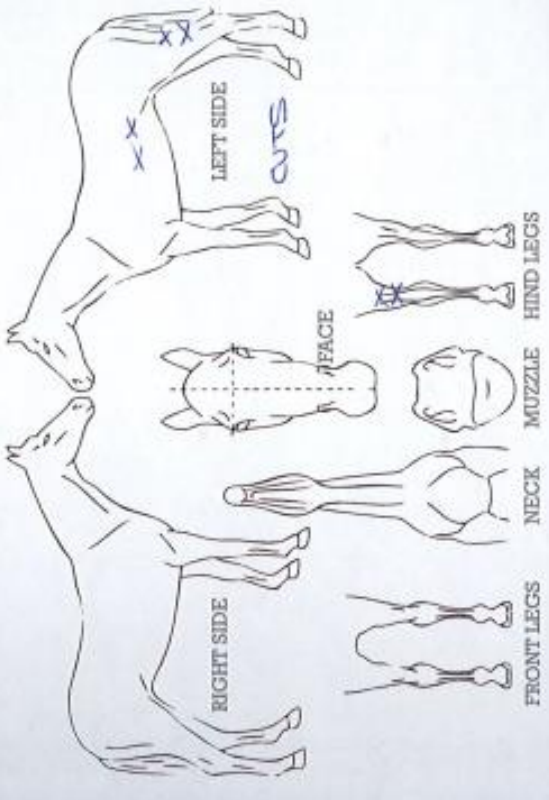
- Horse and Rider Were Walking Along Staplehurst Road when a Van Past Quickly and Spooked the Horse
- Horse Fell into a Ditch and the Rider was Trapped.
- Horse had Cuts to Left Flank and Hind Leg – Lame – Vet not called
- Rider had Abrasions to Right Forearm and Broken Ankle – Rider Remained conscious – Ambulance Called
- No police as contact with horse was not made
- Van was a White – Vauxhall Vivaro – No Reg – No Contact Details for driver taken

RIDER INJURIES

HEAD

FRONT — BACK

Abrasions (XX)

Broken Ankle (X)

HORSE INJURIES

RIGHT SIDE — LEFT SIDE

FRONT LEGS — HIND LEGS

NECK — MUZZLE

FACE

Cuts

INCIDENT DETAILS

Date: 29/6/19   Time: 11:30

Location: STAPLEHURST ROAD, MAD, FLITBRIDGE

Car Involved: (Yes) No

Car Reg: _____

Make: VAUXHALL

Model: VIVARO VAN

Colour: WHITE

Footage Captured: Yes (No)

Reportable: Yes (No)

Date Reported: __/__/__

Details Of What Happened:

VAN PASSED QUICKLY SPOOKED HORSE FELL INTO A DITCH WITH FOOT TRAPPED BY THE HORSE

THIRD PARTY NAME: _____

CONTACT NUMBER: _____

RIDER NAME: SHARON KEAR-ING   AGE: 54

RIDER CONSCIOUS: (YES) NO

HORSE NAME: FOXY   AGE: 15

HORSE SOUND: YES (NO)

AMBULANCE: (YES)/NO

VET CALLED: YES/NO

POLICE: YES/NO

Reporting of Equestrian Incidents
General Report Form

The
British
Horse
Society

Please fill in the form below circling the most suitable answer when required

* - Denotes a required field – this information **MUST** be included to enable the incident to be added to our website and database.

Incident Details

Date and Time of Incident	*	29/6/19 - 11:30
County	*	
Specific Location of incident (Please include post code)	*	o/s SINKS NORTH FARM STAPLEHURST ROAD BRITTENDEN
Was the incident reported to the police?		Y /(N)
Police incident report number (if applicable)		
Is any further police action being taken?		Y /(N)
Do you have public liability insurance?		(Y)/ N

Personal Details

Forename	SHARON
Surname	KEATING
BHS Membership Number	
Address	LITTLE NAPCHESTER FARM NAPCHESTER ROAD WHITFIELD KENT
Telephone Number	07899750930
Email Address	
Involvement with incident	(Rider) Motorist / Witness / Friend / Police / Other
If 'Other' please give details	

1

Horses

(Please complete the following for the main horse involved. There will be space below to detail any other horses present)

Number of horses involved	1
Age of main horse involved	15
Horse	Ridden / driven / leading / loose
Horse fall	Y / N
Severity of horse's injury	None / mild / moderate / severe / fatal
Veterinary assistance required	Y / N
Veterinary practice contact information	

Humans

(Please complete the following for the main rider / handler involved. There will be space below to detail any other humans present)

Number of people involved	1
Age of main rider / handler	54
Gender	FEMALE
Rider fall	Y / N
Severity of rider / handler injury	None / Mild / Moderate / Severe / Fatal
Medical help sought	None / GP / Hospital / Ambulance / Air Ambulance

Safety Equipment

(Please complete for the main handler/ horse partnership involved. There will be space below to detail any other partnerships present

Hi – viz	Y / N
Type of hi – viz worn	TABBARD
Age of hi - viz	4 YRS
Hat	Y / N
Was the hat displaced	Y / N
Hat type	PAS015 / BSEN1384 / ASTMF1163 / Other
Age of hat	3 YRS
Body protector worn?	Y / N
Type of body protector	BETA level 1 / BETA level 2 / BETA level 3 / BSEN13158
Age of body protector	

3

Circumstances

Incident Details (please give as much information as possible)	I WAS RIDING ALONG STAPLEHURST ROAD IN WALK WHEN A VAN PAST QUICKLY AND SPOOKED HE FELL INTO A DITCH AND I WAS TRAPPED. MY HORSE SUFFERED CUTS ON HIS FLANK AND HIND LEG. HE WAS LAME I HAD ABRASIONS TO MY RIGHT FOREARM AND BROKE MY ANKLE AN AMBULANCE WAS CALLED NO VET WAS REQUIRED OR POLICE AS NO CONTACT WAS MADE TO ME OR MY HORSE

Any Other Information

Please give any other relevant information?

Data Protection

Are you happy to receive occasional emails from the BHS about its work?	(Y) N
Are you happy to receive emails from other organisations that are supportive of the BHS?	Y (N)
The BHS will retain your details on a database. The BHS and its subsidiaries may like to contact you with information about our charitable activities and how you could hep us. Are you happy for your details to be used in this way?	Y (N)
Are you happy for the BHS to share your information with other organisations that are supportive of the BHS?	Y (N)
We will share statistical and incident data we collect with other appropriate governing bodies and organisations. This data will be anonymous: your name, home address or other identifying information, or the details of anyone else that you have given us, will not be passed on to anyone outside the BHS without your consent	
Are you happy to let us pass on your identifying details on to other organisation, carefully selected by the BHS for the purposes of improving equestrian safety	(Y)/ N

Signature ...... S. K==> ....

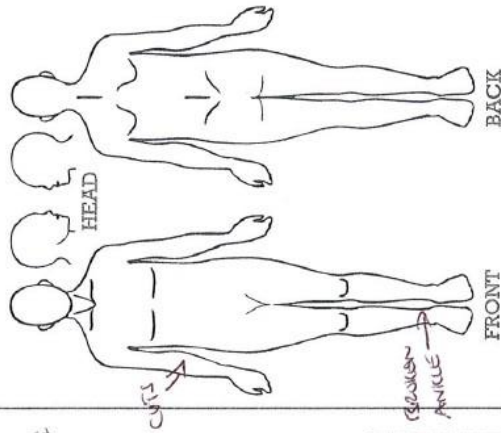Date ...... 2|7|19 ......

HORSE INJURIES

2:40 MINUTES

Cut + Lame

LEFT SIDE

FACE

NECK   MUZZLE

HIND LEGS

RIGHT SIDE

FRONT LEGS

RIDER INJURIES

HEAD

BACK

FRONT

broken ankle

INCIDENT DETAILS

Date: 21/6/19   Time: 11:30 am

Location: Stephehurst Footpath, Kent

Car Involved: Yes / No

Car Reg: NOT TAKEN

Make: Vauxhall Vivaro

Model: Unknown

Colour: White

Footage Captured: Yes / No

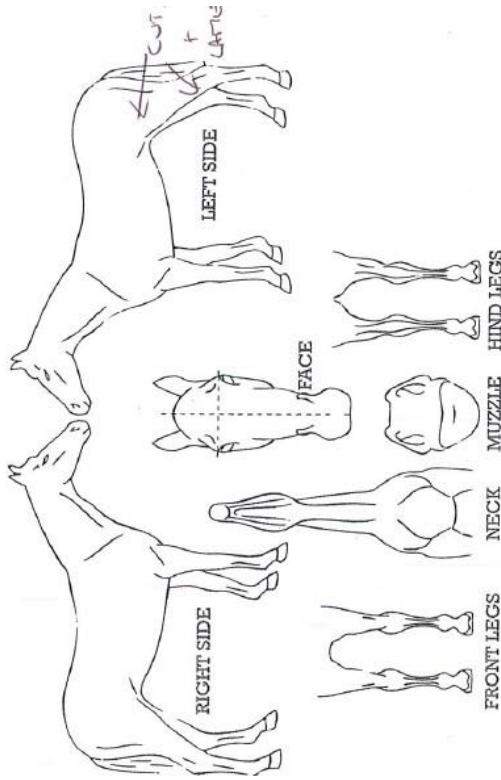Reportable: Yes / No

Date Reported: __/__/__ N/A

Details Of What Happened:
Van passed too quickly,
repeated horse which felt
into hedgerow.

RIDER NAME: Jo Bland   AGE: 54

RIDER CONSCIOUS: YES / NO

HORSE NAME: August   AGE: 24

HORSE SOUND: YES / NO

THIRD PARTY NAME: N/A

CONTACT NUMBER: _____

AMBULANCE: YES / NO

VET CALLED: YES / NO

POLICE: YES / NO

Reporting of Equestrian Incidents
General Report Form

The
British
Horse
Society

Please fill in the form below circling the most suitable answer when required

* - Denotes a required field – this information **MUST** be included to enable the incident to be added to our website and database.

Incident Details

Date and Time of Incident	*	29.6.19 11.30am
County	*	KENT
Specific Location of incident (Please include post code)	*	Staplehurst Road o/s Slink Farm, North, Frittenden
Was the incident reported to the police?		Y / (N)
Police incident report number (if applicable)		
Is any further police action being taken?		Y / (N)
Do you have public liability insurance?		(Y) N

Personal Details

Forename	Jo
Surname	BORASTON
BHS Membership Number	155665
Address	THE GRANARY, ILEDEN LANE, KINGSTON, CANTERBURY CT4 6HP
Telephone Number	07778 521459
Email Address	joboraston @ hotmail.com
Involvement with incident	(Rider) / Motorist / Witness / Friend / Police / Other
If 'Other' please give details	

1

Circumstances

| Incident Details (please give as much information as possible) | Riding along Stapleturst Road, white van, Vauxhall Vivaro, no reg recorded, passed too quickly. My horse was spooked + fell into ditch. Horse trapped me underneath

Van DID NOT stop.

Horse had minor cuts + bruises. Rider had cuts + bruising + broken ankle. Ambulance called. |
|---|---|

2

Horses
(Please complete the following for the main horse involved. There will be space below to detail any other horses present)

Number of horses involved	\
Age of main horse involved	24
Horse	(Ridden) / driven / leading / loose
Horse fall	(Y) N
Severity of horse's injury	None / (mild) / moderate / severe / fatal
Veterinary assistance required	Y / (N)
Veterinary practice contact information	

Humans
(Please complete the following for the main rider / handler involved. There will be space below to detail any other humans present)

Number of people involved	\
Age of main rider / handler	≤4
Gender	F
Rider fall	(Y) N
Severity of rider / handler injury	None / Mild / (Moderate) / Severe / Fatal
Medical help sought	None / GP / Hospital / (Ambulance) / Air Ambulance

Safety Equipment
(Please complete for the main handler/ horse partnership involved. There will be space below to detail any other partnerships present

Hi – viz	(Y) N
Type of hi – viz worn	Tabard + hat band
Age of hi - viz	~ 2 yrs
Hat	(Y) N
Was the hat displaced	Y / (N)
Hat type	PAS015 / (BSEN1384) / ASTMF1163 / Other
Age of hat	5 yrs
Body protector worn?	Y / (N)
Type of body protector	BETA level 1 / BETA level 2 / BETA level 3 / BSEN13158
Age of body protector	

3

Any Other Information

Please give any other relevant information?
No polic report as no info on var.

Data Protection

Are you happy to receive occasional emails from the BHS about its work?	Y / (N)
Are you happy to receive emails from other organisations that are supportive of the BHS?	Y (N)
The BHS will retain your details on a database. The BHS and its subsidiaries may like to contact you with information about our charitable activities and how you could hep us. Are you happy for your details to be used in this way?	Y / (N)
Are you happy for the BHS to share your information with other organisations that are supportive of the BHS?	Y (N)
We will share statistical and incident data we collect with other appropriate governing bodies and organisations. This data will be anonymous: your name, home address or other identifying information, or the details of anyone else that you have given us, will not be passed on to anyone outside the BHS without your consent	
Are you happy to let us pass on your identifying details on to other organisation, carefully selected by the BHS for the purposes of improving equestrian safety	(Y) N

Signature .... ~signature~ ....

Date .... 1.7.18 ....

Jenny Hodges
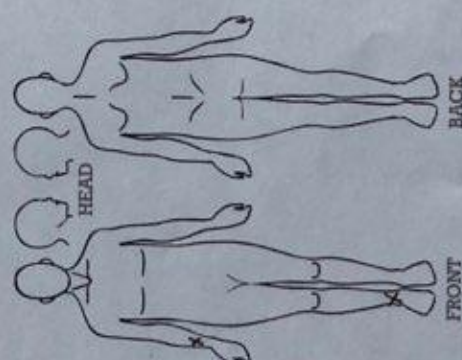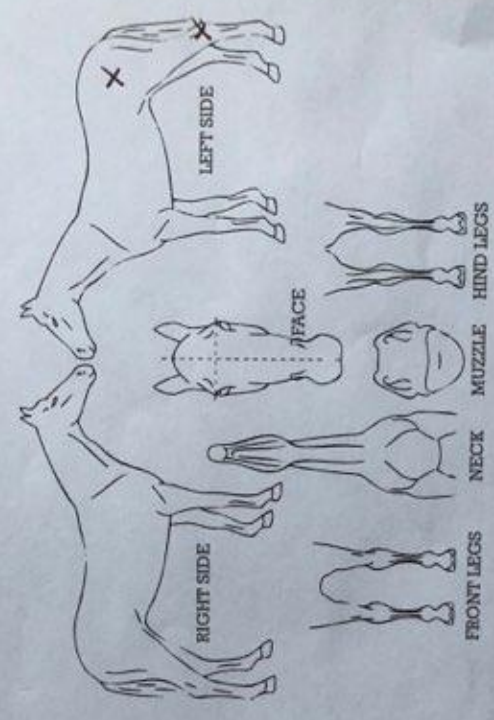
INCIDENT DETAILS

Date: 29/06/19   Time: 11:30
Location: Stagshaw Rd, Frittenden
Car Involved: Yes / No
Car Reg: _____
Make: Vauxhall
Model: Vivaro
Colour: White
Footage Captured: Yes / No
Reportable: Yes / No
Date Reported: / /

Details Of What Happened:
Van passed quickly
Spooking horse + throwing
rider into ditch

RIDER INJURIES

HEAD

FRONT   BACK

HORSE INJURIES

RIGHT SIDE   LEFT SIDE

FACE

FRONT LEGS   NECK   MUZZLE   HIND LEGS

THIRD PARTY NAME: _____
CONTACT NUMBER: _____

RIDER NAME: Paula   AGE: 39
RIDER CONSCIOUS: YES / NO

HORSE NAME: Star   AGE: 9
HORSE SOUND: YES / NO

AMBULANCE YES / NO
VET CALLED: YES / NO
POLICE: YES / NO

Reporting of Equestrian Incidents
General Report Form

The
**British
Horse
Society**

Please fill in the form below circling the most suitable answer when required

* - Denotes a required field – this information **MUST** be included to enable the incident to be added to our website and database.

Incident Details

Date and Time of Incident	*	29/06/19 11:30am
County	*	Frittenden
Specific Location of incident (Please include post code)	*	Staplehurst Rd, Sinks north farm
Was the incident reported to the police?		Y / ⓝ
Police incident report number (if applicable)		
Is any further police action being taken?		Y / N
Do you have public liability insurance?		ⓨ / N

Personal Details

Forename	Pauline
Surname	French
BHS Membership Number	—
Address	Flat 8 Taymouth Itsse, Dover CT16 1SU
Telephone Number	07947 234364
Email Address	—
Involvement with incident	Rider / ⓜotorist / Witness / Friend / Police / Other
If 'Other' please give details	

Circumstances

Incident Details	
(please give as much information as possible)	Horse + rider walking along Staplehurst Road, Van passed Quickly + spooked horse. Rider fell into Ditch and was trapped. Horse had cuts to left flank + Hind leg - left lame Rider had abrasions to right forearm + Broken ankle, ambulance called Van - Vauxhall Vivaro - no contact details exchanged.

Horses

(Please complete the following for the main horse involved. There will be space below to detail any other horses present)

Number of horses involved	1
Age of main horse involved	9
Horse	(Ridden) / driven / leading / loose
Horse fall	Y / (N)
Severity of horse's injury	None / mild / moderate / severe / fatal
Veterinary assistance required	Y / (N)
Veterinary practice contact information	

Humans

(Please complete the following for the main rider / handler involved. There will be space below to detail any other humans present)

Number of people involved	1
Age of main rider / handler	39
Gender	Female
Rider fall	(Y) / N
Severity of rider / handler injury	None / (Mild) / Moderate / Severe / Fatal
Medical help sought	None / GP / Hospital / (Ambulance) / Air Ambulance

Safety Equipment

(Please complete for the main handler/ horse partnership involved. There will be space below to detail any other partnerships present

Hi – viz	(Y) / N
Type of hi – viz worn	Vest + Horse neck soap
Age of hi - viz	2 years
Hat	(Y) / N
Was the hat displaced	(Y) / N
Hat type	PAS015 / (BSEN1384) / ASTMF1163 / Other
Age of hat	n/A
Body protector worn?	(Y) / N
Type of body protector	BETA level 1 / (BETA level 2) / BETA level 3 / BSEN13158
Age of body protector	n/A

Any Other Information

Please give any other relevant information?

Data Protection

Are you happy to receive occasional emails from the BHS about its work?	Ⓨ N
Are you happy to receive emails from other organisations that are supportive of the BHS?	Ⓨ N
The BHS will retain your details on a database. The BHS and its subsidiaries may like to contact you with information about our charitable activities and how you could hep us. Are you happy for your details to be used in this way?	Ⓨ N
Are you happy for the BHS to share your information with other organisations that are supportive of the BHS?	Ⓨ N
We will share statistical and incident data we collect with other appropriate governing bodies and organisations. This data will be anonymous: your name, home address or other identifying information, or the details of anyone else that you have given us, will not be passed on to anyone outside the BHS without your consent	
Are you happy to let us pass on your identifying details on to other organisation, carefully selected by the BHS for the purposes of improving equestrian safety	Ⓨ N

Signature ..... *Paul*

Date 24/ 08/ 19

Appendix 12: Ribbon Ride Campaign
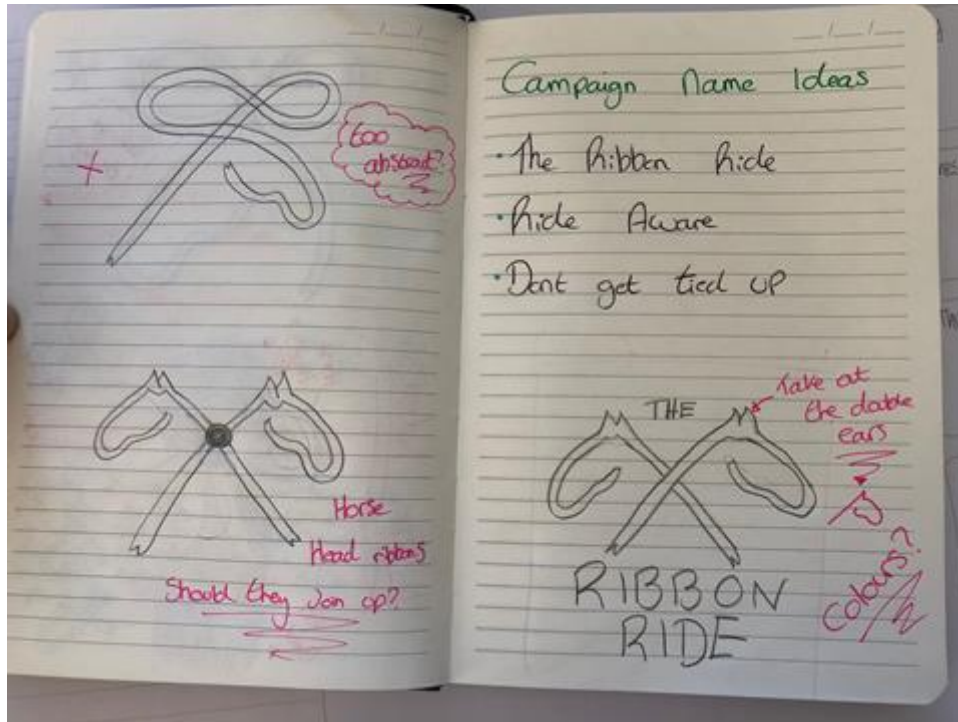

Image: Photo of 'The Ribbon Ride' logo concepts

Appendix 13: Alan Hiscox Email

Alan Hiscox <alan.hiscox@bhs.org.uk>
Tue 05/02/2019 18:01
You ⩒

Hi Becky,
No problem, give me a call when you can.
I am still wanting to help you when convenient for you.
Regarding the designs...
No idea why they haven't been designed before, the BHS have not been able to design and sell our own products other than the very low end. You might like to ask one of the main producers of Hi Viz.

I am of the opinion that drivers do not really read what is on any Hi Viz, it is the colour and Conspicuity that matters. So long as they notice and take the necessary precautions when passing horses, having been educated how to pass horses safely.

The idea that drivers read, Pass Wide and Slow, Camera being Used, etc etc means that they are not concentrating on the road!
The L plate however is worth considering. As is perhaps the 15 mph icon that we use on our Dead Slow campaign.

The other factor is this, to pass British Standards for Hi Viz clothing EN 1150, there has to be a certain amount of fluorescent sq metre to pass, and if you start adding words and symbols the standard is difficult to achieve.

Happy to talk about this...
Alan.

Appendix 14: Steve Horton Interview

Interview with Steve Horton, Casualty Reduction Manager at Kent County Council

Location – Kent County Council, Ashford
Date – Wednesday 16th September
Persons Involved – Mr. Steve Horton & Miss. Rebecca Upson

What marketing methods are currently being used to raise awareness of campaigns?

"Twitter, Mass messaging, Bus Advertising, Roadside Hoardings, TV Adverts, Catch Up TV (Tailored to the user's profile) Cinema, Roadside Posters & Radio"

What Percentage would you say is rider related & what percentage is lack of driver awareness?

"In all situations we find that its 95% human error, but I can say what percentage could be rider or driver, but in these cases I would say that I driver has more control in this situation than the rider."

How do you think the UK driving public can better understand how to share the roads?

"People have a lack of courtesy on the roads, they have a selfishness to save time, it's almost become the social norm. It because very hard to change the behaviour, that why we try and use positive reinforcement in our campaigns, so we explain why to do something and not just saying 'don't and no'"

Do you think if a law was actioned to protect Horse and Riders on the roads that it would help?

"I think it's sad if we had to get to that, if people knew that there was a chance of being caught i think it might have an impact. But then you could create a divide between the drivers and horse riders, it could also give the riders an attitude on the roads. In Holland there is something similar with the cyclists. I think if you were to get points on your license that would be more effective."

How do you think Horse and Rider could be seen as vulnerable on the roads?

"I think if you played on the idea of size and impact of cars versus horses this could help with the knowledge of the vulnerability on the roads."

Do you think the lack of understanding of horses and their behaviour influences how drivers react?

"YES!! I have seen the videos that Alan showed on the Horse Awareness Evening and the power and speed of the horses kicking. I think if you could show what that could do to a car people might think about it more."

How could Horse and Riders show they have a right to be on the roads?

"I try not to use the word 'Rights' as they can cause a divide in the road users, I think riders need to show their size on the roads. Alan showed the use of LED lights on the extremities on the riders and horses and I think that's a great idea to show your presence on the roads and the size that you are."

On the Kent Road Safety website there is no 'Horse' section under the 'Information for Road Users' why is this? Instead we come under 'Other'

"Oh, I wasn't aware of this, the website has recently been redesigned so this may have been overlooked, I will make a note to check this. If I had to suggest why it would probably be because we haven't had enough serious incidents for it to be flagged as its own road user section, as there were only 2 Horse deaths in the last 10 years or so."

END

Appendix 15: Vulnerable Prototype
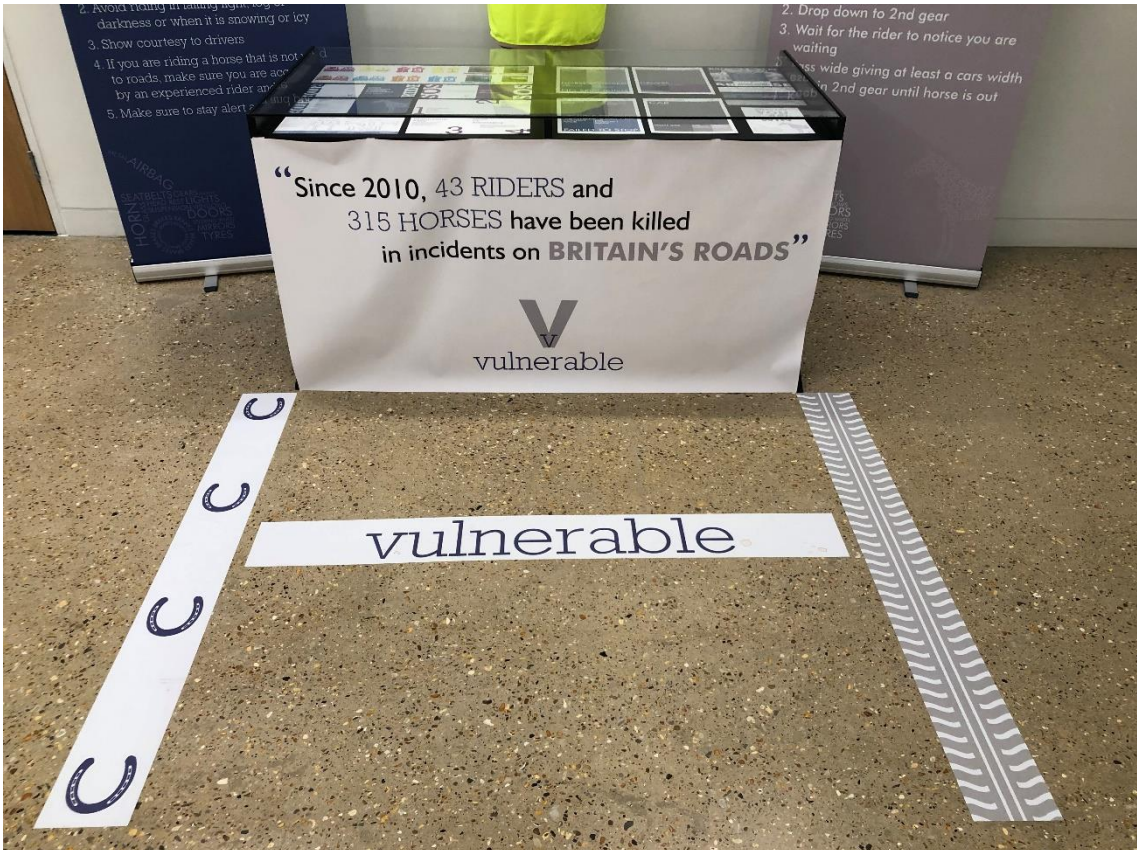
Appendix 16: Vulnerable Prototype - Feedback

Becky Upson
August 23 at 5:03 PM

My Master Exhibition Installation with the aim of raising awareness of the vulnerability of horses on the roads.

By having two sides to the story, it helps to educate both riders and drivers to be safe on the roads together.

Feedback would be greatly appreciated.

👍❤️ 13   5 Comments 2 Shares

Sam Radion I like the design aesthetic, but it is lacking a central clear message like "pass wide and slow" or the "dead or dead slow" campaigns. It's quite a lot of information to take in at a glance.
Like · Reply · 1w   👍 1

Pat Harris Maybe elevated head carriage and pricked ears need illustrating. Non riders probably won't know the difference ... maybe a relaxed horse and an alert horse? Great idea, though,
Like · Reply · 1w   👍 1

Niki King I like the graphic with the horse v car with all the words. I'm sure it never occurs to some drivers that horses are flesh and bone and not some sort 4 legged vehicle. I was passed at 50 today, within a meter, by an oblivious driver on a wide rural road.
Like · Reply · 1w   😮 1

Deanne Staddon I'm surprised at how much the bright blue high viz stands out - it's not a colour you see marketed much.
Like · Reply · 1w

Jo Paull Love the Hi Vis !!
Like · Reply · 1w

Write a comment...

Fiona Powell Wow, a lot of careful thought has gone into this, thank you for letting us see it.
I shall presume it's aimed at an audience that is not necessarily horsey?
I was immediately interested in what the display is about - and I think the tyre marks and space markings on the floor are inspired. Great idea.
I am attracted by bright colours and I like the hi-vis vest in the centre. I'd be tempted to try out a colour combo, yellow-pink - or one of the new black and white vests that H&H reported were even better than hi-vis colours in many situations (this was a new idea to me and it might get people more engaged - what the heck?)
For me, the graphics are engaging. I can see that you are trying to reach an audience who are prepared to get into their meaning. I had to study them quite hard to get it. (Says more about me...)
I'd like to see the graphics with more contrast and even, dare I say, colour, (but not too much) for comparison - although I'm sure you've done your homework. I think the monochrome scheme is very effective and should stand out.
Super job, I'd be interested to read others' feedback and your comments.

Like · Reply · 1d