



Bringing the voice of UK motorcyclists together

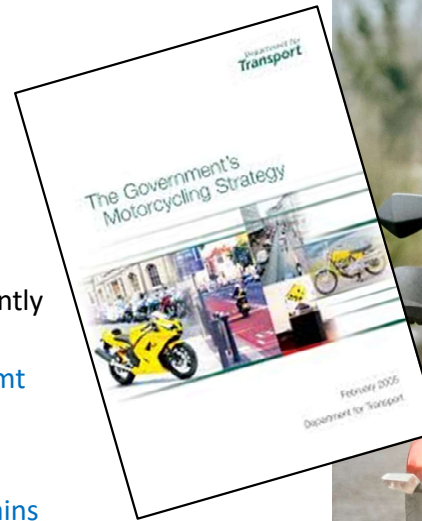
A coalition of motorcycling representative organisations



National Motorcyclists Council

Why the NMC?

- The motorcycle lobby has been at its most effective when it combines to present clear and unified key messages
 - 2005 Government Motorcycling Strategy
- After this, motorcycling organisations reverted to predominantly individual lobbying.
 - The setting aside of the motorcycle strategy by the Gvmt after 2010 was one consequence
- Where Are We Now?
 - Breakthrough with Gvmt on core transport policy remains elusive
 - 'Constituency' not speaking with one voice where it matters
 - Individual success on some issues, but no shift in Gvmt strategic narrative
 - Motorcycling overlooked in key policies – or discouraged, sometimes actively
 - Safety needs more holistic approach, incentivisation lacking
 - Benefits such as commuting, recreation, tourism and sport unrecognised



Why would the Government support motorcycling when it's not part of its core policy for transport?

National
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A Fresh Approach



- The National Motorcyclists Council (NMC) is a coalition of motorcyclists interests, which works together on motorcycle public policy issues
- It provides a 'working place' for those issues where joint activity can be agreed
 - common key messages
 - background research
 - single voice campaigning

Getting to the Core

Public policy
prioritised
according to 'voice'
and 'constituency'

Five different
lobbies means five
different voices of a
few thousand each

One lobby on key
matters means one
voice of tens of
thousands

**It's about creating
strength in numbers,
finding common
ground and supporting
each other.**

Not just Government – MPs say 'why can't the motorcyclists lobby get together to provide us with one clear message we can support?'



Aims and Objectives

- NMC Mission
 - *“Working together to help assure a positive and sustainable future for motorcycling”*
- NMC Goals
 - “To research, inform and debate the sustainability of motorcycling, and secure fair treatment for motorcyclists and motorcycling”
 - “To provide single voice positions on issues of key importance to the motorcycle world as a whole”
 - “To provide thought leadership on a range of issues that impact upon motorcycling”
 - To act as a force multiplier by combining organisational strengths



In practice?



- The NMC will create the means to lobby on issues of key concern.
 - The creation of consensus positions and key messages for both the NMC and individual member organisations
 - Developing policy papers, research, think tank style inputs/outputs, to help inform debate (developed either internally, through commissioned research or through partnership with educational institutions)
 - Providing materials, agenda items and discussion points for Parliamentary activity,
 - Organising events (presentations and debates), in Parliament and elsewhere
 - Providing a focal point for lobbying on agreed cross-community matters, where this is deemed to be the best approach
 - Creating collective vigilance and information sharing
 - Encouraging thought leadership via articles, comment and debate



Key Issues

- Seven Core areas:
 - Motorcycling in transport policy
 - Road safety policy and rider licensing
 - Benefits of motorcycles in the context of 3 pillar sustainability model (Economic/Social/Environmental)
 - Protection of heritage
 - Future transport, decarbonisation and new technologies
 - Motorcycle access to both urban and rural areas, including green roads and for motorcycle sport
 - Regulation and enforcement

The NMC's Overarching Objective

- **A new Government Motorcycle Strategy**
 - **The elements needed**
 1. Motorcycling within government transport policy, plus policy advocacy
 2. Access to motorcycling
 3. Safety and training policy
 4. Access to bus lanes and other priority measures
 5. Environmental challenges and opportunities
 6. Financial incentives
 7. Accessibility to a full road network designed to keep motorcyclists safe
 8. An effective response to motorcycle theft and crime
 9. Rural green roads and motorcycle use in rural communities
 10. Gvmt regulation as it relates to motorcycle sport, plus realising the social and economic potential of the sport
 11. Statutory regulation of traffic - both sealed and green roads



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