

## **Road User Respect Campaign**

### **What are you planning to do?**

Cycling Scotland has been running a very successful awareness campaign around children cycling to school for the last 4 years. The 'Give Me Cycle Space' campaign has been proven to play an effective role in getting children to cycle to school, and now we want to broaden our message to speak to all cyclists and road users, young and old.

One of the main barriers that prevents more people cycling is the perception of safety on the roads. Our research shows us that cyclists often feel intimidated by other road users, and that motorists also have a negative perception of cyclists. We would like to build on the success of Give Me Cycle Space and develop a new campaign that helps to encourage greater respect between road users, so that cyclists feel more welcome on Scotland's roads.

Another major barrier is a lack of confidence when cycling in traffic, so we will be running a pilot of offering adult cycle training through cycle shops at the same time. Our work on Give Me Cycle Space has shown that the campaign works best when delivered in tandem with Bikeability Scotland – the modern day cycling proficiency. We feel that adult cycle training can play a similarly strong role in a campaign directed at adult cyclists. We would like to develop some materials that help to support adult cycle training, such as online tutorials and an app.

### **What are your objectives?**

1. Make people feel reassured about cycling on the roads.
2. Educate cyclists about how to use the road more safely.
3. Encourage drivers to be more considerate of cyclists.

### **Who is the target audience?**

The target audience is broad as it encompasses all road users, but the campaign will focus around cycling, asking drivers to consider their behaviour towards cyclists and vice versa. The mainstream media elements will therefore focus on car drivers as the primary audience, but the campaign will also cover the interactions between cyclists and large vehicles as well, particularly HGVs and buses.

### **What will the campaign consist of?**

The campaign will consist of:

Marketing campaign – a media campaign raising awareness of key messages such as asking drivers to give cyclists space and consideration, warning cyclists not to filter down the side of large vehicles at junctions, asking cyclists not to run red lights or cycle on the pavement etc.

PR campaign – a PR campaign to support the media campaign and further awareness.

Cycle training – a pilot of adult cycle training will run in tandem with the marketing, providing an opportunity for cyclists to develop their skills and confidence on the roads.

The creative development of the campaign is currently out for tender to the Scottish Government's creative agency roster and we hope to appoint by end of January.

### **What would additional funding add?**

Additional funding would allow us to expand further into TV advertising, app development and the use of online viral videos to support social media activities, and would allow the campaign to be run at a greater national weighting to spread the message across Scotland effectively. Through Road

Safety Scotland's contacts we would also like to explore the possibility of producing standardised messaging for the back of large vehicles to advise cyclists about the dangers of filtering at junctions, and potentially paying for the roll out of sticker signs for large fleets of freight vehicles and buses.

We would envisage getting several years usage out of the creative development, so the funding investment made this year would reap benefits for several future financial years.