

26/10/2012

Project Ref:
508

Project Name:
Give me Cycle Space

Report By:
Andrew Pankhurst

Project Summary

Cycling Scotland has run the Give Me Cycle Space campaign successfully for a number of years, with localised pilot projects in clusters of local authorities taking place between 2009 and 2011, and a larger scale campaign in 2012 that took a more Scotland-wide media focus. The campaign has had a significant effect on the numbers of children cycling to school, with levels of cycling rising by an average of 41% across the 2012 participating schools*.

There has been a sustained stream of promotion, training and interventions such as awareness campaigns in the schools setting over the last few years, during which time the level of cycling to school has risen from around 0.6% back in 2005 to 3% in 2011. Meanwhile, no direct awareness campaigns or dedicated cycle training have been directed at adult cyclists, and the levels of cycling to work have remained fairly level, going from 1.6% in 2005 to 2.0% in 2011.

Cycling Scotland would like to expand the Give Me Cycle Space campaign in 2013 to broaden out into a communications campaign that speaks to adult cyclists and drivers, and addresses some of the issues that our research shows puts adult cyclists off cycling on the roads. This would directly deliver on action 13 of CAPS that proposes an educational campaign for all road users.

Give me Cycle Space for Adults - Cycling Awareness and Mutual Respect Campaign

The success of Give Me Cycle Space demonstrates the positive effect awareness and respect campaigns can have on cycling levels. We propose to retain the Give Me Cycle Space element for targeting schools, and supplementing this with new creative that seeks to address a number of commonly highlighted issues around cycling on the roads. These could include:

- The importance of avoiding filtering up the side of large vehicles turning left at junctions
- Encouraging better relations between motorists and cyclists, asking drivers to give adult cyclists more space and consideration, and for cyclists not to jump red lights
- Not to cycle on pavements
- To be visible (e.g. lights in winter)
- Linking to Adult cycle training pilot with retailers

Delivery

Cycling Scotland would seek to work with a marketing agency appointed from the Scottish Government roster, appointed through a mini-bid process, to identify the agency best suited to create new elements of the campaign. The campaign would be supported by a PR campaign from Cycling Scotland in partnership with our term PR consultants Smarts, who have delivered high levels of media coverage for Give Me Cycle Space each year. Cycling Scotland proposes to work with a steering group of partners from both the cycling promotion and retail sectors to get as many industry partners as possible backing the campaign and spreading the message as widely as possible. The campaign would be ideally placed to support any coming developments in the provision of adult cycle training. Two meetings have now taken place with retailers (Alpine Bikes, Edinburgh Bike Coop and The Bike Station) who are committed to working in partnership to develop cycle safety messages which can be disseminated in store and through their communications channels.

26/10/2012

Project Ref:
508

Project Name:
Give me Cycle Space

Report By:
Andrew Pankhurst

--

KPIs this Reporting Period

KPI	2012/13	Note
Number of local authorities engaged in partnership.	Current KPI 6 New 12	Engage with as many LA as previous year
Number of schools	New 130	Engage with as many schools as previous year
Development of supporting safety/mutual respect campaign	1	Engage with retailers and key stakeholders to develop and roll out campaign

Reporting Milestones

ID	Description

Links to Other Projects (CS)

403, 406, 409: Cycle Friendly Awards (Active Living)
421: Bikeability Scotland
544: Bike Week (date dependant)

Projects from other providers in this area or setting (both competing and complementary)

Cycling Scotland sit on the Cycling & Young People group to coordinate delivery in this setting. Other representatives include: Youth Scotland, CTC, Scottish Cycling, DMBinS, Education Scotland, Sport Scotland.

26/10/2012

Project Ref:
508

Project Name:
Give me Cycle Space

Report By:
Andrew Pankhurst

Resource

Total Budget	£660,000 (£160,000 awarded March 2012, £500,000 awarded October 2012, £100,000 awarded November 2012 (TBC))				
Anticipated Quarterly Spend	Q1	Q2	Q3	Q4	
Item of Expenditure					
Give Me Cycle Space (schools)					
Creative - (costs low due to TV and radio ad production in 2012 of 70K)					£30,000
Media spend					£390,000
Riderz					£70,000
Research					£20,000
Give me Cycle Space (Adults)					
Creative					£60,000
Media spend					£135,000
Research					£15,000
PR*					£10,000
Staffing / OH*					£30,000
* Joint against both school and adult					
Total					£760,000

Supporting Documentation