

Give Cycle Space



We created a new campaign this year to educate drivers about giving more space to people cycling, using research to explore what would have the biggest impact on behaviour and working in partnership with Police Scotland.

Our objectives were:

Short-term

- Increased awareness that passing someone cycling too closely is an offence and can result in three points on your licence.
- An increase of 5% in positive attitude statements about giving space to people on bikes.

Medium-term

- Increased frequency of one of the behaviours tracked in the RITS survey: "give a gap of a car's width when passing people on bikes".

Long-term

- Contribute towards a decrease in serious incidents on Scotland's roads involving people on bikes (tracked in Reported Road Casualties).

We commissioned the following research to inform the campaign:

- Independent focus group research in Glasgow, Edinburgh and Aberdeen with our target

audience. This revealed people thought giving space was courtesy, there was no awareness of Operation Close Pass and there was low awareness that passing a cyclist too closely is an offence. The key learning was that the main motivation for drivers to change behaviour was the legal consequences for them.

- A YouGov poll of more than 1,000 people in Scotland which identified that 73% of people don't know you can receive three points on your licence and a £100 fixed penalty notice for passing a cyclist too closely when driving.
- Creative testing of four TV ad scripts/concepts with our target audience.
- Independent pre- and post-campaign research to measure recall, engagement and impact on attitude.

Campaign content

We created a 30 second TV ad, using helmet-camera style footage to show close passes from the perspective of the cyclist. This resonated well in research: 92% of interviewees agreed it showed what it felt like to be close passed.

We also worked with the police to create a short film of a live Operation Close Pass.

The proportion of people who claim they always give 1.5 metres of space to a person cycling increased from 26% pre-campaign to 36% post-campaign.

Respondents motivated to give at least 1.5 metres space when passing people cycling increased from 32% pre- to 42% post-campaign.

Results

In terms of awareness, the campaign achieved more than 1.9 billion opportunities to see through broadcast, online and print media coverage alone. Our TV advertising and social media campaign achieved more than 20 million impacts/impressions.

We conducted interviews with 425 people pre-campaign and 422 people post-campaign in 19 locations across Scotland. This revealed:

1 Recall

- Spontaneous recall: in the pre-wave research, 17% of respondents reported they had seen advertising/publicity about giving people cycling space: this doubled in the post-wave to 34%.
- Prompted recall: 50% of those interviewed recognised the campaign when shown.

2 Engagement with message

- More than two thirds of respondents mentioned giving people cycling enough space or not to drive too close.
- Awareness of Operation Close Pass improved in the post-wave – from 15% to 36%.
- 94% of those interviewed believed the message in the campaign to be true and 90% agreed it encouraged them to give plenty of space to people on bikes.

3 Impact on attitude and behaviour

- The proportion of people who claim they always give 1.5 metres of space to a person cycling increased from 26% pre-campaign to 36% post-campaign.
- Respondents motivated to give at least 1.5 metres space when passing people cycling increased from 32% to 42%.

