

Cycling Scotland

Give Cycle Space campaign overview

Denise Hamilton
Road Safety Conference
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THE **NEAR MISS** PROJECT



Annual Cycling Monitoring Report 2019

Cycling Scotland

GIVE {  } CYCLE SPACE

www.cycling.scot
Cycling Scotland is an exempted body under the Companies Act 2006

GIVE EVERYONE CYCLE SPACE  Cycling Scotland



How do we motivate drivers to give space to people on bikes?

Independent focus groups revealed:

- Practical reasons for close passing
- Most didn't think of cyclists necessarily as 'equals' on the road
- Low awareness passing a cyclist too closely is an offence.
- No awareness of Police Scotland's Operation Close Pass

**The main motivation for drivers to change behaviour:
legal consequences for them**

Our YouGov poll results showed 73% don't know you can get 3 points on your licence for passing a cyclist too closely when driving.

I know how much there should be. As long as my car doesn't get damaged. Half a metre.
Edinburgh, 20-45, Male

If the road is not that busy, so you tend to be patient and give them more than enough space. But when it's really busy then it's difficult. We can go on about how much space we need to give them, but when you are actually driving, can you practically do that? Sometimes it's impossible.
Edinburgh, 46+, Male

There has been days that I've gone by and you've thought... you kind of brace yourself and as you're doing it, you think you shouldn't be doing this but you kind of keep going... you have that kind of heart in the mouth moment
Glasgow, 20-45, Male

It depends on how busy the traffic is around you, really. If there was nothing else on the road then I would obviously wide berth them. But if there's no room then I'll give them the minimum amount of room.
Edinburgh, 46+, Female

Aims and objectives

Short-term

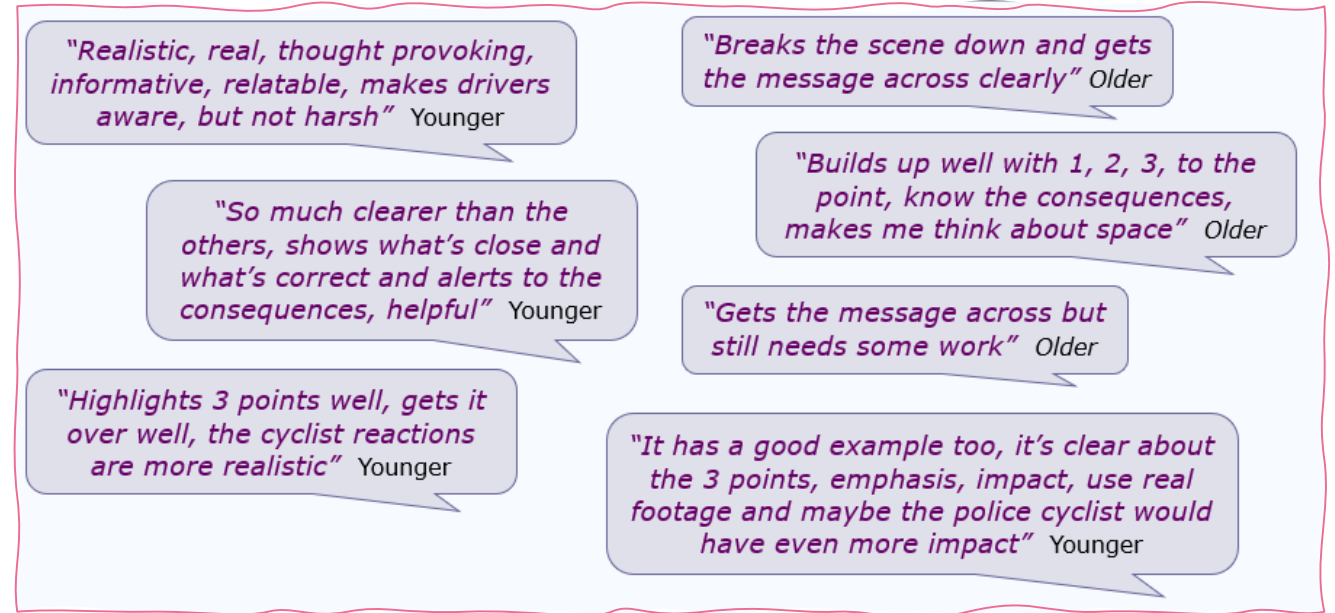
1. Increased awareness that passing someone cycling too closely is an offence.
2. 5% increase in positive attitude statements about giving space to people on bikes post-campaign.

Longer term

1. Increased frequency of the following behaviour: give a gap of a car's width when passing people on bikes. (tracked in RITS survey)
2. Contribute towards a decrease in serious incidents on Scotland's roads involving people on bikes (tracked in Reported Road Casualties).



- Four potential TV ad scripts, aiming to communicate:
 - Legal consequences of close passing
 - What Operation Close Pass is
 - How it feels to be close passed
 - 'Give space to people cycling' message
- Creative testing with target audience identified the most effective.
- Further development of script including collaboration with Police Scotland.





Campaign launch



¾ people in Scotland don't know you can get 3 points for close passing a person on a bike



1.9 billion opportunities to see

Majority of road users not aware of penalty for being too close

TRANSPORT: Poll finds 73% of motorists don't know that failing to leave enough space when passing a cyclist can result in punishment of fine and points on licence

LUCY CHRISTIE The majority of motorists are not aware that driving too close to cyclists can result in three penalty points, a survey suggests. The poll of more than 1,000 Scots found 73% did not know the potential consequence of failing to leave a car's width when passing a bike. Cycling Scotland, which commissioned the YouGov research, is raising awareness of the risks to cyclists in a new nationwide campaign. It has received the backing of Police Scotland, which underlined that driving too close – classed as careless driving – is punishable with a minimum penalty of three penalty points and a £100 fine. Officers from Police Scotland will be working hard to raise awareness of the offence and encourage all road users to use the roads with respect for others.

Campaign to make roads cyclist-safe

THE majority of motorists are not aware that driving too close to cyclists can result in three penalty points, a survey suggests. The poll of more than 1,000 Scots found 73 per cent did not know the potential consequence of failing to leave at least a car's width when passing a bike.

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Cycling Scotland chief executive Keith Irving said: "Every week in Scotland, at least three cyclists suffer serious, potentially life-changing injuries, usually from a collision with a vehicle. Our new TV ad campaign shows how it can feel to be close-passed and increases awareness of the legal consequences for people driving too closely to someone cycling." Police Scotland has meanwhile launched Operation Close Pass to make roads safer for cyclists.

ROAD SAFETY

Campaign's warning for motorists on distance for cyclists

'Close-messino' is an offence

Campaign to raise awareness of risk to cyclists

The majority of motorists are not aware that driving too close to cyclists can result in three penalty points, a survey suggests. The poll of more than 1,000 Scots found 73 per cent did not know the potential consequence of failing to leave at least a car's width when passing. Cycling Scotland, which commissioned the research, is raising awareness of the risks to cyclists in a new campaign. Police Scotland has meanwhile launched Operation Close Pass to make roads safer for cyclists. The initiative sees plain-clothes officers cycling with a camera on their handlebars and the back of their bike. When they are passed too closely by a car, the police cyclist radios details to colleagues further up the road, who pull over the motorist and talk to them about their driving. Inspector Andrew Thomson said: "Keeping all road users safe is a key priority for us and this campaign highlights that cyclists are vulnerable when being passed by vehicles too closely. Officers from Police Scotland will be working hard to raise awareness of the offence and encourage all road users to use the roads with respect for others."

Cops close in on inconsiderate drivers

Undercover police operation launched in the Borders to protect cyclists. Several Borders bobbies have signed up as part of the nationwide campaign. Operation Close Pass was launched after research found drivers are unaware that by driving too close to a cyclist, they run up to three points on their licence. The police will ditch the uniform on bike-mounted cameras in an attempt to catch drivers who get too close for comfort over the coming weeks. The initiative will see plain-clothes officers cycling with a camera on their handlebars and the back of their bike. When they are passed too closely by a car, the police cyclist radios details to colleagues further up the road, who pull over the motorist and talk to them about their driving. Inspector Andrew Thomson said: "Keeping all road users safe is a key priority for us and this campaign highlights that cyclists are vulnerable when being passed by vehicles too closely. Officers from Police Scotland will be working hard to raise awareness of the offence and encourage all road users to use the roads with respect for others."



...rushing wind and accidents can easily occur if motorists don't respect the highway code. Gary Robson, owner of Bspoke cycles in Peebles, told us that close passing is a frequent hazard for cyclists. He said: "Imagine that the bike you are about to pass is a mother with a pram or a horse and rider. You're going to slow down and show respect by passing at a safe enough distance. When drivers start of bike riders as sons,



Keith Irving, Cycling Scotland spokesman, said: "Imagine that the bike you are about to pass is a mother with a pram or a horse and rider. You're going to slow down and show respect by passing at a safe enough distance. When drivers start of bike riders as sons,

Cops gear up for clampdown on drivers who put cyclists at risk

BY LUCY CHRISTIE

POLICE are to stage a clampdown on dodgy drivers who get too close to cyclists. Plain-clothes officers will be cycling with cameras on their handlebars and the back of their bike. When they are passed too closely by a car, the police cyclist radios details to colleagues further up the road, who will pull over the offending motorist and talk to them about their driving. Cops are also keen to stress that driving too close to a cyclist can be classed as careless driving and lead to a minimum punishment of three penalty points and a £100 fine. Inspector Andrew Thomson said: "Keeping all road users safe is a key priority for us and this campaign highlights that cyclists are vulnerable when being passed by vehicles too closely. Officers from Police Scotland will be working hard to raise awareness of the risks to cyclists in a new nationwide campaign. It has received the backing of Police Scotland, which underlined that driving too close – classed as careless driving – is punishable with a minimum penalty of three penalty points and a £100 fine. Officers from Police Scotland will be working hard to raise awareness of the offence and encourage all road users to use the roads with respect for others."

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Keith Irving, Michael Matheson and Insp Andrew Thomson get the message across driving too closely to someone cycling. He said: "Driving too close to a cyclist can put lives at risk. This campaign between Cycling Scotland and Police Scotland will raise awareness of the importance of safe passing distances and remind drivers of the action police will take if cyclists are put at risk."

BBC News banner with navigation links: Home, UK, World, Business, Politics, Tech, Science, Health, Family & Education.

Plain-clothes police cyclists target 'too close' drivers

7 May 2019



Andrew Thomson, Keith Irving, Michael Matheson and Denise Hamilton at the launch of Cycling Scotland's annual safety campaign.

SCOTLAND

Don't get too close, say cycle police

By Jane Clinton

Plain-clothes police officers on bikes are teaching motorists the dangers of driving too close to cyclists.


Police Scotland's Operation Close Pass involves officers cycling with a camera on the handlebars and another on the back.


When a car passes them too closely the police cyclist radios colleagues further up the road.


They then pull over the motorist to discuss their driving with them, using a mat that shows the correct minimum passing distance of 1.5m (5ft), or a car's width. If the driver is resistant to being stopped in this way then further action against them will be taken. Driving too close to a cyclist is classed as careless driving and is punishable with a minimum penalty of three penalty points and a fine.

According to the chief executive of Cycling Scotland, Keith Irving, at least three cyclists a week are seriously, potentially life-changing injuries, usually from a collision with a vehicle.

Social media engagement

**Chris Boardman** @Chris_Boardman · May 7
Great Nation-wide initiative. 🍌

**Cycling Scotland** @CyclingScotland · May 7
Driving too close to people cycling is an offence and can result in 3 points on your licence. We launch our new #givecyclespace campaign today. RT to support.




0:13 120.3K views


🗨 24


🔄 513

❤ 1.1K


📤


**Police Scotland** @policescotland · May 9
#GiveCycleSpace 🚲


**Cycling Scotland** @CyclingScotland · May 9
We joined Police Scotland to see #OperationClosePass in action, stopping drivers who don't pass people on bikes safely @polscotrupu @policescotland #givecyclespace




protecting vulnerable road users

**Road Policing Scotland** @polscotrupu · May 7
Now days are brighter for longer you will undoubtedly see more cyclists out enjoying Scotland's roads. Remember no one has more of a right to use a road than another. EVERYONE is equally entitled so let's share OUR roads responsibly #OpClosePass

**Cycling Scotland** @CyclingScotland · May 7

**Sharron Davies MBE** @sharrond62 · May 7
Is this just in Scotland ? What a great idea. Give cyclists room.


**Jen** @jen_martha_m · May 8
Lots of big wide passes on my cycle commute this morning, wondering if the @CyclingScotland #givecyclespace campaign is already having an effect 🍌


🗨 1

🔄 4


❤ 38

📤

**Matthew Ball** @MattBallDesign · 14h
I think this is working. On my ride from Linlithgow to Dunblane and back today EVERY Driver passed me with enough space. Thank you @CyclingScotland @policescotland

**Garry Templeman** I have to say, for most drivers it has made a big difference. I've been getting a whole lot more space recently so I think it has highlighted the importance of space although it's a pity people have to be warned about points on their license to get the message. Nothing will change the idiots who don't care.

Like · Reply · Message · 10m


**Douglas Kay** @dougaskay_com · 13h
Purely anecdotal, but since the 3 points thing has been publicised I've sensed drivers giving me a lot more passing space when I'm on the bike. Really encouraging at a time when I'm doing @CyclingScotland #Bikeability training with youngsters, hope it continues. @ibikeEdinburgh

🗨 1

🔄 1

❤ 10

📤


**Russell Gowers** @RussellGowers · May 7
Replying to @Chris_Boardman
It might seem a really minor point, but the wording of this is really important. "People cycling" is so much better than "Cyclists" - just like "People in cars" is much better than "Motorists". It humanises us all. Well done Cycling Scotland.

🗨

🔄 3

❤ 24

📤

**Derek Grieve** This is a really hard hitting campaign that I'm sure is helping to challenge drivers to give a bit of space. It's difficult to appreciate how vulnerable you feel unless your on a bike but this managed to convey that.

Like · Reply · Message · 4d

Kevin McGroarty I'm out on a bike ride just now and I have certainly noticed a big difference as drivers are now giving me plenty of space while going past me.
Hopefully this means drivers are now more aware due to the campaign.

Like · Reply · Message · 1d

👍 10

9



Spontaneous awareness of consequences

- 3 points on licence 7% → 23%
- Police could pull me over 17% → 25%

Impact on attitude

- Say they always give space 26% → 36%
- Motivated to give 1.5m space 32% → 42%

A first-person perspective from a cyclist on a road. The cyclist's hands, wearing orange gloves, are visible on the handlebars. The road ahead is paved and has several cars parked or moving in the distance. The text "We're all just trying to get from A to B" is overlaid in white.

We're all just trying to get from A to B

**Cycling
Scotland**

www.cycling.scot

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