

Be Bright Be Seen

Road Safety Event

Constable Stewart Sinclair

Road Policing Unit - Edinburgh

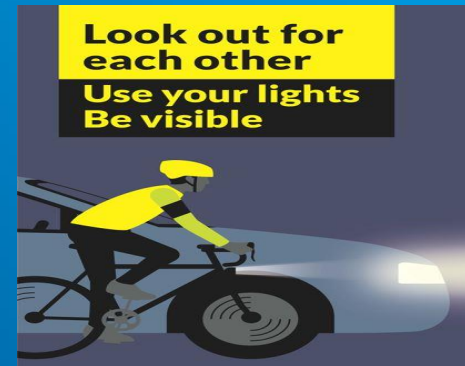
Introduction

- Police Officer for 20 years
- Road Policing for 12 years
- Traffic Management – Road Safety work with CEC
- Dealt with Fatal/Serious Road Accidents involving both cars and bicycles
- Road Safety Presentations with road users across all age groups and organisations including the Military and Scottish Water



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Be Bright Be Seen Background



- Started by The City of Edinburgh Council in 2009
- Aim to encourage drivers, cyclists and pedestrians to take extra care during the darker months when using the road network and be as visible as possible
- Educate both drivers and cyclists on Operation Close Pass
- Involves Collaborative working with partner agencies including Road Safety Team at CEC and Lothian Buses



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Background Continued

- Never been a Stats driven event
- Education and Engagement
- Promoting Cycling Nationally



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Fact

- Cycling Scotland recorded 1000 more bike journeys in January 2025 vs 2024



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Look out for bikes

Bike lights are the law but aren't always used



LOOK OUT FOR EACH OTHER
www.streetsaheadedinburgh.org.uk



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Use lights at night

Make sure you're
visible in the dark



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Locations/Set up

- Ideally in an area with high numbers of cyclists/pedestrians
- The Meadows and Roseburn-Union Canal path- Over 100 engagements
- Look at other locations around the city for later in the year- NW/NE/SW/SE
- Ensuring new events are run close to new Active Travel Routes around the city



Locations cont'd



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Locations cont'd



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Key Messaging for Cyclists

- Make sure you can be seen – use reflective or bright accessories – These items handed out on site – Lights/Hi Viz vests/snap bands
- Use of front/rear lights and reflectors
- Reminder that Road Traffic Law also applies to cyclists
- Not to cycle on pavements
- Look out for blind spots, especially around larger vehicles such as Buses and HGV's – Lothian Buses rep on site



Key messaging for Drivers

- Look out for all road users
- Give plenty of space to cyclists – Operation Close Pass
- Make sure lights are fully functional
- Clear windscreen and windows before starting journey
- Obey speed limits, take note of the 20mph limits

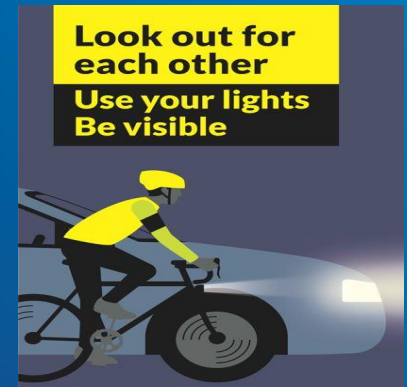


Key messaging cont'd

- “ Remember that the road network is shared road space and whether your walking, cycling or driving, please look out for each other and abide by the laws of the road “
- “ These events are not about victim blaming with the messaging being carefully balanced to ensure all road users are aware of their responsibilities on the network in order to keep each other safe “



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Feedback



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Questions ?



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