



In March 2019, our research with YouGov revealed that 73% of people in Scotland weren't aware of the legal consequences of close passing people on bikes.

From our focus group research in Aberdeen, Edinburgh and Glasgow, it was clear that people are motivated to pass people on bikes safely from knowing they could get three points and a fine for close passing – and this helped shape our campaign creative.

When we repeated the question with YouGov in February 2020 (after our campaign ran in May 2019) we recorded a 9% increase in awareness.

This year's campaign launched slightly later than usual, to time with the rise in traffic levels after lockdown. To help us target people while driving, we added radio and bus advertising to our TV and online schedule, developing new creative and testing it with our target audience. This significantly increased our reach with 80% of adults in Scotland seeing our bus back an average of seven times and 27.7 million opportunities to hear our radio advertising.

Our media release highlighted findings from our research and our partnership with the police on Operation Close Pass. Our main message is that people driving need to give space to people on bikes.

Dedicated cycling lanes, separated from road traffic, are the top priority for making our roads safer for cycling while education and enforcement wherever necessary are needed to improve road safety for everyone.

Our campaign launch was covered by most national and local media in print, broadcast and online, with opportunities to see of more than 31.3 million. We also worked with Road Safety Scotland, Police Scotland and many other stakeholders to increase the reach and strength of the campaign.

We carried out independent research with 502 people across Scotland before and after the campaign, to measure its impact. Due to Covid-19, we couldn't replicate the face-to-face interviews of previous years and this research was done online.



Increased awareness of the legal consequences of close passing: post campaign, recognition of getting 3 points on your licence increased from 52% to 66%

Key results

Awareness and understanding of message

- High recall: 73% remembered at least one element of the campaign.
- Message cut-through: when asked what the main message was, more than three quarters of respondents mentioned 'giving people cycling enough space' or 'not to drive too close'.
- Increased awareness of consequences: when asked what the possible consequences of driving too close to someone cycling were, 66% of people in the post-campaign research said three points on my licence and a £100 fine – an increase of 14%.
- 85% agreed the advertising helped them understand that 'driving too close is an offence and can lead to three points'.

Impact on attitude and behaviour

- Results for people claiming they always give 1.5 metres of space stayed consistent pre to post wave, with a 3% increase post-wave – the starting point was very high with 64% of people claiming to always give 1.5 metres of space.
- 70% of those who remembered at least one campaign element said they give 1.5 metres of space every time they pass someone on a bike.

Winner of a Marketing Star Bronze Award, and shortlisted for a Scottish Transport Award

