**Give Cycle Space stakeholder toolkit**

**April 2024**

**Key links**

* [Toolkit with digital assets](https://cyclingscotland.chorus.thirdlight.com/link/sonygly16d66-nr72hc)
* [Campaign webpage](https://www.cycling.scot/what-we-do/campaigns/give-cycle-space)
* Press release live from 7.30am 29 April on Cycling Scotland [news page](https://cycling.scot/news-and-blog)
* [TV ad (30 seconds](https://youtu.be/VET__E3-sKQ))

**Using the campaign creative**

If you’d like to amplify the campaign through your own channels, you’re very welcome to use the assets below:

* TV advert: [30 second](https://youtu.be/VET__E3-sKQ) and [15 second](https://youtu.be/MnmLZ6kHHe0) versions
* 3 x animations promoting safe driving behaviour around people on bikes, reminding drivers to look out, slow down, and check mirrors and blind spots. You can find these in our [toolkit](https://cyclingscotland.chorus.thirdlight.com/link/sonygly16d66-nr72hc).
* Out-of-home advertising: if you have available outdoor space, such as billboards, advertising at car parks etc., we’d be happy to supply artwork for you to use (here’s an example of [roadside advertising](https://cyclingscotland.chorus.thirdlight.com/link/a4oib4488vxz-9dmdnq)). Please contact [clareskeltonmorris@cycling.scot](mailto:clareskeltonmorris@cycling.scot) for more information.

**Sharing campaign on social media**

Please share posts from Cycling Scotland accounts [Twitter](https://twitter.com/CyclingScotland), [LinkedIn](http://www.linkedin.com/company/cyclingscotland) and [Facebook](https://www.facebook.com/cyclingscotland/?ref=bookmarks), which will be published from Monday 29 April and run throughout May.

You can also create your own posts using the videos and graphics in the toolkit and links above. You’re welcome to use or adapt the suggested copy below:

1. We’re supporting @CyclingScotland’s #GiveCycleSpace campaign to make our roads safer. [[video](https://youtu.be/VET__E3-sKQ) and link to [campaign page](https://www.cycling.scot/what-we-do/campaigns/give-cycle-space)]
2. Passing too closely to people cycling puts lives at risk. We’re supporting @CyclingScotland’s #GiveCycleSpace campaign. Leave space for a life. [[TV ad - 30 seconds](https://youtu.be/VET__E3-sKQ)]
3. Over a quarter of people in Scotland don’t know they could face a prison sentence for driving dangerously around people on bikes. #GiveCycleSpace [link to press release on [news page](https://cycling.scot/news-and-blog)]
4. The #HighwayCode states that drivers must leave at least 1.5m when overtaking people on bikes at speeds up to 30mph, and give more space at higher speeds. Passing too closely puts lives at risk. #GiveCycleSpace [[campaign ad - 30 seconds](https://youtu.be/VET__E3-sKQ)]
5. Cycling benefits our health, our happiness and the planet. To encourage more people to cycle, we need them to feel safe. That’s why we’re supporting @CyclingScotland’s campaign reminding people driving to #GiveCycleSpace: [[campaign page](https://www.cycling.scot/what-we-do/campaigns/give-cycle-space)]

**Suggested copy for newsletters and internal comms**

**Give Cycle Space**

Cycling Scotland has launched a month-long campaign to urge drivers to give space to people on bikes. Key facts include:

* Every week in Scotland at least four people cycling suffer serious, life-changing injuries, usually from a collision with a vehicle.[[1]](#footnote-1)
* In collisions between bikes and vehicles, the person driving the vehicle is most often at fault. Analysis of road collision injury data shows that 73% of the top five factors which contribute to a collision with a person cycling are assigned to the driver of the vehicle.[[2]](#footnote-2)
* It's an offence to drive carelessly or dangerously around people on bikes: drivers in Scotland face a £100 fine and penalty points on their licence for passing within 1.5 metres of people cycling when overtaking, and a conviction for a more serious offence.
* 1 in 4 people in Scotland are unaware that driving carelessly or dangerously around people cycling can lead to a driving ban or prison sentence.
* 62% of people say the risk of killing or seriously injuring someone would be most likely to ensure they drive safely around someone on a bike.
* 58% of people say that knowing a camera could capture their driving behaviour, would change their behaviour around people cycling

**Some key points to remember when driving around people on bikes:**

* Wait at a safe distance until you have space and visibility to pass safely.
* Don't overtake at blind corners or if there's oncoming traffic.
* In towns and in slow-moving traffic, consider if there is any benefit to passing, especially if there are lights ahead
* Don’t feel pressure from the person in the car behind to pass before it’s safe.
* [Follow the Highway Code](https://cycling.scot/news-and-blog/article/highway-code-changes) and always give at least 1.5 metres of space when driving at speeds of up to 30 mph– this will usually mean crossing into the other lane.
* When driving at speeds of more than 30mph, give more than 1.5 metres of space.

The Give Cycle Space campaign is supported by Police Scotland. Police Scotland is conducting [Operation Close Pass](https://www.youtube.com/watch?v=C7ma6psvZm8) in locations across Scotland to educate drivers about giving space.

1. Source: [Key Reported Road Casualties Scotland 2021](https://www.transport.gov.scot/media/51554/key-reported-road-casualties-scotland-2021.pdf) [↑](#footnote-ref-1)
2. [Road safety and cycling: what the evidence shows](https://cycling.scot/news-and-blog/article/road-safety-and-cycling--what-the-evidence-shows) [↑](#footnote-ref-2)