

LET'S LOOK OUT FOR EACH OTHER



THINK CYCLIST
STAKEHOLDER TOOLKIT

THINK

INTRODUCTION

The Department for Transport's THINK! campaign provides road safety information for road users. Our aim is to encourage safer behaviour to reduce the number of people killed and injured on our roads every year.

In September 2012, we will launch THINK CYCLIST, a four week PR campaign aimed at cyclists and drivers, encouraging everyone to look out for each other on the road.

In this pack, we have brought together all the information you and your organisation needs to get involved with the campaign, along with some tools and ideas for staying involved with THINK!

We want to work with professionals and organisations – passionate about cycling, driving and safety – to share knowledge and effect positive change in cycle safety. We know that by working in partnership, we can make a real difference.

Road safety officers, campaigners, committed cyclists and drivers, businesses and local government all have a role to play in encouraging road users to share responsibility for everyone's safety.

Your help in getting safety advice to drivers and cyclists alike is hugely important to the campaign.

We look forward to working with you now and in the future.

The THINK! team

3 EASY STEPS TO GET INVOLVED WITH OUR CAMPAIGN

- 1. EMAIL THINKCYCLIST@FORSTER.CO.UK TO REGISTER YOUR INTEREST WITH US**
- 2. USE OUR TEMPLATE ARTICLE IN YOUR PUBLICATIONS TO GET SAFETY MESSAGES ACROSS TO YOUR MEMBERS**
- 3. PUT THE THINK CYCLIST BADGE ON YOUR WEBSITE AND LINK TO CYCLE SAFETY MESSAGES ON THE THINK WEBSITE**

THINK CYCLIST ABOUT THE CAMPAIGN

THINK CYCLIST will encourage drivers and cyclists to **look out for each other** through highlighting the common ground between wheeled road users, and giving advice and tips on staying safe, visible and alert on the road.

Our core audience will be all drivers and cyclists, but with a skew towards men (aged 16- 49), those in urban areas, and those travelling at peak rush hour times. Our evidence shows that these groups, at this time, are more at risk of being in an accident.

The campaign will launch on 20th September 2012.

As well as a national launch from London, we will run media activity in:

- Cambridge
- Bristol
- Hull
- Manchester

We have chosen these areas as hubs with active and engaged cycling communities, a cycling culture (new, as in Bristol and historic, as in Hull) and as being cycling centres of excellence. But we would be delighted to see the campaign in more regions and cities so if you have any ideas for action get in touch at thinkcyclist@forster.co.uk

THINK CYCLIST

KEY MESSAGES

OUR OVERALL MESSAGE IS:

**DRIVERS AND CYCLISTS
ARE MORE ALIKE THAN
YOU THINK – LET’S LOOK
OUT FOR EACH OTHER**

We want to work with influencers and campaigners to help to build a culture of mutual respect and shared responsibility on the road. This campaign marks the start of THINK CYCLIST, and we will be continuing to work with stakeholder organisations to improve safety on the road.

Supporting key messages

When you're driving

1. Look out for cyclists, especially when turning - make eye contact if possible so they know you've seen them
2. Use your indicators - signal your intentions so that cyclists can react

3. Give cyclists space – at least half a car's width. If there isn't sufficient space to pass, hold back. Remember that cyclists may need to manoeuvre suddenly if the road is poor, it's windy or if a car door is opened
4. Always check for cyclists when you open your car door
5. Avoid driving over advanced stop lines – these allow cyclists to get to the front and increase their visibility
6. Follow the Highway Code including 'stop' and 'give way' signs and traffic lights

When you're cycling

1. Ride positively, decisively and well clear of the kerb – look and signal to show drivers what you plan to do and make eye contact where possible so you know drivers have seen you
2. Avoid riding up the inside of large vehicles, like lorries or buses, where you might not be seen
3. Always use lights after dark or when visibility is poor

4. Wearing light coloured or reflective clothing during the day and reflective clothing and/or accessories in the dark increases your visibility
5. Follow the Highway Code including observing 'stop' and 'give way' signs and traffic lights
6. THINK! recommends wearing a correctly fitted cycle helmet, which is securely fastened and conforms to current regulations

Our plans

THINK CYCLIST is primarily a media campaign. We will be aiming to reach cyclists and drivers through national, local, specialist and social media.

Our launch story on 20th September will highlight the common ground between cyclists and drivers, and how road users can look out for each other through adopting some simple advice.

Following our launch, we will be aiming to get featured coverage in consumer media (mainly online) around the themes of commonality, visibility and shared responsibility.

THINK CYCLIST

HOW YOU CAN GET INVOLVED

THINK! is a partnership campaign, and each of our individual campaigns depend on the support and help of membership, trade and not for profit organisations, road safety professionals and influential voices.

There a number of ways your organisation can get involved with the campaign.

1. Sign up to look out for each other

Get in touch with us at thinkcyclist@forster.co.uk to join our campaign, and receive ongoing updates on the launch and delivery of **LET'S LOOK OUT FOR EACH OTHER**.

2. Talk to your members

We have put together advice and tips for everyone when cycling or driving. We have also provided a short template article as part of this toolkit. Please do use these materials to promote the campaign messages in your newsletters, publications, website or social media channels.

3. Use the campaign identity

Pages **7** and **8** of this toolkit has information on our campaign identity and icons. Contact us on thinkcyclist@forster.co.uk if you want to use these in your communications and we can help you out with the proper formats and resolutions.

4. Stay in touch with THINK!

This is just the start of THINK! cycle safety campaigning. You and your organisation will have a great deal of knowledge and experience and we want you to help to shape our future campaigns.

Start by telling us what you think of the THINK CYCLIST campaign and stay in touch to help steer and advise what we do next. From time to time we may also ask for your feedback via surveys so that we can ensure our campaigning is as effective as possible.

THINK CYCLIST

TEMPLATE ARTICLE

We have put together a short 250 word article on the campaign. You can put this on your website, in member newsletters, blogs or link from your Twitter feed.

The more people we can reach with these messages, and through trusted influencers like your organisation, the more impact we can all have on road safety.

TEMPLATE ARTICLE

Let's look out for each other on the road.

A recent poll for the Department for Transport's THINK! campaign has found that 25% of UK adults are noticing more cyclists on the road after our cycling summer of success.

A new THINK! campaign: **'THINK CYCLIST'**, calls on drivers and cyclists to stay safe this autumn by looking out for each other – and reminds us that drivers and cyclists have more in common than is often realised. With 80% of cyclists holding a driving licence, and 1 in 5 drivers cycling at least once a month, they're often the same people.

The **THINK CYCLIST** poll has also showed that cyclists and drivers agree on how to stay safe on the road.

- Looking twice for each other when turning or at junctions came out top for both as the precaution that would avoid the most collisions (41% of regular cyclists, and 35% of regular car drivers).
- Both also agree on how to make things better, with 67% of cyclists and 59% of drivers saying that giving each other space on the road was in their top three ways of making cyclists and drivers more visible to road users.

THINK CYCLIST is calling on drivers and cyclists to;

- Look out for each other, especially when turning
- Signal intentions so that the other road user can react
- Give cyclists space and remember that cyclists are advised to ride well clear of the kerb to be visible and avoid collisions

To find out more about THINK! go to direct.gov.uk/think

THINK CYCLIST

CAMPAIGN IDENTITY

The **THINK CYCLIST** campaign identity is made up of the following elements; The background road surface with road lines, the **LET'S LOOK OUT FOR EACH OTHER** campaign identity and the **THINK!** logo.

You should always follow these guidelines when using the logo to ensure consistency, clarity and legibility.

Campaign identity

The correct campaign identity should be used when producing materials.

Supporters badge

The supporters badge can be used to show that your organisation is supporting the **THINK CYCLIST** campaign. The badge can be used as a standalone sign off or as a banner incorporating the campaign strapline and web address.

Typographic style

The campaign type face is Franklin Gothic BT. When producing materials for print the following rules should apply.

- Headlines in Franklin Gothic BT Extra Condensed
- Titles in Franklin Gothic BT Demi
- Body text in Franklin Gothic BT Book

Campaign identity



Dark background



Light background

Campaign colours



C 40	C 100	C 70
M 00	M 86	M 00
Y 75	Y 33	Y 23
K 00	K 22	K 00
R 162	R 27	R 28
G 208	G 55	G 190
B 109	B 101	B 202

Supporters badge Option 1



Supporters banner Option 2

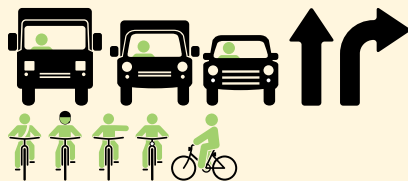


THINK CYCLIST CAMPAIGN ASSETS

Posters



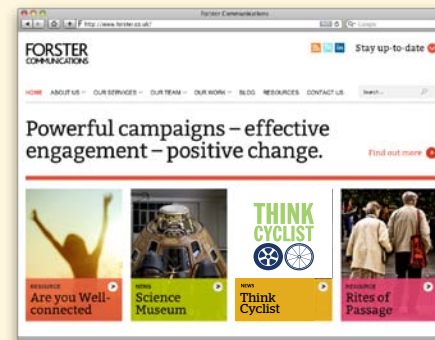
Icons



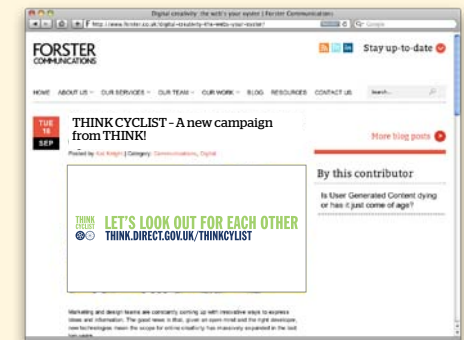
A selection of icons has been generated to use where applicable when creating materials for the campaign.

If new icons are required they should be designed in the same style to retain consistency and clarity.

Supporter badges



Example 1



Example 2

Requesting assets

If you would like to use any of the elements of the **THINK CYCLIST** campaign, please contact thinkcyclist@forster.co.uk with details of the assets you require and how you intend to use them

Assets

- Campaign identities
- Supporter badges
- Icons

THINK CYCLIST

MORE ABOUT THINK!

The THINK! campaign was devised in support of the Government's 10 year road safety strategy, published in 2000.

The campaign continues to support Government road safety strategy; in 2011, the Government's Strategic Framework for Road Safety¹ was published which states that 'road safety is a priority for the government' and that a key priority for the strategy is 'sustaining the recent reductions and making further progress in reducing road deaths and serious injuries'.

The Strategic Framework also sets out priorities relating to developing the skills and attitudes of road users, one of which is 'to encourage continuous development of skills, particularly when people are at their most vulnerable – such as children when they start to make independent walking and cycling journeys, drivers and motorcyclists'.

What are the aims of the THINK! campaign?

THINK! aims to encourage all road users to recognise that it is the small things they do that can lead to crashes on the road and that there are simple steps they can take to reduce their risk to themselves and others.

What does THINK! do?

THINK! gives road users clear, actionable, evidence based advice. We want our campaigns to help road users to make an informed decision regarding their behaviour on the roads.

We encourage road users to THINK! for themselves.

How do THINK! campaigns develop?

THINK! campaign priorities are identified and reviewed by communications and policy teams at DfT. They are chosen because they account for the highest number of people who are killed or seriously injured and it is felt that they will benefit most from coordinated national publicity.

Why cycling?

DfT road casualty statistics² report that:

- The number of cyclists killed fell by 4 per cent from 111 in 2010 to 107 in 2011
- The number of casualties reported to the police as seriously injured in a road accident increased by 16 per cent to 3,085
- Pedal cyclist traffic levels are estimated to have risen by 2.2 per cent over the same period
- When fatalities are measured by billion miles travelled, in order to compare accident rates between modes of transport, cyclists have the second highest rate, after motorcyclists

As cycling increases in popularity, and accidents increase we want to provide practical safety advice to both cyclists and drivers on how they can avoid collisions.

Why now?

There is a September peak in accidents involving cyclists, which coincides with the return of the post-holiday commute. Cycling is also extremely high profile following a summer of sporting success, and the campaign will hopefully reach both experienced road users, and those taking to the roads for the first time.

¹ DfT Strategic Framework for Road Safety, May 2011

² Reported road casualties Great Britain: main results 2011

THINK CYCLIST

USEFUL RESEARCH AND EVIDENCE

Here is a list of links to research and evidence used to develop this campaign.

**Collisions involving pedal cyclists on Britain's roads:
establishing the causes (TRL PPR 445)**

http://www.trl.co.uk/online_store/reports_publications/trl_reports/cat_road_user_safety/report_collisions_involving_pedal_cyclists_on_britain_s_roads_establishing_the_causes_.htm

**Reported Road Casualties Great Britain 2011
Main Results**

<http://assets.dft.gov.uk/statistics/releases/reported-road-casualties-gb-main-results-2011/reported-road-casualties-in-great-britain-main-results-2011.pdf>

Note: 2011 data is available now but the full report that contains detailed analysis of the data is due to be published on 27 September 2012.

**Reported Road Casualties Great Britain 2010
Full Report**

<http://assets.dft.gov.uk/statistics/releases/road-accidents-and-safety-annual-report-2010/rrogb2010-complete.pdf>

National Travel Survey 2010

<http://www.dft.gov.uk/statistics/releases/national-travel-survey-2010>

THINK CYCLIST

TELL US WHAT YOU THINK

We need the support and advice of organisations like yours to help to shape this and all future cycle safety campaigns. We recognise the work you have done and continue to do in this area, and want to learn from your experience.

Contact the THINK CYCLIST team on:

thinkcyclist@forster.co.uk
020 7403 2230