

RESEARCH SUMMARY

Title: **Cycling safety and HGV'S communications development**

Objective: To explore the attitudes and behaviours of cyclists and goods vehicle drivers regarding road safety and messaging opportunities that resonate for both audiences

Date: **March 2010**

Methodology: Twelve ethnographic sessions with experienced and less experienced cyclists and goods vehicle drivers, followed by group discussions

Key findings:

- There are two strong situational facts that cyclists and goods vehicle drivers share in common – the roads are not ideal for either road user and blind spots are a vehicular fact. Highlighting these facts in communications places the blame on the situation rather than on either road user, and raises empathy levels on both sides.
- For cyclists, there is a lack of awareness around blind spots and the general rules to stay safe when dealing with goods vehicles. Experienced cyclists are surprised to find out it is generally experienced cyclists getting killed and reassess what they think they know about how to stay safe. Women are most likely to be injured due to a lack of awareness combined with a predisposition to abide by the rules.
- Cyclists require specific messaging about blind spots to raise awareness of the risks and counteract any misguided behaviour. Cyclists are open to safety messaging that provides 'new news' about the vehicles and feel there is potential to start to normalise a new behaviour towards goods vehicles on the roads.
- For goods vehicle drivers, the primary risks regarding cyclists are the result of taking calculated risks due to time pressures or being distracted by road conditions, weather, time of day, etc.
- Goods vehicle drivers need to feel supported to make decisions for themselves on how to keep cyclists safe. They need to be reminded of the consequences of taking calculated risks or getting distracted (such as financial consequences), and need to feel supported to take their own initiative to keep cyclists safe.

Job number: 09077
