

**Cycling safety and HGV's
communications
development**

09077

March 2010

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Research conducted by 2CV

Contents



Introduction and background

Summary of research findings

Life on the road

Exploring risks

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Research objectives

- To explore the attitudes and behaviours of cyclists and LGV drivers when it comes to road safety
- To identify the types of communications / messages / initiatives
 - *That resonate with cyclists and LGV drivers alike*
 - *That educate them about sharing the road safely with one another*
 - *Are most successful at achieving this without apportioning blame*
- To develop a blueprint and recommendations for future communications

Methodology

Ethnographic sessions:

Ride along with cyclists and brief interview



Ride along with LGV driver and brief interview



Joint session with LGV driver and cyclist
Including tour of vehicle and cyclist sitting in drivers seat

Session in LGV with cyclist and LGV driver



Reconvened creative and collaborative groups with LGV drivers and cyclists



Sample

	Ethnographies	Age	Experience
1-6	LGV Driver	3 x 35 and under 3 x 35+	3 x Experienced (at least 3 yrs) 3 x Less Experienced (1-3 years)
6-12	Cyclists	3 x 35 and under 3 x 35+	3 x Experienced (at least 2yrs) 3 x Less Experienced (6 mos -2years)

	Type of group	Age	Experience
1	Reconvened	Mix of ages and genders	Mix
2	Reconvened	Mix of ages and genders	Mix
3	Non Reconvened	35+	Less experienced drivers Less experienced cyclists
4	Non Reconvened	35 and under	Less experienced drivers Experienced cyclists
5	Non Reconvened	35+	Experienced Drivers Less Experienced cyclists
6	Non Reconvened	35 and under	Experienced Drivers Mix of cyclists



Summary of research findings



Overview

- There are two strong situational facts that cyclists and LGV drivers share in common – the roads are not ideal and blind spots are a vehicular fact.
 - *Highlighting these facts places the blame on the situation rather than either road user, and raises empathy levels for both sides*
- For cyclists, there is a lack of awareness around blind spots, and the general rules to stay safe when dealing with LGVs. Experienced cyclists are surprised to find out it is generally experienced cyclists getting killed and reassess what they think they know.
 - *Cyclists require specific messaging about blind spots to raise awareness of the risks and counteract any misguided behaviour*
- For LGV drivers, the primary risks are the result of cutting corners due to time pressures or being distracted by road conditions, weather etc.
 - *LGV drivers need to feel supported to make decisions for themselves on how to keep cyclists safe*



Life on the road



Space is at a premium

- In an ideal world London's cyclists would have segregated lanes and LGVs would have ample room to turn at junctions
 - However roads are often too narrow to suit either road user
 - As the largest and smallest road users, LGVs and cycles are at odds
 - Events that 'change the space' on the road affects cyclists and LGVs more than other road users
- Perspective of LGVs 'from above' vs. cyclists 'from below' creates a different sense of space for each user
 - LGVs can 'see' more and plan ahead
 - Cyclists look for 'gaps' in traffic to pass through, without knowing what lies ahead – can be difficult to see what's coming

These roads were designed for cart and horse not cars, let alone lorries - LGV driver

*The roads are so slim. There is not even enough room for the cars and when cars park in the road it makes them even smaller.
– cyclist*

London's roads aren't ideally designed for either LGVs or cyclists

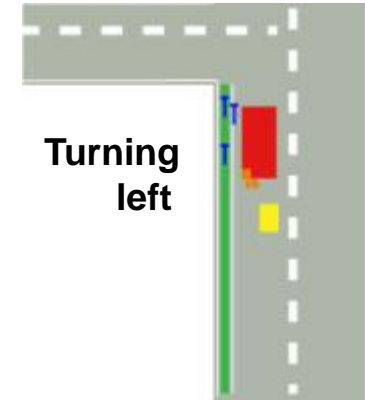
Main hot spots identified for cyclists and LGVs

- Roads are too narrow for both road users
 - Turning left is a tight squeeze
 - Roads are wide – narrow – wide
 - Cycle lanes start and stop
 - Roundabouts
- Weather compounds problems
 - Pot holes, puddles
 - Ripple effect – cycles and LGVs swerve to avoid.
- Visibility varies
 - Poor visibility at beginning and end of day
 - Up the cyclists whether they wear high visibility clothing, use lights
 - Shorter days in winter

Swerving
and the
ripple effect



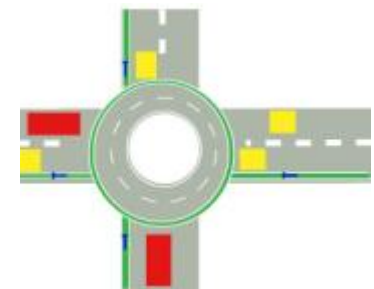
Turning
left



Changing road
widths



Roundabouts



Hot spots are risky enough in isolation but often occur in combination

People are unpredictable - general rules apply

- Even in the best case scenarios of road design, people are inherently unpredictable
 - LGV drivers: More/less familiarity with roads, drivers from outside of London
 - Cyclists: varying levels of experience, skill cycling in London
 - Mindset of another road user is impossible to predict – e.g. tired vs. alert, distracted vs. focused
- Rules to cope are not hard and fast, but rather dependent on the circumstances:

Cyclists' rules in general	LGV drivers' rules in general
<ul style="list-style-type: none">• <i>“Get to the front of the lane as much as possible”</i>• <i>“When in doubt hang back/get on the pavement”</i>• <i>“Left hand side of the road has less hazards”</i>• <i>(Some) “Be visible – make eye contact, high visibility jackets and lights”</i>	<ul style="list-style-type: none">• <i>“Keep checking for blind spots”</i>• <i>“Look out for left hand side”</i>• <i>“Don’t try to overtake unless there is plenty of room ahead”</i>• <i>“When in doubt hang back”</i>

The most important skill on the roads is to be alert and aware of others – and adapt as necessary

Learning from experience

- For drivers, takes place after formal training is complete,
 - Needed in order to be able to adapt and learn in new situations
- Mirroring allows people to learn from other people's experience
 - Cyclists watch other cyclists on the road, do what they do
 - LGV drivers ask each other questions, or can see how other drivers behave on the road
- Every encounter, near miss, accident adds to the repertoire of understanding how to deal with other road users
 - However, pool of experience can be quite small – dictated by circumstance and location, whether sharing experiences with others
 - Negative learning – reactive rather than preventative
 - Can result in the wrong habits being formed

*I've been cycling for a long time – I've learnt how to keep myself safe
- cyclist*

Results in a hands on approach to learning as you go – making the right decisions as and when necessary

The need for speed

Cyclists

- Often primary motivation for cycling is speed – the fastest way to get around the city due to maneuverability
- Physical exertion creates a need for continual movement – cyclists feel the effect of starting and stopping
- Choose to behave as pedestrian or driver depending on which presents the best opportunities
- This duality can be necessary to stay safe (get out of the way) or simply desirable to keep moving
- Any gap between vehicles is perceived as a lane - results in weaving behaviour

If there's a gap, I'm in it - cyclist

LGV drivers

- Have a job to do
- Can easily get distracted by time pressures
- While tachometers in place to prevent these issues, anecdotal evidence that tampering with devices does occur by some drivers

Rushing can be the difference between an extra £50-100 a week – LGV driver

A degree of cutting corners is perceived as a necessary evil so long as the cyclist or driver is in control

Cyclists' lack of formal training and 'rule breaking' creates tension with other road users

- The more drivers see cyclists 'breaking the road rules' the more frustration has the potential to occur
- LGV drivers point of view 'from above' allows them to see bad behaviour more easily
- Vicious cycle can be triggered by cyclists or drivers:

*Keep moving, despite traffic
Running reds
Weaving through traffic
Get on the pavement
Cycle in middle of lane*

*Cyclists become more
assertive/aggressive on
the roads*

*No perceived punishment
for bad behaviour
No congestion charge,
road tax*

*Other road users become
frustrated, anti-cyclist,
aggressive*

*Sometimes I
think they
must have a
death wish.
– LGV driver*

*My doctor
called me an
organ donor for
being a cyclist.
- cyclist*

Tension results in a culture of competitiveness on the roads – can be triggered by cyclists or drivers

Understanding cycling assertiveness and aggression

I need to be assertive on the roads – cyclist

It's about being confident – cyclist

Assertive

Confidence

The way a cyclist in London needs to behave

A right to be on the roads

Aware, alert, safe

Dominant mindset

Aggressive

When a near miss/accident takes place with another road user

Occurs in the moment as and when necessary - anger, frustration

Reaction linked to the physical and competitive nature of the activity – adrenaline, fun, addictive rush

Occasional mindset

I've had LGVs ride up right behind me – cyclist

I've had my share of shouting matches with drivers – cyclist

The culture on the roads influences how a cyclist is expected to behave

LGV drivers and cyclists are the most polarised of road users

Cyclists		LGV drivers
Variable – commuter, leisure	Purpose	Professional, work
Unlicensed, casual	Formal training	Licensed, trained
Up to the cyclist	Safety measures	Enforced through VOSA, company, regulation
Cost of bike, no ongoing costs	Cost	Congestion charge, road tax, insurance, fuel
From below, many obstacles	Point of view	From above, ability to plan ahead
Fast, can change position immediately	Reaction time	Change happens slowly
Very few perceived fines	Recourse	Punishable
Smallest road users, no protection	Vulnerability	Largest road users, large protective shell

LGV drivers are trained professionals, whereas ‘anyone can ride a bike’

Variety of LGVs has its effect

- LGV drivers may be driving a different vehicle than they are used to
 - Must quickly get up to speed with different gears, speeds, mirrors, special needs, safety mechanisms in place
- Cyclists can't predict the safety measures each vehicle has in place
 - LGVs lack the consistency that buses or black cabs offer
 - Results in treating all LGVs in the same way (some more experienced cyclists would treat rigid vs. articulated differently)



Drivers may not be familiar with their vehicles, and most cyclists have a one size fits all approach to LGVs

Cyclists differentiated by relationship with others on the road

‘Bigger picture’

- Dominant attitude is to be ‘unselfish’ and preventative – put others first
- Constant ‘reading’ of other vehicles and eye contact/hand signals to ensure visibility
- May break the rules in order to stay safe
- “I’ll run that red because I know that lots of cabs hang out there and I can get stuck in a bad spot if I don’t”



‘Overly confident’

- Dominant attitude is to be assertive on the road – have a right to be there
- Continual movement is the goal – take precautions but aim to get ahead of traffic
- Near misses/accidents have a profound effect, changes behaviour, becomes more safety conscious
- “I run reds when there aren’t any cars around - I don’t like stopping if I don’t have to”
- “I had a bad accident and realised that I can be doing everything right and still get killed. I’m not as cocky anymore!”



‘Risk averse’

- Dominant attitude is to get from one place to another with minimal hassle
- Rides ‘whatever’ bike, often ride drunk on pavement
- Vanity likely to play a role in safety measures - no helmet, no high visibility
- Avoids risky situations – will get onto pavement if nervous about road situation
- “I get off my bike and walk on the pavement if I feel unsafe”



Time pressure main differentiator between LGV drivers

'Take my time'

- Work is not time sensitive, enjoys driving an LGV
- Defensive driving – lets others go first, makes all necessary checks
- May empathise with cyclists, special mirrors to see cyclists by passenger door blind spot
- "I take my time - people are cutting in front of me all the time, I'm not bothered, I stay cool"



'Business man'

- Not in his business interest for vehicles to be unsafe, potentially get taken off the road
- Frustrated by lack of training and little to no punishment for bad cycling behaviour
- "I keep my drivers safe, they can take their time, and if something happens then that's the cyclists fault"

'Time is money'

- Earns by the load, time is of the essence
- Often driving to new locations, can easily become distracted
- "Cyclists are a nuisance, they have no common sense"



The best case scenario

- Cyclists see the bigger picture
 - Make other road users aware of them
 - Are aware of other road users, and potential risks
 - Hang back when there is a potentially risky situation
 - Even the most assertive cyclists are generally cautious with regards to LGVs – their size and strength commands

- LGV drivers take their time
 - Are not under time-pressure to get a job done
 - Have empathy for cyclists and small road users
 - Take extra precautions to keep others and themselves safe



Self taught awareness can lead to a false sense of security



Blind spots still exist

Even in the best case scenario, the responsibility lies with the cyclist knowing that LGVs have blind spots

Where does the relationship begin?

Cyclists' relationship with LGVs

Risk averse

- 'It's big and scary'
- Stay out of the way
- Unaware of blind spots
- No eye contact
- No awareness of different sized vehicle risks

It's hard to make eye contact – they're too high up – cyclist

Bigger picture, Overly confident

- Treat vehicles with respect
- Some awareness of blind spots
- Difficulty stopping quickly
- Little to no eye contact or awareness of different sized vehicle risks

LGV drivers' relationship with cyclists

Take my time, Business Man

- Cyclists are vulnerable
- Don't want accident on conscience
- Use patience, specific mirrors and cameras, checks to keep them safe
- (some) Give room on either side if possible, if not hug curb so can't pass

Time is money

- Cyclists are a nuisance
- Can't see them, come out of nowhere
- If an accident occurs, it's their fault not mine
- Use mirrors and checks (but may not be ideal)

Cyclists react to the LGV itself, rather than the person driving the vehicle

LGV drivers take issue with the cyclists themselves – it's personal



Exploring risks



Types of risks for cyclists and LGV drivers

- We identified four types of risks in general from our discussions and accompanied journeys with cyclists and drivers:

I know best

- 'I've done this a million times' and while it may not be by the book, it's a practical way to cycle/drive in London
- The road user is unaware that a risk is present

Cutting corners

- Knowing there's a risk and doing the behaviour anyways
- Conscious choice that the risk is worth it

Lack of experience/training

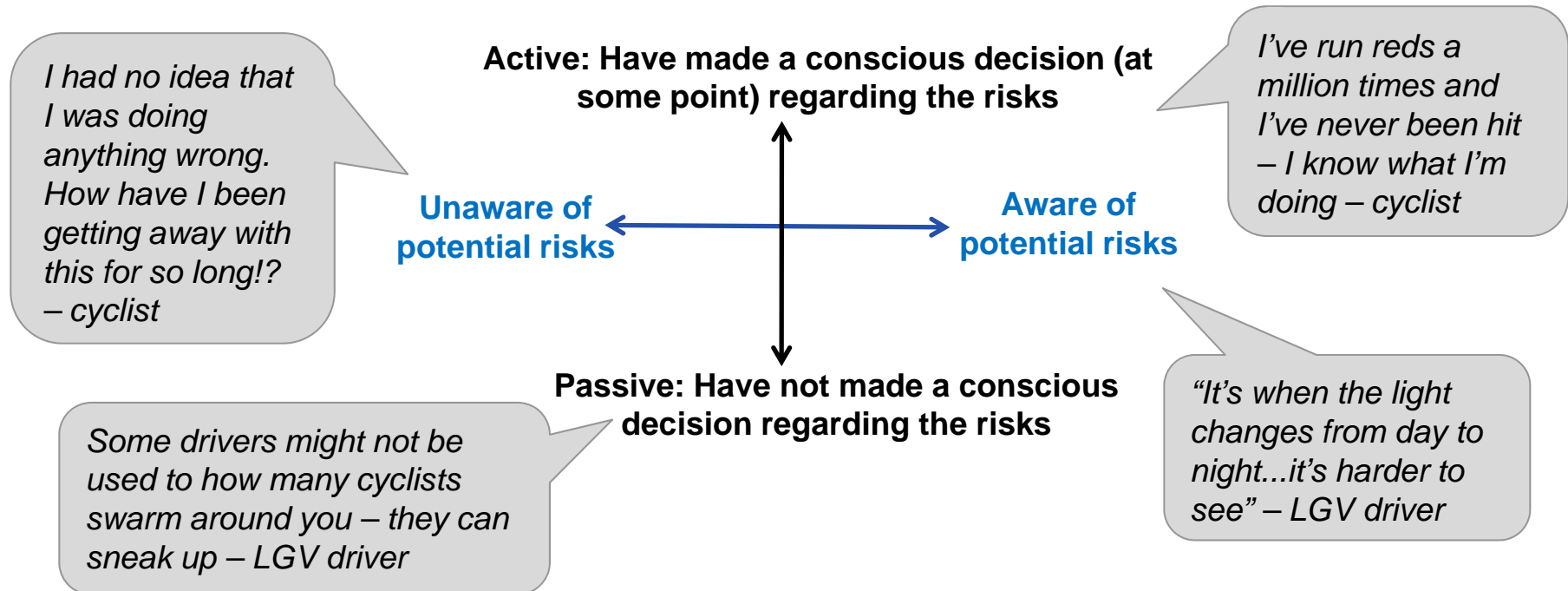
- Dealing with a situation for the first time, learning as you go
- Underestimate the risks

Distractions

- Not having your mind on cycling/driving, less awareness of other road users in certain moments
- Risks sneak up on road user

Differences in awareness and decision making process

- X – axis: how aware or unaware cyclists and drivers are of the risks in general
 - Requires awareness of what they don't know
- Y – axis: whether the road user has decided at some point to take the risk or not
 - Cost benefit analysis is subjective, the more often the behaviour happens, the more it becomes normal
 - Requires challenging people about what they think they know



Cyclists: risks

Active: Have made a conscious decision (at some point) regarding the risks

I know best

- Have decided how to stay safe regardless of the rules
- Choosing a certain position on the road, getting on pavement,
- Relying on sounds of traffic to tell you when to go

Cutting corners

- Running reds to get ahead/keep moving
- Not wearing visible clothing, helmet
- Cycling on pavement
- Going the wrong way down a one way street

Unaware of potential risks

Lack of experience or training

- Unaware of the special dangers of LGVs
- Lack of knowledge of accessories to keep visible from drivers point of view
- How to signal/communicate with other road users

Aware of potential risks

Distractions

- Caused by weather, drunk, cycling with friends
- Familiar routes may cause complacency

Passive: Have not made a conscious decision regarding the risks

Cyclists: primary risks with LGVs

Experienced cyclists are particularly surprised that fatalities are with experienced cyclists

I know best

- Have decided how to stay safe regardless of the rules
- Choosing a certain position on the road, getting on pavement,
- Relying on sounds of traffic to tell you when to go

Unaware of potential risks

Lack of experience or training

- Unaware of the special dangers of LGVs
- Lack of knowledge of accessories to keep visible from drivers point of view
- How to signal/communicate with other road users

Majority of cyclists in the research were unaware of the blind spots on left hand side of LGVs

Active: Have made a conscious decision (at some point) regarding the risks

Cutting corners

- Running reds to get ahead/keep moving
- Not wearing visible clothing, helmet
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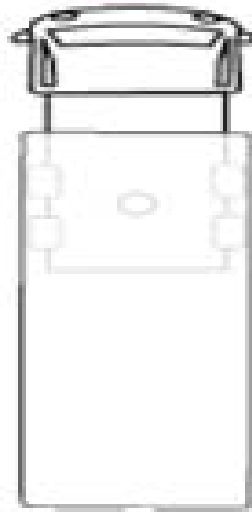
What do cyclists currently know about blind spots?

I didn't realise they couldn't see so far ahead – I thought it was like one meter when it's like three

I've had times when the lorry's turned left, and I've just had to turn left with him!

I had no idea they couldn't see me going up the left, I don't know how I'm still alive after all these years cycling

You think the left hand side is the safest place to be. Clearly there's an exception to that rule!



I know it's risky up the left - I would always go around a lorry on the right

I know they can't see you at the back – it's the old 'if you can see my mirrors, I can see you' thing

If the light has just turned red and there's a gap I'd go up the inside

I read an article on the BBC about this – now I hang back

LGVs create an exception to the rule that you should always try to get to the front, and the left hand side is safe

Why are women more at risk?

Based on observation and discussion with the participants we found that female cyclists:

- May be more likely to follow the rules and ride defensively
 - Others first, eye contact, hand signals, hanging back when in doubt
 - Apply road rules to cycling – stay back, don't run reds
- Were more likely than men to feel guilty about the 'unfair' behaviour others exhibit and try to be good examples in order to change this image
 - Put themselves in other road users shoes
 - Results in 'following the rules' when other drivers are around, in particular not running reds at busy junctions
- May not feel the physical strength necessary to run through red lights safely

My husband is always running reds and leaving me behind – cyclist

Sometimes I'm not sure if I can make it in time – cyclist

I run reds only when there is absolutely no other cars or pedestrians around – cyclist

I hate it when I'm driving and I see a cyclist doing stupid things – cyclist

These factors combined with a lack of awareness regarding blind spots means women are more likely to find themselves in the danger zone

Why are experienced cyclists more at risk?

The experienced cyclists in our sample had varying levels of awareness for how to stay safe with LGVs.

The challenge with experienced cyclists is they:

- May be more likely to think they know how to stay safe
 - Rules may not be complete - misinformation
 - Experience may make them less likely to take on safety messages
- May be caught in situations because other cyclists are less aware
 - Get stuck behind other cyclists
 - Can't judge lights as well as they think
 - Other cyclists aren't as quick as they are at reds

Wow, I'm just really surprised it's happening to experienced cyclists – you'd just assume everyone who's been cycling knows this stuff
- cyclist

In the morning when there are so many cyclists who aren't comfortable going across the green box, it creates a backlog down the inside of the lorry and you could easily get yourself stuck in there - cyclist

Experienced cyclists may have misguided information about LGVs that is putting them at risk

LGV drivers: risks

Active: Have made a conscious decision (at some point) regarding the risks

I know best

- Overly confident driving unfamiliar vehicles
- Attitude: 'I'm a good driver – I haven't hit anyone yet'

Cutting corners

- Due to rushing, the need to make money,
- Spending longer on the road than driver should
- Insufficient checking of mirrors, safety features in the vehicle

Unaware of potential risks



Aware of potential risks



Lack of experience or training

- Lack of experience driving in London
- Not used to as many cyclists on the roads,
- Driving a different vehicle than normal

Distractions

- Caused by weather, poor visibility
- Long hours
- Familiar journeys - complacency
- New journeys (maps), getting lost



Passive: Have not made a conscious decision regarding the risks

LGV drivers: primary risks with cyclists

Active: Have made a conscious decision (at some point) regarding the risks

I know best

- Overly confident driving unfamiliar vehicles
- Attitude: 'I'm a good driver – I haven't hit anyone yet'

Cutting corners

- Due to rushing, the need to make money,
- Spending longer on the road than driver should
- Insufficient checking of mirrors, safety features in the vehicle

Risks occur when other priorities take precedence

Unaware of potential risks

Lack of experience or training

- Lack of experience driving in London
- Not used to as many cyclists on the roads,
- Driving a different vehicle than normal

Aware of potential risks

Distractions

- Caused by weather, poor visibility
- Long hours
- Familiar journeys - complacency
- New journeys (maps), getting lost

Distractions inhibit vigilant checking of mirrors and blind spots

Passive: Have not made a conscious decision regarding the risks

LGV drivers can de-prioritise cycle safety

The need to get the job done, and conditions that are not ideal for driving contribute to an increase in risky situations

- Distractions
 - Occur at certain times of day, year, weather conditions
 - Can be dismissed as risks that 'come with the territory' - impossible to do anything about it
- Cutting corners
 - LGV drivers can blame cyclists in these moments for being in the wrong place at the wrong time
 - Can be defensive about these situations – 'we have a right to be on the roads too'

*We give our drivers these yellow glasses that makes everything brighter when you put them on.
- LGV driver*

LGV drivers need to be reminded of the consequences

What can we influence? Primary risks

- Cyclists are not learning about blind spots on their own/through experience
 - Lack of awareness of blind spots is first port of call
 - Combination of lack of awareness and natural behaviour of female cyclists make them especially vulnerable
 - Need to create an exception to the rule: When it comes to LGVs, cyclists should hang back rather than try and get to the front, and left hand side is not the safest place (even if there is a cycle lane)
- Experienced cyclists in particular may ‘think’ they know how to stay safe with lorries and yet don’t know all the facts.
 - Challenge assumption that experienced cyclists know the risks
- LGV drivers would benefit from messaging that causes a reappraisal of costs associated with cutting corners and distracting moments
 - Raise empathy levels for cyclists
 - Build more emotional consequence of killing a cyclist
 - Remind of financial costs associated with being taken off the road
 - Seasonal risks – weather and visibility related

What can we influence? Secondary risks

- Cyclists:
 - Once awareness has been incorporated, important to remind of costs associated with 'Cutting corners' (e.g. visibility) or when distractions may cause a lack of concentration
- LGV drivers:
 - Some anecdotal evidence that drivers coming from outside of London may need training and education about cycle safety
 - Remind drivers of how to check blind spots for cyclists



Messaging opportunities



All cyclists acknowledge that they have the most to lose

- Cyclists admit that they would be the most hurt or killed in a collision
 - LGVs are the most fearsome of vehicles
- This awareness, combined with lack of training creates a mentality of 'trying to be safe' on the roads
- Generally open to learning new ways to stay safe, but rarely go out of their way
 - A passive process
 - Primarily learn when new news reaches them
 - Some recent awareness through media coverage of cycle safety

It comes up when someone's had a close call – cyclist

I read an article on the BBC about how women keep dying from LGVs – cyclist

Despite 'trying to stay safe' very rarely do cyclists go out of their way to learn everything they can about how to stay safe

LGV drivers influenced by management and working conditions

- If working for a company, attitude to safety generally comes from above
 - Time pressure dictated by company schedule/pay package
 - Expensive to add in extra safety features – company decides if worth the expense
 - If manager is progressive, then may have potential to change attitude of drivers
- Some evidence of drivers that take their own initiative
 - Buying Fresnel lenses at service stops
 - Asking/sharing stories and best practice with other drivers
- Most empathy comes from drivers who are cyclists themselves and/or who don't want a death on their conscience
 - However, unlikely to share this perspective with other drivers

*It's usually – how to hit a cyclist not how to be safe with a cyclist
- LGV driver*

We have a weekly meeting where we talk about what's going on on the roads – I draw pictures to help get safety across – LGV driver

In the absence of a cycle safety conscious working environment, is there potential to communicate more directly to drivers?

Participants can find it easy to disengage from safety messaging

- Learning from experience results in 'own rules' and 'I know best'
- Experienced drivers and cyclists may feel like they are already being safe
 - On the road every day – easy to feel they know more than TfL about how to stay safe
 - Dismiss safety messages if they aren't sharing new news
- Can become defensive if messages put the blame on cyclist or drivers' choices

*We're professionals, we know what we're doing
– LGV driver*

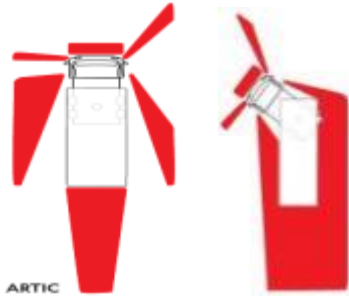
*Yeah, yeah, I know about blind spots – there are the ones in the front and back
– cyclist*

Important for tone of voice to strike the right balance

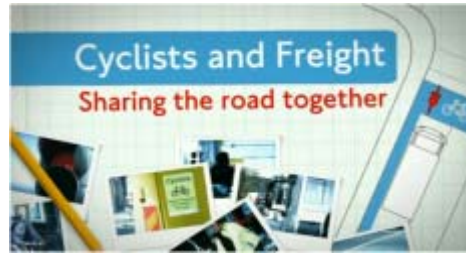
Stimulus used for exploration of messaging opportunities



LGV sticker



Blind spots diagram



Sharing the Road film



Pamphlet



Cyclists Exchanging Places with LGV driver



Sharing the road campaign



Cycle safety ads



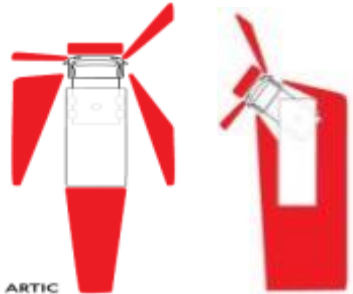
Fresnel lens Beeping motion sensor

Response to stimulus

Sticker on the back of LGVs

- ✓ Builds awareness of the situation, a reminder if already aware of dangers
- ✓ Sticker on back of LGV helps cyclists change what they are doing in the moment
- ✓ Drivers open to using sticker to help inform cyclists
- ✗ Drivers can't always use sticker on back of LGV
- ✗ Language is not strong enough – serves as a reminder, but doesn't deter cyclists if unaware of dangers of blind spots
- ✗ Some cyclists do not understand 'on the inside'

It's too softly softly – I'd ignore this – cyclist

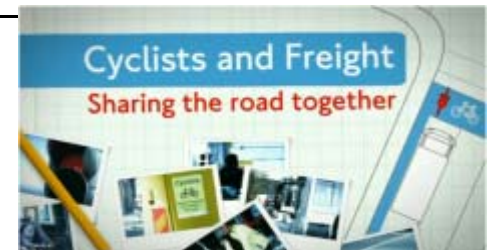


Blind spots in Sharing the road video

- ✓ Direct information for cyclists who were not aware of blind spots – new news
- ✓ Limitation of the vehicle, no human bias – empathise with the driver
- ✓ Drivers like seeing this information shared with cyclists
- ✓ Less experienced drivers may learn new information about blind spots (e.g rear blind spot as long as the vehicle)
- ✗ May be difficult to process immediately, image requires attention

Sharing the road video (5 min)

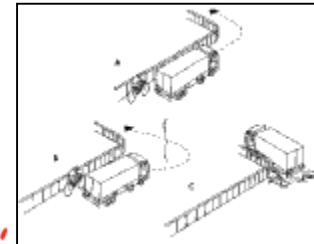
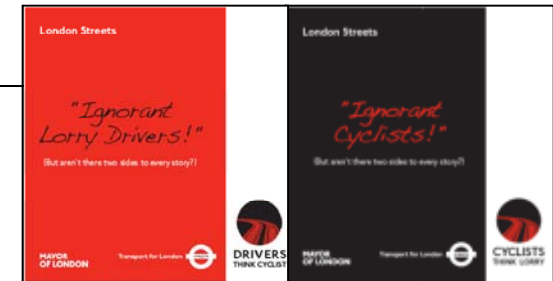
- ✓ Stresses importance of sharing the responsibility
- ✓ Useful educational tool for drivers and cyclists
- ✗ Lacks immediate shock value/impact – not likely to be passed along to others
- ✗ Can feel too long before key information (blind spots) is delivered to cyclists – potential to disengage early
- ✗ Some of the language is not inclusive: ASL, emphasis on LGV vs. HGV



Response to stimulus

Pamphlet

- ✓ Duality of message to cyclists and drivers is effective – shared responsibility
- ✓ Use of real quotes and realistic language effective at grabbing attention
- ✓ Copy comes across as factual – tips and ‘rules’ are helpful
- ✗ Pictures of vehicles don’t immediately communicate dangers of blind spots
- ✗ Cover not immediately eye catching – suggested improvement to include pictures of cyclists and LGV drivers (to link with the quotes)
- ✗ Some take issue with being portrayed as bad drivers or cyclists - potential to emphasise good behaviour alongside risks
- ✗ Question where/when leaflet would be distributed in order to get noticed



"Are you blind?"



Exchanging Places

- ✓ Cyclists would never ordinarily get the perspective from LGV point of view – a first time experience
- ✓ Gives cyclists tangible understanding of blind spots and vehicle limitations
- ✓ Gives the driver an opportunity to teach cyclists about their situation and profession – gives the feeling they are helping someone

Response to stimulus

Sharing the Road ad

- ✓ Imagery includes both cyclists and LGV driver
- ✓ Specific message to take shared responsibility ('turning left', 'sharing the road', 'we'll all get along better')
- ✗ Image depicts ideal behaviour (hanging back) but without the explanation why (blind spots)
- ✗ Image depicts ideal road conditions rather than realistic road conditions (opportunity to put the blame on the road, rather than on the cyclist/driver)
- ✗ Felt that language 'take care' is not hard hitting enough



Cycle safety ads

- ✓ Moonwalking bear and Whodunnit effective at helping to educate drivers about shared responsibility
- ✗ Does not communicate specific dangers of blind spots or cyclists and LGV drivers in particular



Think adverts (in general)

- ✓ Spontaneously suggested by participants - series has created an expectation from road users that if there is a danger, this is how to hear about it
- ✓ Drivers and older cyclists more likely to recall these adverts
- ✓ Effective use of shock/impact followed by call to action
- ✓ Hard hitting and memorable
- ✓ Viral – talk about the ads with others



It needs to be shocking – did you see the one with the motorcycle... – LGV driver

Response to stimulus

Fresnel lens

- ✓ Free tool specifically designed to help drivers see cyclists
- ✓ Useful when LGVs haven't been fitted with special mirrors for that particular blind spot
- ✗ Some difficulty using the lenses – rolling windows up and down and can be distracting



I use one of these – I picked it up from a service station in France – LGV driver

I don't need one – I already have a mirror that covers this – but it's a good idea for people who don't – LGV driver



Beeping/talking motion sensor

- ✓ Alerts cyclists in the moment
- ✓ Uses sound rather than visual information to get the message across
- ✗ Would help if it beeps inside the cab as well in order to alert driver
- ✗ Potential to be 'too sensitive' and distracting to the driver

Spontaneous ideas from participants

Cyclists

- Left hand turns at red lights
- Advance green light for cyclists at red lights
- Fines for vehicles in the advance stop line, bike lanes
- Access to park paths to avoid dangerous areas

- Specific stories/editorial about cyclists getting killed – experienced cyclists, more likely to be women
- Stickers up the side of the LGV in the areas that have blind spots
- Information to be handed out with purchase of bike, through work, at bike parks

LGV drivers

- Increased visibility of fining cyclists for not following the rules
- Hand out free blinking lights and high visibility jackets with a message aimed at LGVs
- Use cameras as rear view mirrors
- Motion sensors that beep inside cab when cyclists in blind spots
- Specific mirrors for blind spots to be built into trucks as standard

- Emphasise need for cyclists to wear visible clothing and blinking lights

Infrastructure improvements

Comms to target cyclists

Cyclists and LGV drivers expect infrastructural improvements and specific communications for cyclists

Overview of findings for messaging communications

Combined messaging

Place the emphasis on the situation – London's roads and blind spots
First person tone of voice starts to create a relationship
Communications that target both LGV drivers and cyclists in the moment

Specific messaging for cyclists

New news
Help to normalise the behaviour

Specific messaging for LGVs

Put the driver in control

Messaging in common: The situation is to blame

- Two strong situational facts that cyclists and LGV drivers share in common
 - London's roads aren't designed for either cyclists or LGVs
 - LGVs have blind spots which are especially dangerous for cyclists when turning left
- Possible to highlight the risks without apportioning blame by using the situation, rather than the cyclists or drivers as the focal point
 - Both sides feel the effect of the situations
 - No human error – just the way it is
 - Builds empathy for each other
 - Both road users have a responsibility to do their bit

It's a fact, we've got blind spots and if you're in them there's nothing we can do about it if something goes wrong – LGV driver

Resonates with cyclists and LGV drivers without apportioning blame to either side

Messaging in common: First person tone of voice

- Technique works well
 - Quotes from personal point of view
 - Realistic language, slightly humorous and witty
 - Stories about accidents and fatalities (learn from other's experience)
 - 'The way it is' rather than something to ignore, avoid or shy away from talking about
- Builds relationship between LGV driver and cyclists
 - Increases empathy with cyclists – real human beings
 - Communicates shared responsibility
- Examples
 - “I can't see you if you're here”
 - “These are my blind spots”
 - “I can't protect you if you're in my blind spot”
 - “I'll respect this vehicle for its blind spots”

*So you're the one I'm
always trying to hit! –
LGV driver*

*(Cyclist smiles and
nods sheepishly)*

Messaging that comes from the voice of drivers/cyclists, not TfL

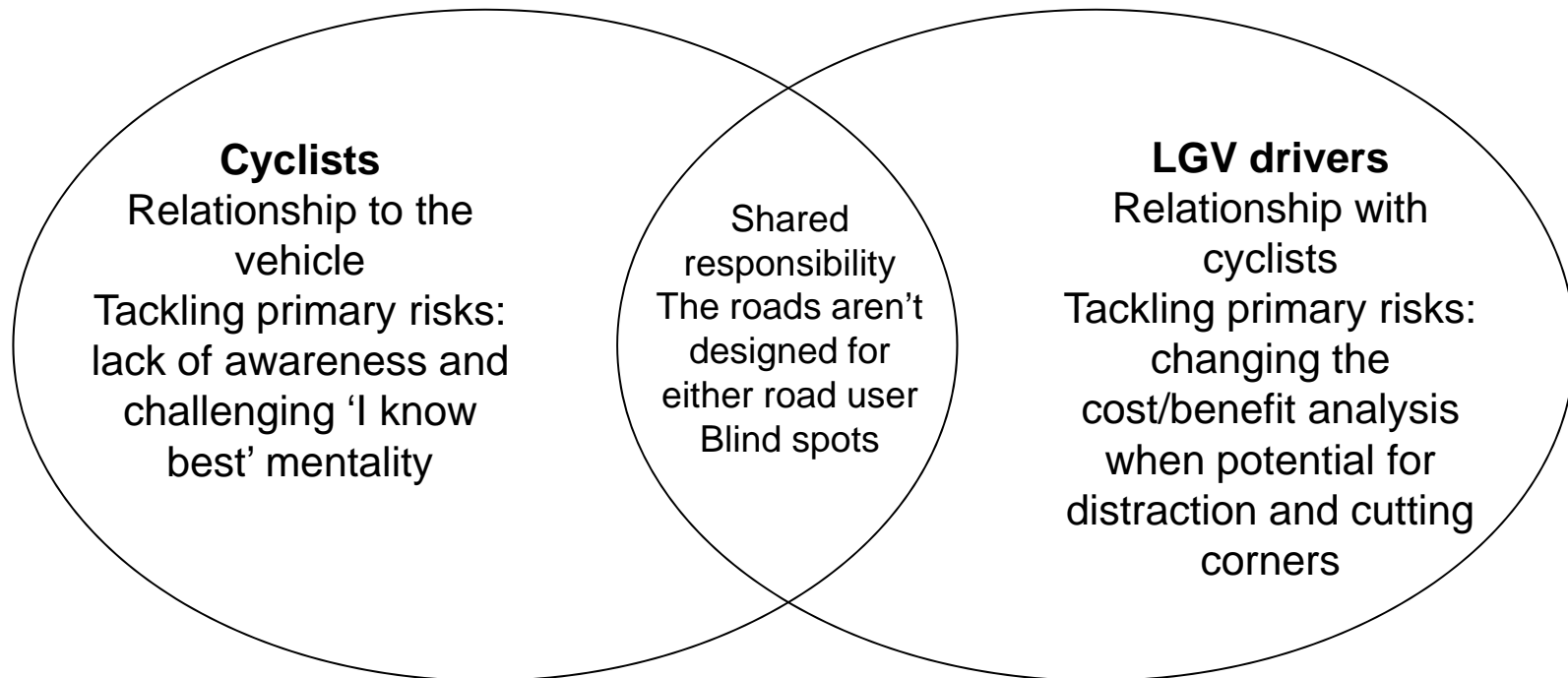
Messaging in common: Targeted communications

- Targeting both cyclists and LGV drivers with the message
 - Hot spots around London: signage by the side of the road
 - Stickers on LGVs if and when possible to create a critical mass of messaging
 - Viral messaging – punchy adverts with a call to action

They could put signs up where they know the roads aren't great for either of us – LGV driver

The medium has the potential to reflect the message of shared responsibility

While cyclists and LGV drivers share the situation in common, different messages needed to tackle specifics



Opportunity to build supplemental messaging for each audience

Messaging to cyclists: new news

- Cyclists can't argue with blind spots
 - Vehicular rather than human error
 - Open to this message and willing to incorporate into behaviour
- There are facts that get the point across very quickly, e.g.
 - 'LGVs have blind spots' – and visually show where they are
 - 'Passing an LGV on the inside at a junction is very risky – if they turn left, they won't know you're there'
 - 'Hang back if a lorry is already stopped at a junction'
 - 'Experienced cyclists are the ones getting caught out'
 - 'Women are more likely than men to be caught in a collision with LGVs'
- What we didn't hear – 'This will never happen to me – I don't need to listen'
 - Combination of new news and specifics about the cyclists that are being injured causes reappraisal by all types of cyclists

*More cyclists need to know this
– cyclist*

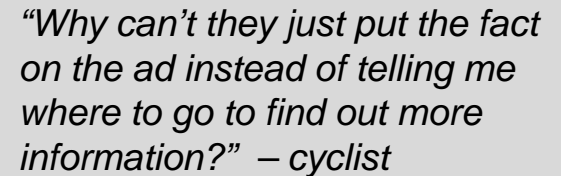
Cyclists are open to replacing intuition with fact

Messaging to cyclists: normalise the behaviour

- While sharing these facts depends on the cyclist, possible to use mirroring behaviour on the roads to widen the pool of experience
 - If more experienced cyclists hang back behind LGVs at junctions, then others who are less aware might do so also
 - May also make experienced cyclists warn others if they are going past
 - Stickers on LGVs act as back up for behaviour change – message has the potential to communicate the danger

Encourage cyclists to act as champions on the road

Messaging to cyclists: targeted communications

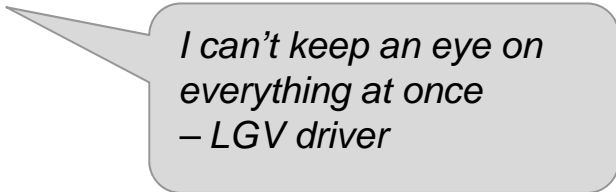


“Why can’t they just put the fact on the ad instead of telling me where to go to find out more information?” – cyclist

- Potential for communications to become the trigger for behaviour change
 - Provide information to change behaviour in the moment, include new news in the ad itself
- A number of specific channels were suggested to help target cyclists with the messages
 - Bus shelters and other on the road advertising
 - Cycle to work schemes, workplace travel planning
 - Bike racks, bike shops:
 - Cycle specific maps of London
 - Articles, editorial in major papers

Messaging to LGV drivers: put the driver in control

- Highlighting the commonalities between cyclists and drivers has the potential to build more empathy for cyclists
 - Discourage attitude that ‘cyclists are a menace’ – rather ‘London’s roads are a menace’
 - E.g. We’re both in the same tight spots
- Specific messaging has the potential to support LGV drivers to make their own choices to keep cyclists and themselves safe
 - Often not possible for drivers to have the best or latest safety features in their LGVs
 - Change the cost/benefit equation by giving drivers tools to help them stay safe
 - Encourage drivers to take their own initiative – E.g. Call this number to get your free fresnel lens
 - Messaging that raises costs associated with situations (distractions) or choices (cutting corners) and make it ‘not worth it’



*I can't keep an eye on everything at once
– LGV driver*

Support LGV drivers to take their own initiative to stay safe

Messaging to LGV drivers: targeted communications

- Potential to target messaging around the times of year/day when distractions or cutting corners may be more likely to occur
 - Daylight savings in the winter
 - End of winter when potholes are at their worst
 - Morning rush
- A number of specific channels were suggested to help target LGV drivers with the messages
 - Training modules, gain perspective of cyclists
 - Service stations
 - When starting a new job, new location
 - LGV specific maps of London

Communications when LGV drivers are open to finding out information