

Vulnerable Road Users and Drivers: Shared Responsibility

Brief form

Student Q&A:	02 February 2021
Student check in:	10 March 2021
Final presentation:	19 May 2021

1. Our challenge

The term vulnerable road user (VRU) refers to any pedestrian, cyclist or motorcyclist who uses or interacts with the road system. They are defined as 'vulnerable' because they have less crash protection than occupants of motor vehicles, and therefore a higher risk of being seriously injured or killed in a crash. This could be a pedestrian crossing the road, a cyclist sharing the road with other vehicles, or a motorcyclist on a motorway.

Vulnerable road users made up half of the fatalities reported by police authorities across the UK to the Department of Transport in 2019:

- Pedestrian fatalities increased from 456 in 2018 to 462 in 2019. Since 2010 the number of fatalities remained broadly constant. Overall, pedestrian casualties decreased by 3% between 2018 and 2019 to 21,836. Pedestrians represented 14% of all casualties in 2019.
- Although the number of pedal cyclists killed on the roads in 2019 was slightly lower than in 2018, the 98 fatalities is very similar to the level seen since 2008. Overall, cyclist casualties decreased by 4% between 2018 and 2019, to 16,873. Cyclists represented 11% of all casualties in 2019.
- Motorcyclist fatalities decreased in 2019 compared with 2018. In total, 335 motorcyclists were killed during 2019, down from 354 in 2018. However, motorcyclist fatalities have fluctuated between 319 and 365 from 2011 to 2019 with no clear trend. Overall motorcyclist casualties decreased by 4% between 2018 and 2019 to 16,196 casualties.
- In relation to horse riders, there were 3 fatalities and 74 injuries in 2018. From November 2010 to March 2019, there have been 3,737 incidents reported to the British Horse Society. Those incidents include 43 human fatalities and 315 horses killed.

There can be a lack of empathy, understanding and concern between different road user types and, in some cases, even a sense of disdain between different groups (e.g. car drivers vs. cyclists).

The challenge of this brief is to develop a campaign that builds a greater sense of shared responsibility between VRUs and vehicle drivers to reduce the number of crashes involving VRUs. This should be achieved by positively influencing the attitudes and behaviours of both VRUs and drivers to understand the potential risks they pose to one another and how these can be minimised, while also building a greater sense of empathy, community and shared responsibility, rather than an 'us vs. them' mentality among different road users.

Some of the behaviours drivers should display when sharing the road with VRUs:

- Give way to pedestrians at designated crossings and when they are crossing at an intersection.
- Make eye contact with pedestrians as they approach to cross the road. Don't assume VRUs have seen your vehicle.
- Ensure a minimum distance of 1.5 metres from cyclists.
- Avoid any distractions inside your vehicle and ensure you are highly aware of the external environment, particularly the presence of VRUs. Engage the 'do not disturb' function on your smart phone or put your phone away in the glove box or boot to avoid distractions while driving. Maintain awareness of your surroundings and be particularly aware of pedestrians, cyclists and motorcyclists.
- Never exceed speed limits and adjust your speed to match the conditions, including in areas of high pedestrian and cyclist activity such as around schools, strip shopping centres, car parks and residential neighbourhoods.
- Be aware of time of day and environmental conditions, which can hamper visibility.
- Use the 'Dutch reach' method when exiting a parked vehicle, by using the hand furthest from the handle, so drivers are forced to look over their shoulder for passing traffic.

Some of the behaviours VRUs should display when using the road:

- Always make eye contact with the driver or rider, don't assume they have seen you.
- Use designated crossings and obey signals (pedestrians). Avoid crossing from between parked vehicles and on sections of road where you can't get a clear view of approaching traffic such as bends, dips and rises in the road.
- Avoid distractions and always be acutely aware of the environment when using the road – phone down, head up.
- Don't wear headphones when using the road.

- Be easily seen, particularly in areas/times of low light and/or limited visibility. By law, cyclists must have lights and reflectors when riding between sunset and sunrise and it's recommended they wear highly visible clothing when cycling, especially in low light.
- Don't stand right on the edge of the road verge while waiting to cross - trucks and buses can at times swing across a verge and hit VRUs standing on the footpath.

2. Target audience

18-25 year old VRUs and drivers.

3. Current attitudes & behaviours

Your research for this brief should investigate this in detail, with the insights feeding into your creative strategy. As a starting point, consider:

- Do they lack awareness of the shared responsibility different road users have to look out for themselves and each other?
- Do they have a tribal mentality toward other road users, that drives negative "us vs. them" attitudes and behaviours (cyclists vs. drivers, pedestrians vs. cyclists, etc.) rather than a positive, communal attitude?
- Is there a lack of shared responsibility and/or a tribal mentality/negative attitude toward other road users that can lead to dangerous behaviours on the road?

4. Future/target attitudes & behaviours

- Clear awareness of the shared responsibility all road users have to look out for themselves and each other in a safe systems approach.
- A positive, communal attitude to all other road users, irrespective of mode of transport.
- A stronger sense of shared responsibility, a communal and empathetic attitude to other road users and greater awareness of risks different road users can present will lead to safer behaviours on the road, resulting in fewer crashes.

5. What is the single-minded proposition?

We all have a shared responsibility for our own safety and the safety of others on the road.

6. Like this (our tone)

- A clear tone should be developed as part of your creative and messaging strategy.
- While the tone needs to resonate with the target audience of 18-25 year olds, consideration should be given to the fact the campaign will appear in public spaces and be supported by a number of corporate partners. As such, the messaging should not be inappropriate or potentially offensive to any segments of the wider population.

7. Support

- The single-minded proposition is aligned with and supported by a safe systems approach to road safety.
- Your campaign strategy and concept should be underpinned by insights you uncover through your primary and secondary research.

8. Mandatories

- Re:act lockup logos. EPS file can be downloaded [here](#)
- Apply your creative concept to one landscape and one portrait orientation
Specifications available [here](#)

9. Deliverables

5 minute presentation including:

- Primary and secondary research findings and target audience insights
- Concept development and messaging strategy
- Campaign concept applied to multiple media channels
Apply your creative concept to one landscape and one portrait orientation
Specifications available [here](#)
- Campaign plan – how will you reach the target audience to effectively change their attitudes and behaviour?

10. KPIs

What are the quantifiable campaign objectives (overall and for individual channels/activities)?
Provide as much detail as possible.

How will we know it's been successful?

Others TBC.

11. Your pitch

Use the below as a guide to the steps you should take in developing your campaign and the structure of your final presentation.

- Brief recap of the brief - your interpretation of its key points
- Your research approach
- Summary of insights/findings from your research
- Introduce your concept: key messaging, look and feel
- Campaign activation ideas

12. Timing

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13. Appendices

The following resources should be reviewed for further reference and insights.

- 🔗 [Shared responsibility: Vision Zero for London](#)
- 🔗 [Risk insight: Sharing the road with vulnerable road users](#)
- 🔗 [Research: Reported road casualties - Great Britain](#)
- 🔗 [Research: Road and serious accidents](#)
- 🔗 [Statistics: Vulnerable road user deaths and injuries](#)
- 🔗 [Statistics: Casualties in Greater London](#)
- 🔗 [Article: Advice for road users](#)
- 🔗 [Article: Designing roads to save motorcyclists' lives](#)
- 🔗 [Campaign: Dead slow - British Horse Society](#)
- 🔗 [Article: Cycling is a fantastic way to travel but cyclists are vulnerable on roads](#)
- 🔗 [Campaign: Cycle safety tips](#)
- 🔗 [Cycling campaign: Don't get caught between](#)

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