Operation Close Pass in Scotland- supporting the Police to enforce and educate all road users on cycling safety

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Operation Close Pass

West Midlands Police

Leadership on Harm Reduction through Operation Close Pass:

• 2016: Launch Operation Close Pass

• 2017: Support other Police Forces on how to run their own operations

• 2018: Online Reporting of Incidents

• “Press attention has helped”
Operation Close Pass in Scotland

Operation Close Pass

Launched in April 2017

• Pilot in Edinburgh

• Educational Mat

• Roll Out across most of Scotland

• Results…
Operation Close Pass

Results of seven deployments in Edinburgh:

- 111 drivers stopped for close passing our unmarked Police cyclist and thereafter ‘educated’ on the mat.
- During the operations Police also detected and reported a number of other offences:
  - 15 x speeding offences
  - 1 x no licence and no insurance
  - 1 x means enquiry warrant (failure to pay fine)
  - 1 x no MOT
  - 1 x dangerous load
  - 1 x careless driving (not cyclist related)
  - 1 x ASBO (Anti-Social Behaviour Order) for driving behaviour
Operation Close Pass in Scotland

Rule 163: Give vulnerable road users at least as much space as you would a car.
Operation Close Pass Results

Traditional and social media coverage

- First Facebook post reached 866,495+ views
- Twitter views - 4-20x as many views for #OpClosePass posts as any other Road safety post
- Media coverage
Evidence for new Campaign Approach

Cycling Scotland conducted Driver Focus Groups. Attitudes to a Close Pass were clear from the participants:

• Low awareness that passing a cyclist too closely is an offence
• People assume it’s good manners and courtesy to give space
• Most ‘try’ to give ‘as much space as possible’
• ALL say close passing not done with malice aforethought
• Most said practical reasons why have to overtake closer than ideal – narrow roads, busy roads, city traffic, etc, etc.
• Most don’t think of cyclists necessarily as ‘road users’ and cyclists are not quite seen as ‘equals’ on the road
• Consideration for cyclists a secondary priority, assumed to be covered by simple manners… when it suits the driver
• Separate opinion poll: 73% of adults unaware you could get 3 points on your licence for a Close Pass
A sustainable, inclusive and healthy Scotland where anyone, anywhere can enjoy all the benefits of cycling.
Conclusion

Next Steps

• Ongoing Cycling Scotland support

• Third Party Reporting (Dash cams and Helmet Cams)

• Near Miss Database

• Other Vulnerable Road Users

• Capturing Media Impact and shifting the debate

• Supporting operations elsewhere
Any questions?

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#givecyclespace
#OpClosePass
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