



Department
for Transport

THINK! The Highway Code

Campaign Support Toolkit (Launch)
July 2022



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Overview of The Highway Code Changes

As of 29th January 2022, The Highway Code changed to improve road safety for people walking, cycling and horse riding.

The changes mean being ready to give priority, leave space and be considerate of others, with every road user still having a responsibility to keep themselves and each other safe.

The Changes

The new changes include the following:

- A new hierarchy of road users has been introduced to ensure those who can do the greatest harm have the greatest responsibility to reduce the danger or threat they may pose to others.
- People crossing, waiting to cross or cycling straight ahead have priority at junctions.
- When travelling at up to 30mph, leave at least 1.5 metres when overtaking people cycling, and give people more space at higher speeds.
- Pass horse riders and horse-drawn vehicles at speeds under 10 mph and allow at least 2 metres of space.
- Allow at least 2 metres of space and keep to a low speed when passing people walking on the road.
- If they're able to, vehicle users should open their door with the hand furthest from the door so they can see people walking or cycling behind them.
- People may cycle in the centre of the lane or two abreast in certain situations, whilst allowing others to overtake when it is safe for them to do so.

The changes can be viewed at: www.gov.uk/dft/highway-code-changes

Rationale

Following [a consultation on the review of The Highway Code in 2020](#), changes were made in January 2022 to help improve road safety for people cycling, walking and horse riding.

We have worked closely with stakeholders from all road-user groups to ensure that they are accurately represented in the communications.

We ran Phase 1 of our campaign in February and March, to alert all road users to the changes as they came into effect.

Following the campaign, 87% GB adults had heard about the changes to The Highway Code with six in ten (61%) reporting knowing either a little or a lot about the changes, almost double the awareness in January.

Campaign Aims and Overview:

People don't see people on the roads they see bikes, lorries and cars. But inside or on every one of them is a person –it could be your brother, your mum or your mate.

'Travel like you know them' aims to help all road users better understand each other and encourage positive behaviours to ultimately build a more positive and mutually considerate experience that is safer for everyone.

The campaign speaks to everyone who users the road, with a focus on those who have a greater responsibility to reduce the risk that they may pose to others.





Department
for Transport

Travel like you know them



Creative

Key Messages Covered:

Hierarchy	Those that can cause the greatest harm have the greatest responsibility to reduce the risk they may pose to others.
Cyclist Positioning	<p>People may cycle in the centre of the lane or two abreast in certain situations, whilst allowing others to overtake when it is safe for them to do so.</p> <p>When travelling at up to 30mph, leave at least 1.5 metres when overtaking people cycling, and give people more space higher speeds</p>
Junctions	People crossing, waiting to cross or cycling straight ahead have priority at junctions.
Overtaking Horses	Pass horse riders at under 10mph, with at least 2 metres of space.
Passing Pedestrians	Allow at least 2 metres of space and keep to a low speed when passing people walking on the road.
Dutch Reach	If they're able to, vehicle users should open their door with the hand furthest from the door so they can see people walking or cycling behind them.

Our Assets:

We have developed a suite of assets which convey the core 'Travel like you know them' message while also featuring key behaviours relating to the highway code changes:

30s film:

Key behaviours featured:

- Cycling in the centre of the lane
- Overtaking people cycling
- Giving way to people crossing or waiting to cross at junctions
- Performing the Dutch Reach
- The Hierarchy of Road Users

15s film:

Key behaviours featured:

- Giving way to people crossing or waiting to cross at junctions
- The Hierarchy of Road Users

Radio:

Key behaviours featured:

- Cycling two abreast
- Cycling in the middle of the lane
- Overtaking people cycling

Out-of-Home:

Key behaviours featured:

- Cycling in the centre of the lane

Additional partner assets:

Key behaviours featured:

- Overtaking horses
- Giving way to people crossing or waiting to cross at junctions



Films

Our 30s film follows Jay, our driver, on his way to work. On his journey, he safely overtakes cycling dad, Gary, gives way to dog-walkers Lucy and Hazel and takes care to protect Ali, a man of many talents.

Our 15s film follows Alan, a strongman who can cut through wood with his bare hands! Even though he is strong on the outside, he still needs you to look out for him on the road.

Through the cutaways, we learn more about our characters, reinforcing the message that vehicles don't make journeys – people do.

For more detail on the campaign visit: <https://www.think.gov.uk/campaign/ravel-like-you-know-them/>

All assets can be downloaded from: <https://extranet.dft.gov.uk/highway-code-changes/>



30s Film



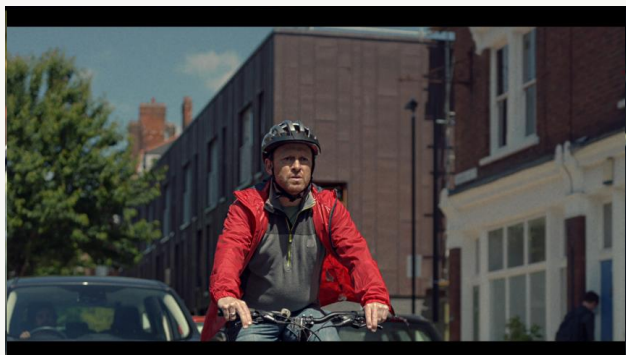
15s Film



30s Film

- Suggested Copy

Here's some suggested copy for sharing the films on your social channels.



30s Film



Introduction posts

- The #HighwayCode changed earlier this year so we're supporting @THINKgovuk's new campaign, reminding people to #TravelLikeYouKnowThem and check the #HighwayCode changes.
- @THINKgovuk's newest #HighwayCode campaign launches today! When you're on the roads, make sure you #TravelLikeYouKnowThem – everyone is someone's best friend, cousin, parent or neighbour. Remember to check the Highway Code changes.

Behaviour specific posts

30s Film:

- We are supporting the latest #HighwayCode campaign from @THINKgovuk. Whoever you meet #TravelLikeYouKnowThem and check the #HighwayCode changes.
- People may now cycle in the centre of the lane, allowing others to overtake when safe to do so – just like Gary is (down facing arrow emoji - pointing to video) #TravelLikeYouKnowThem and check the #HighwayCode changes.
- Make sure to leave at least 1.5 metres when overtaking people who cycle, or more if you're travelling at over 30mph. #TravelLikeYouKnowThem and check the #HighwayCode changes.
- The #HighwayCode has changed! People crossing, waiting to cross or cycling straight ahead now get priority at junctions. #TravelLikeYouKnowThem and be sure to check the changes.
- If you're able to, you should open the door of your vehicle with the hand furthest from the door so you can see those on the road behind you. Let's keep each other safe. #TravelLikeYouKnowThem and check the #HighwayCode changes.

15s Film

- Suggested Copy

Here's some suggested copy for sharing the films on your social channels.



15s Film



Introduction posts

- The #HighwayCode changed earlier this year so we're supporting @THINKgovuk's new campaign, reminding people to #TravelLikeYouKnowThem and check the #HighwayCode changes.
- @THINKgovuk's newest #HighwayCode campaign launches today! When you're on the roads, make sure you #TravelLikeYouKnowThem – everyone is someone's best friend, cousin, parent or neighbour. Remember to check the Highway Code changes.

Behaviour specific posts

- Do you know an absolute unit like Alan? However strong he looks on the outside, he still needs you to look out for him on the roads. #TravelLikeYouKnowThem and check the #HighwayCode changes.
- Look out for those more at risk on the road. Check the changes, let's keep each other safe #HighwayCode #TravelLikeYouKnowThem Check out the latest #HighwayCode campaign from @THINKgovuk!
- The #HighwayCode has changed, giving priority to people crossing or waiting to cross at junctions. Even people like Alan, who look super strong on the outside, still need you to look out for them whenever you're on the road (strong man emoji) Remember to #TravelLikeYouKnowThem and check the #HighwayCode changes.

Statics

Our static assets take a closer look at the specific behaviours within The Highway Code changes.

They are still rooted in 'Travel like you know them', giving our audience another glimpse into the lives of Gary, Alan and of course, introducing Freya & Binks!

These can be used on your social channels, website or be printed and used as posters.

If these assets are being used on your social channels, please include alt text. Examples have been provided.

For more detail on the campaign visit: <https://www.think.gov.uk/campaign/travel-like-you-know-them/>

All assets can be downloaded from: <https://extranet.dft.gov.uk/highway-code-changes/>



Pedestrian Statics

- Suggested Copy

Here's some suggested copy for sharing the statics on your social channels.



Introduction posts

- The #HighwayCode changed earlier this year so we're supporting the new campaign from @THINKgovuk, reminding people to #TravelLikeYouKnowThem and check the #HighwayCode changes.
- @THINKgovuk's newest #HighwayCode campaign launches today! When you're on the roads, make sure you #TravelLikeYouKnowThem – everyone is someone's best friend, cousin, parent or neighbour. Remember to check the Highway Code changes.

Behaviour specific posts

- Alan may be an absolute unit, but he still gets priority at junctions. The #HighwayCode has changed so people crossing, waiting to cross or cycling straight ahead have priority at junctions. #TravelLikeYouKnowThem, check the #HighwayCode changes here: www.gov.uk/dft/highwaycodechanges
- The #HighwayCode has changed! People crossing, waiting to cross or cycling straight ahead have priority at junctions. #TravelLikeYouKnowThem, check the #HighwayCode changes here: www.gov.uk/dft/highwaycodechanges
- Alan's a pro woodchopper, bench-presser and weightlifter. He's super strong but still gets priority at junctions. The #HighwayCode has changed so people crossing, waiting to cross or cycling straight ahead have priority at junctions. #TravelLikeYouKnowThem, check the #HighwayCode changes here: www.gov.uk/dft/highwaycodechanges

Cyclist Statics

- Suggested Copy

Here's some suggested copy for sharing the statics on your social channels.



Introduction posts

- The #HighwayCode changed earlier this year so we're supporting the new campaign from @THINKgovuk, reminding people to #TravelLikeYouKnowThem and check the #HighwayCode changes.
- @THINKgovuk's newest #HighwayCode campaign launches today! When you're on the roads, make sure you #TravelLikeYouKnowThem – everyone is someone's best friend, cousin, parent or neighbour. Remember to check the Highway Code changes.

Behaviour specific posts

- Pro dad dancer Gary needs his space to groove! (dancing man emoji)
Make sure you leave him at least 1.5 metres space when overtaking, or more if you're travelling over 30mph. #TravelLikeYouKnowThem and check the #HighwayCode changes here: www.gov.uk/dft/highwaycodechanges
- The #HighwayCode has changed. People may cycle in the centre of the lane, including at junctions and on narrow roads and bends. #TravelLikeYouKnowThem, check the #HighwayCode changes here: www.gov.uk/dft/highwaycodechanges
- Gary's always first on the dance floor and his kids secretly love his funky moves (dancing man emoji)
Make sure you give him plenty of space on the dance floor, just like when he's out cycling. Leave at least 1.5 metres when overtaking or more if you're travelling over 30mph. #TravelLikeYouKnowThem and check the #HighwayCode changes here: www.gov.uk/dft/highwaycodechanges.

Horse Rider Statics

- Suggested Copy

Here's some suggested copy for sharing the statics on your social channels.



Introduction posts

- The #HighwayCode changed earlier this year so we're supporting the new campaign from @THINKgovuk, reminding people to #TravelLikeYouKnowThem and check the #HighwayCode changes.
- @THINKgovuk's newest #HighwayCode campaign launches today! When you're on the roads, make sure you #TravelLikeYouKnowThem – everyone is someone's best friend, cousin, parent or neighbour. Remember to check the Highway Code changes.

Behaviour specific posts

- Freya and Binks are your typical neigh-bour hood horse and rider duo! ☺ Help keep them safe by passing at less than 10mph, leaving at least 2 metres space. #TravelLikeYouKnowThem, check the #HighwayCode changes here: www.gov.uk/dft/highwaycodechanges
- The #HighwayCode has changed! Pass horse riders at under 10mph, leaving at least 2metres of space. #TravelLikeYouKnowThem, check the #HighwayCode changes here: www.gov.uk/dft/highwaycodechanges
- Freya and Binks both love selfies, sunshine and snacks (sun emoji) Make sure you give them space and help them get back to the stables safely. The #HighwayCode has been updated, pass horse riders at under 10mph, leaving at least 2 metres space. Whoever you meet, remember to #TravelLikeYouKnowThem, check the #HighwayCode changes here: www.gov.uk/dft/highwaycodechanges

Radio

Our two 30s radio adverts follow characters Kat and Dan as they cycle along the road. In one advert, they are travelling two abreast and in the other, they are travelling in the centre of the lane.

Dan is always centre of the dance floor, even though Kat secretly thinks he's a *terrible* dancer.

Our audience is encouraged to overtake people cycling, like Kat and Dan, safely. Once they have moved over and it is safe to pass, the appropriate passing distance is highlighted.

The voiceover for our radio adverts and the two films has been recorded by Dianne Morgan.

Travel like you know them.



Check The Highway Code Changes.



How to Support

Sharing Our Assets:

The paid-for campaign will run across **video-on-demand, radio, digital audio, online video, social media and out-of-home**. Assets will also be posted across THINK! organic channels. Please see page 14 for a media laydown and THINK! social handles.

From 12th July, you can amplify our organic posts or download our assets from the THINK! campaigns page and share on your own channels with our suggested copy. A selection of Welsh language assets will also be available to download.

Evaluating Activity:

We will be measuring key audience attitudes and behaviours through pre and post campaign research to assess the impact of our activity. We would be grateful if you could let us know any quantitative or qualitative feedback on your activity to support our evaluation.

Contact Us:

If you have any questions or feedback on communications, please contact DfTPUBLICITY@dft.gov.uk

For queries on The Highway Code changes themselves, please contact HighwayCodeReview2020@dft.gov.uk



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Thank you



Timings and Channels

Activity	Week Commencing							
	11th Jul	18th Jul	25th Jul	1st Aug	8th Aug	15th Aug	22nd Aug	29th Aug
Campaign Launch								
VOD								
OLV								
Audio								
OOH								
Social								

Our channels

Follow and tag us:

Twitter: [@THINKgovuk](https://twitter.com/THINKgovuk)

Facebook: [@THINKroadsafety](https://facebook.com/THINKroadsafety)

Instagram: [@thinkdriver](https://instagram.com/thinkdriver)