

## Themes identified from the literature review

Risks for cyclists as VULNERABLE road users	DEHUMANISATION of cyclists is linked to aggression	CAR CULTURE impacts attitudes to cyclists as minority	DIFFERENT PERSPECTIVES of drivers & cyclists	Common ground as HUMAN BEINGS sharing the road
Physical road INFRASTRUCTURE exacerbates problems	MEDIA COVERAGE and social media is generally negative	EMOTIVE ISSUE (anger, frustration, guilt, jealousy, anxiety)	CONSEQUENCES of negative attitudes on people's lives	

## Themes that emerged from focus groups

### Driver behaviour and attitudes

LOOK before you pull out or open car doors.	Leave more SPACE when passing.	GIVE WAY at roundabouts and intersections.
SLOW DOWN at intersections and roundabouts.	PAY ATTENTION and connect with other road users.	Remember cyclists are just PEOPLE like you.
DON'T BLOCK cycle lanes or cut off cyclists.	UNEXPECTED behaviour is dangerous.	Be PATIENT. Think about consequences.

### Cyclist behaviour and attitudes

FOLLOW ROAD RULES, especially at traffic lights	BE SEEN & HEARD (signal, bell, lights)	Give cars some ROOM. Don't tailgate
ANTICIPATE consequences of actions. Think.	Ride in a CONSISTENT way. No sudden moves	Ride to your level of ABILITY.
DON'T SWAP between road and footpath	Don't ride TWO ABREAST just because you can.	SLOW DOWN for pedestrians on footpaths.

### Perceptions of cyclists

APPEARANCE Helmet, Lycra, shiny clothes	VULNERABLE Soft, squishy, invisible, at risk	ENVIRONMENTAL Green mode of transport
HEALTH Fitness, exercise, look after health	ANNOYING Pests, in packs, hold up drivers	DEMOCRATIC Low cost travel for all ages
MOVEMENT Nimble, agile, can move quickly	SELFISH Show-offs, time on their hands	MINORITY group compared to car drivers
JOURNEY People going to work, school, etc	FAMILY MEMBERS People with kids, friends, colleagues	CONNECTED to local community and surroundings

### Ideas for addressing the problem

EMPATHY Cyclists are people like you	SWITCH ROLES between driver and cyclist	Show serious CONSEQUENCES eg death/injury
CHALLENGE Make them think or question things	Focus on CHOICES, not right vs wrong	Show PERSONAL IMPACT on family of driver/cyclist
Don't reinforce negative STEREOTYPES	Allow people to EXPERIENCE it in different ways	Measure changes in ATTITUDES not just knowledge
Show POSITIVE behaviour, not negative actions	Include a FUN element or game-like badges	Make it part of DRIVING TEST and cycle training
Keep it SHORT (max 5 minutes)	Pop-up display for EDUCATION at shopping centres	Use a physical SIMULATION (eg bike with iPad)