



HM Government



# Changes to The Highway Code – Jan 2022

---

**Communications Toolkit**

Updated: 15th February 2022



# Contents

<b>Campaign overview</b>	<b>3</b>
<b>Campaign phasing, timings and how stakeholders can support</b>	<b>4</b>
<b>Campaign materials</b>	<b>5</b>
- Suggested social post copy	5-6
- Key messages for website and comms to members / internal stakeholders	7
<b>Displaying accessible content</b>	<b>8</b>
<b>Contact us and evaluating activity</b>	<b>9</b>





## Overview

The Highway Code is essential reading for all road users. It applies to England, Scotland and Wales. It is important that all road users are aware of The Highway Code and are considerate towards each other. Ultimately, knowing and applying The Highway Code will help keep our roads safe for everyone.

We are seeing record numbers of people taking up cycling and The Highway Code needs to keep pace with how people are using the roads. These changes to The Highway Code seek to improve safety for people walking, cycling and horse riding and make active travel an attractive alternative to using the car. They will help to ensure that interactions between all road users are safe and respectful.

The main advisory\* changes from 29th January 2022 include:

- **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.**
- **Existing rules on pedestrian priority have been updated to advise that drivers and riders should give way to pedestrians crossing or waiting to cross the road.**

- **Guidance has been provided on cyclist priority at junctions to advise drivers to give priority to cyclists when they are travelling straight ahead.**
- **Guidance has been established on safe passing distances and speeds when overtaking cyclists and horse riders.**

The changes can be viewed in full [here](https://www.gov.uk/dft/highwaycodechanges) or by visiting: [www.gov.uk/dft/highwaycodechanges](https://www.gov.uk/dft/highwaycodechanges)

These changes aim to reinforce what good road users already do. They do not just offer guidance on how we want users to behave. They signpost the kind of community we want to live in; towns cities and villages that are friendly and safe for people to ride, walk and wheel.

\* The changes introduce new advisory measures that are not legal requirements, but could be drawn upon in court proceedings.

The consultation on the proposed alterations to The Highway Code to improve safety for cyclists, pedestrians and horse riders (July to Oct 2020), generated a huge response with nearly 21,000 replies received.

The majority of respondents were in favour of all the different rule changes proposed being introduced. Of those, over 60% identified as a motorist.





# Campaign Phasing, Timings and How Stakeholders Can Support

Communications to share the changes to The Highway Code campaign will be delivered in phases:



This communications toolkit has been created to support stakeholders raising awareness of the changes to The Highway Code that came into effect on the 29th January, predominantly across social media and digital channels.

With the THINK! awareness campaign launch on 15th February 2022, this communications toolkit includes campaign creative assets, which stakeholders and partners can use to amplify the campaign messages.

All assets will be made available via the campaign extranet:  
**[The Highway Code Changes – 29 January 2022 | Department for Transport \(dft.gov.uk\)](#)**

English and Welsh radio adverts are available on request. Please contact **[DfTPublicity@dft.gov.uk](mailto:DfTPublicity@dft.gov.uk)**







## Campaign Materials – Social Post Copy

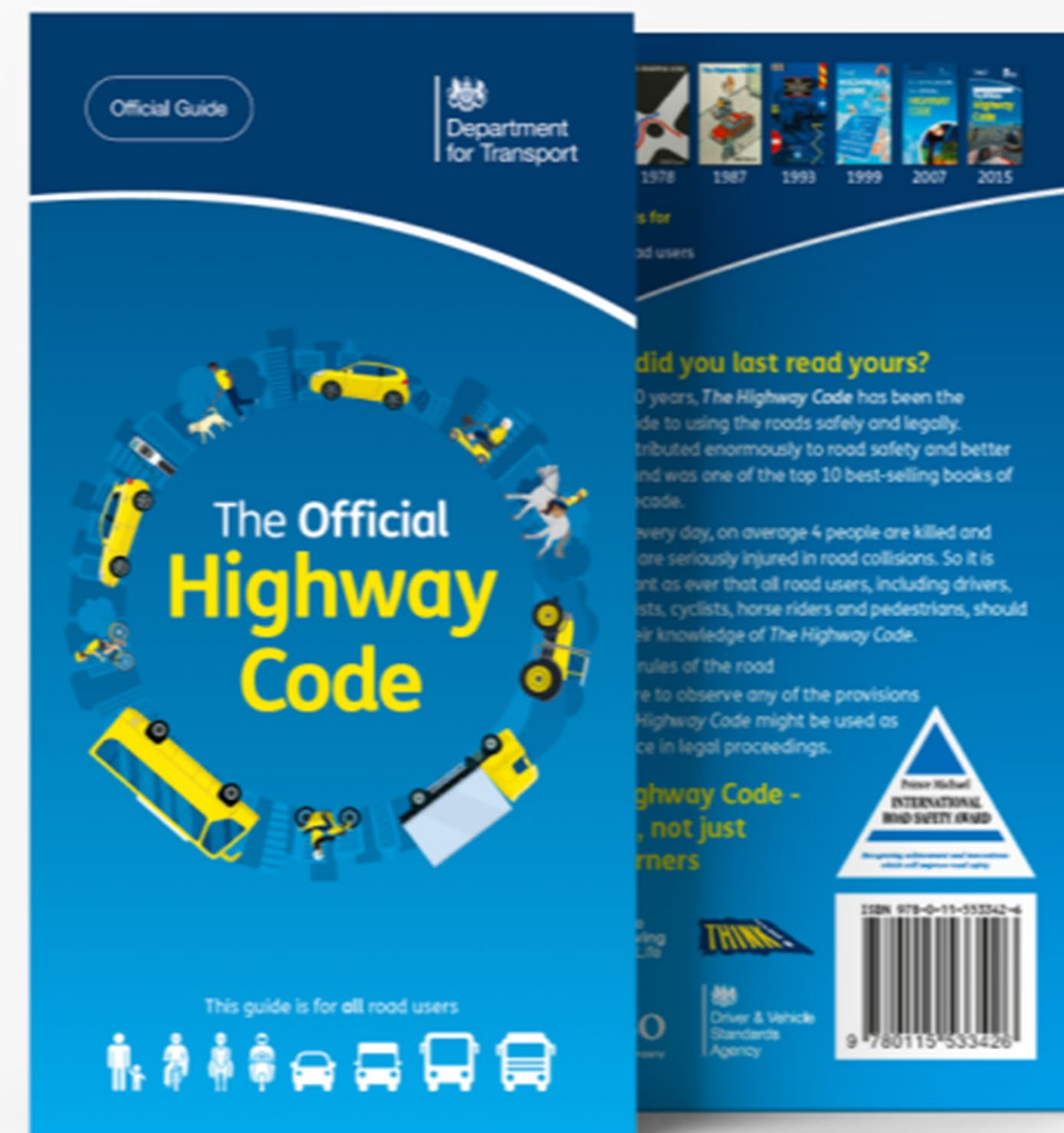
We have developed static social posts and copy for partners to be used to communicate with your key audiences on social media and digital channels from 15th February 2022. These are available in both English and Welsh versions and can be found:

**[The Highway Code Changes – 29 January 2022 | Department for Transport \(dft.gov.uk\)](#)**

Additional animated social posts will be made available in early March.

We recommend that all posts link to:


**[www.gov.uk/dft/highwaycodechanges](https://www.gov.uk/dft/highwaycodechanges)**





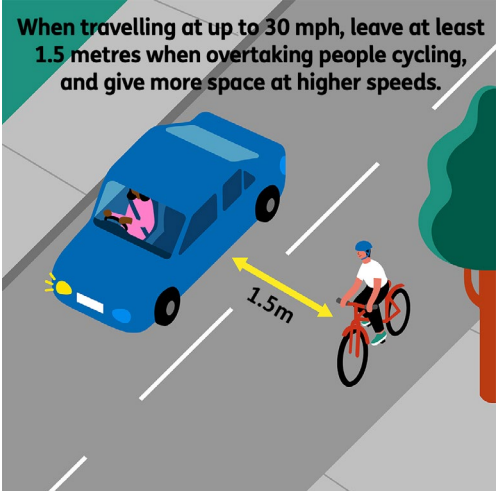
## Campaign Materials – Social Post Copy

### Suggested social post copy – English

- 

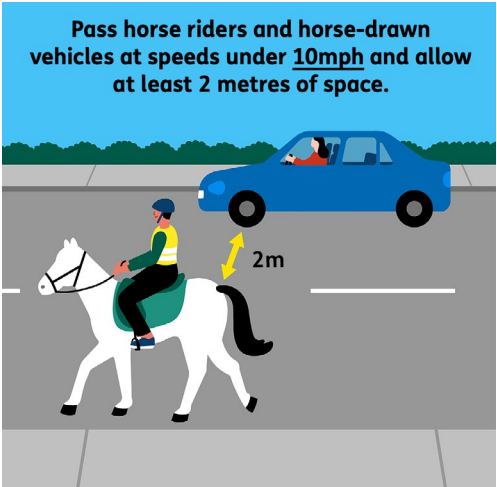
1. People crossing, waiting to cross or cycling straight ahead have priority at junctions.

Give priority to people crossing, waiting to cross or cycling straight ahead when turning in and out of junctions.

Check the changes, let's keep each other safe. **#HighwayCode**
- 

2. When travelling at up to 30 mph, leave at least 1.5 metres when overtaking people cycling, and give more space at higher speeds.

When travelling at up to 30 mph, leave at least 1.5 metres (5 feet) when overtaking people cycling and give them more space when overtaking at higher speeds.

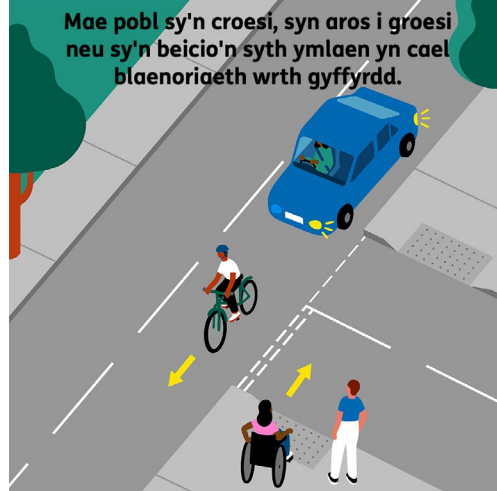
Check the changes, let's keep each other safe. **#HighwayCode**
- 

3. Pass horse riders and horse-drawn vehicles at speeds under 10mph and allow at least 2 metres of space.

Pass horse riders and horse-drawn vehicles at speeds under 10 mph and allow at least 2 metres (6.5 feet) of space.

Check the changes, let's keep each other safe. **#HighwayCode**

### Suggested social post copy – Welsh

- 

1. Mae pobl sy'n croesi, syn aros i groesi neu sy'n beicio'n syth ymlaen yn cael blaenoriaeth wrth gyffwrdd.

Rhowch flaenoriaeth i bobl sy'n croesi, sy'n aros i groesi neu sy'n beicio'n syth ymlaen wrth droi i mewn ac allan o gyffwrdd.

Gwiriwch y newidiadau, gadewch i ni gadw ein gilydd yn ddiogel. **#Rheolau'rFforddFawr**
- 

2. Wrth deithio hyd at 30mya, gadewch o leiaf 1.5 metr wrth oddiweddyd pobl sy'n beicio, a rhowch fwy o le i bobl ar gyflymder uwch.

Wrth deithio hyd at 30 mya, gadewch o leiaf 1.5 metr (5 troedfedd) wrth oddiweddyd pobl sy'n beicio a rhowch fwy o le iddynt wrth oddiweddyd ar gyflymder uwch.

Gwiriwch y newidiadau, gadewch i ni gadw ein gilydd yn ddiogel. **#Rheolau'rFforddFawr**
- 

3. Pasiwch reidwyr ceffylau a cherbydau sy'n cael eu tynnu gan geffylau ar gyflymder o dan 10mya a chaniatáu o leiaf 2 fetr o le.

Pasiwch reidwyr ceffylau a cherbydau sy'n cael eu tynnu gan geffylau ar gyflymder o dan 10 mya a chaniatáu o leiaf 2 fetr (6.5 troedfedd) o le.

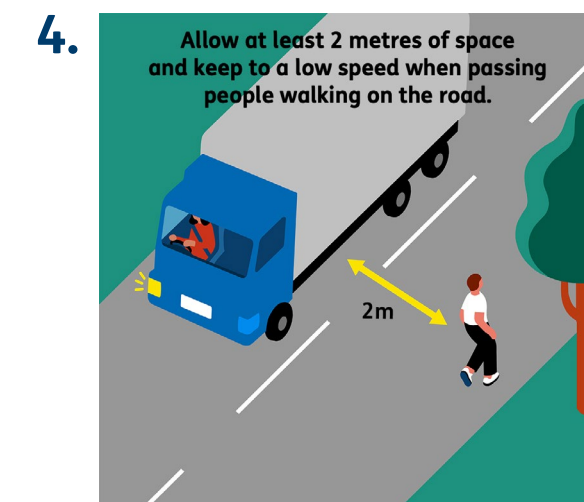
Gwiriwch y newidiadau, gadewch i ni gadw ein gilydd yn ddiogel. **#Rheolau'rFforddFawr**





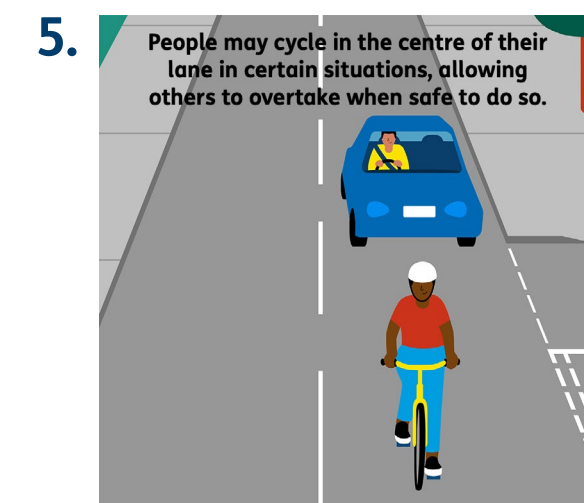
## Campaign Materials – Social Post Copy

### Suggested social post copy – English



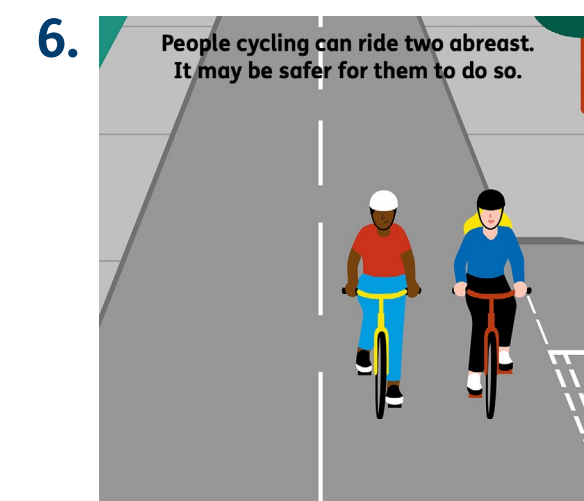
Allow at least 2 metres (6.5 feet) of space and keep to a low speed when passing people walking on the road.

Check the changes, let's keep each other safe. **#HighwayCode**



People cycling may ride in the centre of the lane on narrow or quiet roads, in slow-moving traffic, or at junctions as this may be the safest position, allowing others to overtake when it is safe to do so.

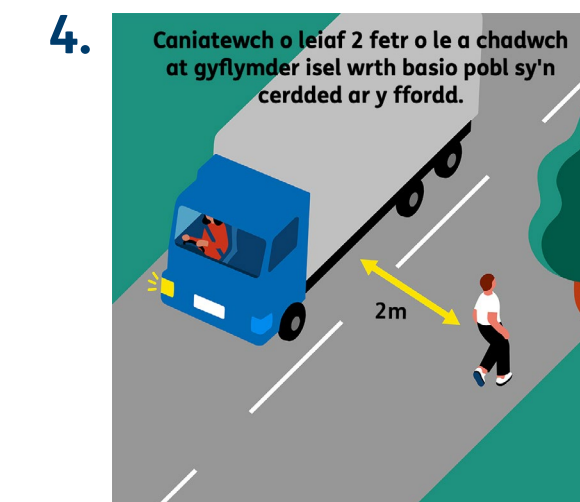
Check the changes, let's keep each other safe. **#HighwayCode**



Two people can ride two abreast and it can be safer for them to do so.

Check the changes, let's keep each other safe. **#HighwayCode**

### Suggested social post copy – Welsh



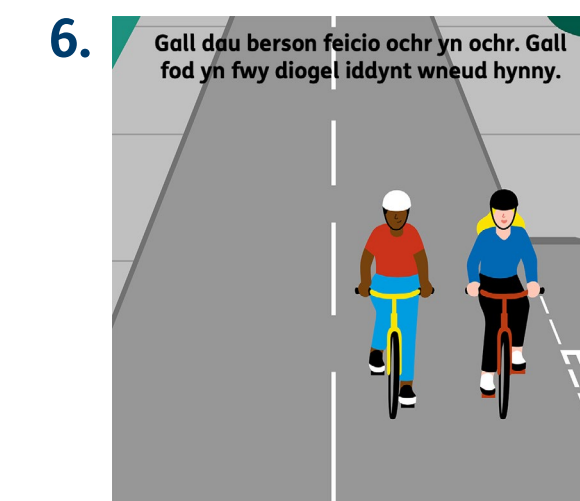
Caniatewch o leiaf 2 fetr (6.5 troedfedd) o le a chadwch at gyflymder isel wrth basio pobl sy'n cerdded ar y ffordd.

Gwiriwch y newidiadau, gadewch i ni gadw ein gilydd yn ddiogel.  
**#Rheolau'rFforddFawr**



Gall pobl feicio yng nghanol y lôn ar ffyrdd cul neu dawel, mewn traffig sy'n symud yn araf, neu ar gyffyrdd oherwydd efallai mai dyma'r lle mwyaf diogel, gan ganiatáu i eraill oddiweddyd pan yw'n ddiogel i wneud hynny.

Gwiriwch y newidiadau, gadewch i ni gadw ein gilydd yn ddiogel.  
**#Rheolau'rFforddFawr**



Gall dau berson reidio ochr yn ochr a gall fod yn fwy diogel iddynt wneud hynny.

Gwiriwch y newidiadau, gadewch i ni gadw ein gilydd yn ddiogel.  
**#Rheolau'rFforddFawr**



## Campaign Materials – Social Post Copy

### Suggested social post copy – English



If they're able to, vehicle users should open their door with the hand furthest from the door, looking over their shoulder to see people walking or cycling nearby.

Check the changes, let's keep each other safe. **#HighwayCode**



However you travel, those who can cause the greatest harm have the greatest responsibility to reduce the risk they may pose to others.

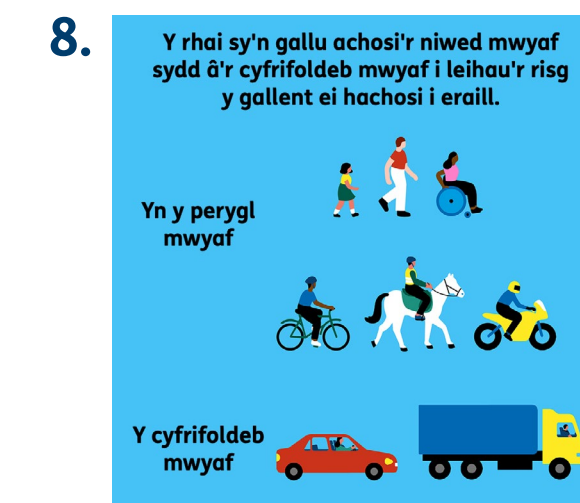
Check the changes, let's keep each other safe. **#HighwayCode**

### Suggested social post copy – Welsh



Os gallant wneud, dylai defnyddwyr cerbydau agor eu drysau gyda'r llaw bellaf o'r drws fel eu bod yn medru gweld pobl sy'n cerdded neu'n beicio y tu ôl iddynt.

Gwiriwch y newidiadau, gadewch i ni gadw ein gilydd yn ddiogel.  
**#Rheolau'rFforddFawr**



Sut bynnag rydych yn teithio, y rhai sy'n gallu achosi'r niwed mwyaf sydd â'r cyfrifoldeb mwyaf i leihau'r risg y gallent ei hachosi i eraill.

Gwiriwch y newidiadau, gadewch i ni gadw ein gilydd yn ddiogel.  
**#Rheolau'rFforddFawr**

Please note, animated social assets will be available shortly.







# Campaign Materials – Key messages for your website and comms

You can add the below key messages to your website (e.g. on the home or news pages), and / or use it as the basis for any comms to members / internal stakeholders.

## 2022 Updates to The Highway Code

As of 29th January 2022, The Highway Code has changed. These advisory changes have been implemented to improve safety for people walking, cycling and horse riding. Every road user still has a responsibility to keep themselves and each other safe, and the changes mean being ready to give priority, leave space and be considerate of others.

In summary, irrespective of your method of transport, 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.

### This means:

- Giving people crossing and waiting to cross and cyclists or people cycling going straight ahead priority when turning in and out of junctions.
- Giving plenty of space when passing people cycling and horse riders.
- And making sure we're acting with responsibility and respect to all road users.

### Specifically:

- You now should give people crossing and waiting to cross and cyclists going straight ahead priority when turning in and out of junctions.
- You now should leave at least 1.5 metres when overtaking people cycling at speeds of up to 30mph, and give them more space when overtaking at higher speeds.
- When driving, you should now pass horse riders and horse-drawn vehicles at speeds under 10 mph and allow at least 2 metres of space.
- You should now allow at least 2 metres of space and keep to a low speed when passing a pedestrian who is walking in the road.
- Car users should now open their doors with the hand furthest from the door, to help them look over their shoulder to see cyclists or pedestrians nearby.
- People may cycle in the centre of the lane or two abreast for their own safety, whilst allowing others to overtake when it is safe for them to do so.

The changes can be viewed in full [here](https://www.gov.uk/dft/highwaycodechanges) or by visiting:  
[www.gov.uk/dft/highwaycodechanges](https://www.gov.uk/dft/highwaycodechanges)



# Displaying Accessible Content

## Language

Write in language that's as simple as possible. Research shows that everyone prefers simple language, because it allows them to understand information as quickly as possible.

Where you need to use technical terms, abbreviations, or acronyms, explain what they mean the first time you use them.

## Images

Online images need alternative text (alt text). If you use an image to convey information that is essential to understanding the page content – for example, a diagram that explains something – include alt text that gives screen reader users the same information. If an image is purely decorative or is explained in the text on the page, use empty alt text – indicated by `""` (a pair of double quotes with no space).

Make illustrations and photographs as large as possible without being grainy.

### Avoid:

- Using photos that contain a lot of detail or in which the foreground and background are not well contrasted.
- Putting text over images.
- Fitting text around images if this means lines of text start in a different place.



## Contact us

If you have any questions or feedback on communications please don't hesitate to get in touch with: **DfTPUBLICITY@dft.gov.uk**  
For queries on The Highway Code changes themselves, please contact **HighwayCodeReview2020@dft.gov.uk**.

## Evaluating Activity

We would be grateful if you could let us know any quantitative or qualitative feedback on your activity so we can continue to implement key learnings.

**Thank you – Together we can make the roads safer for everyone.**

