Humanising People on Bikes: Campaign Launched on Fuel Pumps At 3 West Country Petrol Stations

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Fuel Pump AdNozzles Campaign Launches Across Three West Country Stations to Humanise People on Bikes

- Grassroots pilot launches targeted fuel pump advertising at three select forecourts in Willsbridge, Bristol and Bath to bridge the social divide.

- hook: ***"Over 39% of local motorists surveyed admit they feel unsure or neutral about the safest way to pass a person on a bicycle on winding country roads"***

BRISTOL, UK – 29 July 2026 – A localized road safety initiative has taken over three select petrol stations across the West Country today, placing powerful reminders of human vulnerability directly into the hands of motorists.

Led by Bitton and Oldland Cycling Club (BOCC) in partnership with the Bristol Cycling Campaign, Bath's Bicycle Mayor, Walk Ride Bath and the global More than A Cyclist campaign, the 'More Than A Cyclist' (MTAC) West Country Pilot has officially launched a targeted ambient advertising campaign. For the next four weeks, custom-printed 'AdNozzles' will be active across just three strategic regional forecourts: the local Willsbridge garage, one station in Bristol, and one in Bath.

The physical campaign, running until 26 July, features striking 'More Than A Cyclist' split-image portraits displayed directly on the petrol pumps. These visuals juxtapose individuals in their cycling gear alongside their everyday professional and family identities—reminding drivers that the person they are overtaking is a teacher, shopkeeper, partner or parent.

The three-station pilot was informed by a revealing local pre-campaign traffic survey. The data collected from regional road users highlighted a critical vulnerability in motorist confidence: more than 28% of surveyed local drivers admitted they occasionally feel anxious or unsure about the safest way to pass a person on a bicycle on winding country roads.

By utilizing the 2-3 minutes while motorists hold the fuel pump, the campaign aims to replace frustration with empathy, to offer a human reminder of the passing space required by the Highway Code.

"Local motorists aren't looking for conflict—they are looking for clarity," says Steve Cox, Chair of Bitton and Oldland Cycling Club and Local Representative for Cycling UK. "Winding country lanes can be stressful for both drivers and cyclists. By placing powerful images directly onto the fuel pumps at Willsbridge and our two other pilot sites, we are aiming to break down an artificial 'us vs them' barrier. We're reminding our driving community that people on bikes aren't traffic obstacles; they are vulnerable neighbours, friends and colleagues just trying to get home safely."

The summer pilot acts as a tight, focused blueprint for grassroots safety. The campaign will culminate later this year in a flagship public event in Bristol hosted by a nationally renowned cyclist and author, anchoring a wider conversation on street designs that prioritize human life.

Media:





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Riders from across the West Country are being encouraged to support the initiative throughout July by photographing the adnozzles in situ at the three locations and sharing them across social platforms tagging @morethanacyclist #iammorethanacyclist to amplify the message.

QUOTES FOR EDITORIAL USE

Quote 1 – Amy, club member, Bitton and Oldland Cycling Club

"I ride my bike to keep fit after an illness, but underneath the helmet, I'm just a local mum, an animal carer, and a fundraiser trying to get home. Please check your mirrors, slow down, and let's look after each other out there."

Quote 2 – Pete Dyson, Bicycle Mayor, Bath

"*The West Country needs a mindset shift in how we share our road spaces. Less toxic rhetoric and more shared humanity is part of a truly safe, liveable and inclusive community of road users. I hope this three-station pilot gives people pause for thought right at the moment they're out on the road."*

Quote 3 - Martyn, club member, Bitton and Oldland Cycling Club

"Squeezing past a cyclist in a dangerous spot to save two seconds on your commute isn't worth a life. Please fall back, be patient, and don't compromise a rider's safety for the sake of impatience."

Quote 4 - Ian Pond, Chairperson, Bristol Cycling Campaign

"This is a great initiative by Bitton and Oldland Cycling Club (BOCC) to not only bring the "More Than A Cyclist" (MTAC) campaign to our region, but also to place it at local petrol stations to directly reach drivers on the road. We fully support the campaign objectives. It's good to be reminded that whilst we all have pressing priorities, the people on bikes, we see, are first and foremost people, who just want to get to work or home to their families safely, the same as all the other users of the road. Let's all ensure that happens."

ENDS

Notes to Editors:

About Bitton and Oldland Cycling Club (BOCC) bittonandoldlandcc.com

Affiliated with Cycling UK, BOCC is a progressive, community-focused cycling club rooted in South Gloucestershire. Reviving an inclusive 1888 ethos, the club prioritises social riding, active travel advocacy and road safety for riders of all abilities aged "8 to 80."

About More Than A Cyclist (MTAC): morethanacyclist.org

More Than A Cyclist is a volunteer-led advocacy campaign dedicated to humanising bicycle users to improve road safety and mutual respect. The Summer 2026 West Country Pilot represents a localized, multi-agency push combining grassroots cycling clubs with city-wide active travel campaigns across three select fuel stations.

Data Source:

Statistical insight drawn from the MTAC West Country Pre-Campaign Local Traffic Survey (June 2026), evaluating regional driver behavior, confidence metrics and attitudinal sentiment regarding multi-modal road usage.

Media Contacts & Asset Pack:

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High-Resolution Imagery:

1. Photographs of the newly installed 'AdNozzles' at the Willsbridge forecourt and other pilot sites.

2. High-res campaign split-image featuring the official 'More Than A Cyclist' artwork.

Further images are available for download here
https://drive.google.com/drive/folders/1mlqdIF0XcMf9BcbwvZkiB21EayWXaodM

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View Online

Additional Assets:

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