



## GEOGRAPHY

College of Life and Environmental Sciences  
Amory Building  
Rennes Drive  
Exeter  
UK EX4 4RJ

Telephone +44 (0)1392 723337  
Email [S.Lampkin@exeter.ac.uk](mailto:S.Lampkin@exeter.ac.uk)

## PARTICIPANT INFORMATION SHEET

### COMMUTE EXETER

#### Part of the Engaged Smart Transport Project

This research aims to work with people in and around Exeter to find ways to reduce traffic congestion. Please read the following information carefully and talk to others about the study if you wish. Please ask if there is anything that is not clear or if you would like more information.

**What is the study called?** Commute Exeter, which is part of the Engaged Smart Transport Project: [www.commute-exeter.com](http://www.commute-exeter.com)

**What is the study about?** The research aims to understand the ways that people travel to and from work or study in the city of Exeter and to find ways to reduce congestion in the city. In the first phase of the project, completed between May and November 2016, a large survey of 3,050 commuters was undertaken, which you may well have completed. The results highlighted that people who use a range of travel modes for commuting were likely to be influenced by a number of factors, such as weather conditions, quality of travel information and weather forecasts, and also the potential benefits of certain travel modes on personal health, wellbeing and the environment. In the second phase, we want to explore these issues in detail with people who mainly use one of five specific travel modes (e.g. mostly commute by car or by public transport) to understand more about their journeys and also to work with them to think about possible ways of reducing congestion in the city.

**On the basis of these explorations, we are now at the exciting stage of beginning to design and test some information and message-based interventions to see how certain kinds of commuting behaviour could be changed and the effectiveness of these messages for commuters.**

The study's project manager is Dr. Sal Lampkin. The study is led by Professor Stewart Barr, Dr. Sal Lampkin, Dr. Danny Williamson and Dr. Laura Dawkins at the University of Exeter. The study is being undertaken in partnership with Exeter City Council, Devon County Council, NTT Data, Dynniq, Vaisala and Black Swan.

**What will I have to do and how can I be selected?** If selected (see below), you will be part of a panel of individuals who will be part of a trial to test the role of messages in influencing decisions about how to travel to work/study into or within Exeter. The trial will last for 20 working days, starting on 19 June and ending on 14 July 2017.

To be eligible to participate, you must meet the following criteria:

- You are aged 18 or over and typically commute into or within Exeter for work, college or university at least 16 working days (Mondays to Fridays) per month;
- You are expecting to commute to work/study in your typical pattern for the period 19 June-14 July 2017 i.e. have no more than one or two days away during that period;
- If you generally use a motor vehicle to commute, you also use another mode of transport some of the time (e.g. public transport, walk/run, cycle);

or

- If you generally walk/run, cycle, use public transport or a combination of modes, you also use a motor vehicle some of the time.

If you meet these criteria, you will need to complete a very short online survey by the end of Sunday 4 June, which we will use to select participants for the trial. A link to the survey is provided in the invitation e-mail. Because we are looking for a good balance between the different kinds of commuter that we are working in our research, and we are limited to 150 places, this means we might not be able to accept everybody who applies for the trial, and we may need to select on a first come first served basis.

If you are selected for the trial, we will ask you to:

1. Receive a short briefing e-mail from a researcher to support you in understanding how to participate in the trial;
2. Be able to use a smartphone to receive a daily text message on 20 of the days during the trial period of 19 June to 14 July, providing messages and information about commuting choices;
3. Be able to use a smartphone to access a link provided to record the travel mode(s) you used on each of the days you commuted to work/study during this period;
4. Post any individual private feedback on a website to record your reactions to the messages and your commuting experience on a daily basis;
5. Attend a 90 minute post-trial workshop at the University of Exeter to provide feedback on the trial (early evening on a weekday, date to be advised).

**Do I have to take part?** Participation is entirely voluntary and you are free to withdraw at any time, without giving a reason. If you are selected, we will ask you to sign a consent form to show you have agreed to take part, and doing so does not affect you taking part in other research in the future. **Please note that to receive the voucher-based incentive detailed below, you will need to complete steps 1 to 3 as detailed above as a minimum (i.e. to receive a briefing by e-mail, receive all text messages and record your travel mode(s) for all days that you commute to work/study, which must be at least 16 working days during the trial period).**

**What am I being asked to do?** We will send you a text message on 20 of the days during the trial period of 19 June to 14 July, which will contain messages and information about commuting choices in and around Exeter. Our trial aims to test the effectiveness of these messages in helping commuters make decisions about their daily commute. We will ask you for feedback, which you can provide on a daily basis online, as well as at a debrief workshop at the end of the trial. We will also ask you to record how you travelled to work/study at the end of each day during the trial. In some cases, messages will provide information and messages about considering using a different travel mode to that which you normally use. It is important to note that all messages are being used solely for experimental purposes and are being used purely as tests of different kinds of information, which you may or may not find helpful. Any decision you make to use an alternative travel mode during the trial period lies solely with you, and the University accepts no liability for any loss, damage or personal injury that might arise from using an alternative mode.

**Will my taking part in the study be kept confidential?** Yes. All views, opinions and knowledge shared at the post-trial feedback workshop will be treated in confidence by the research team. As part of signing the consent form, we will ask you to agree that we can use anonymised transcripts from the workshop as part of the research process, in the form of writing reports, publications and wider dissemination. At no point will it be possible for an individual to be identified and we will use pseudonyms when quoting from workshop material.

We will also ask all members of the post-trial workshop to agree that no one should discuss what named individual people have said beyond the workshop session. This is to ensure that people can express their views honestly, without prejudice.

**What are the possible benefits of taking part?** The main purpose of the research is to find ways to help reduce congestion in Exeter and to improve the travel experience of commuters in the city. You can play your part in testing specific approaches and giving us feedback on messages to help reduce congestion in Exeter and to evaluate their effectiveness. This will inform providers of transport services and the local authorities when planning what they do in the future.

**What incentive are you offering to take part?** If selected, in recognition of the time you will spend completing the survey, receiving messages, recording your experiences and attending the short feedback workshop, we will offer each participant £80 in High Street shopping vouchers (<https://www.highstreetvouchers.com/>). ***To receive a voucher, you will need to, as a minimum, receive the e-mail briefing, receive daily text messages and record the travel mode(s) you use for each day that you commute during the 20 day trial period (which must be a minimum of 16 days commuting to work/study during the trial, as noted above).***

**What happens if I change my mind?** Please feel free to say no at any time by informing Dr. Sal Lampkin, who is the project manager at the University of Exeter. There is no need to give a reason and no one will contact you and try to persuade you to join/remain on the study. The decision to participate is yours and we are very grateful for your time.

**What if there is a problem?** If you have a concern about any aspect of this study, you should speak to the project manager (Dr. Sal Lampkin, tel: 01392 723337). If you remain unhappy and wish to complain formally, you can do this through the University of Exeter Complaints Procedure. Details can be obtained from the University of Exeter website.

**What will happen to the information I provide?** Personal data will be kept confidential and anonymised. Mobile phone numbers will only be used for the purposes of the research and will be permanently deleted from the University's database immediately on completion of the research. All data will be kept in a locked cabinets and in password protected electronic files, and the voice recordings will be destroyed at the end of the study period or not more than five years after the end of the project. All participants will be assigned pseudonyms, with only the study scientists being able to link codes to participants. For the purposes of the analysis, data will be shared with other researchers but only in an anonymised form. As part of the funding regulations governing the study, all anonymised study materials will be deposited with the UK Data Service for the benefit of other UK registered researchers.

**Who is organising and funding this study?** The study is led by the University of Exeter and funded via the UK Natural Environment Research Council (NERC) as part of the UK Government's Innovate UK scheme.

**Who has reviewed this study?** This study has been reviewed and approved by the University of Exeter's Geography Ethics Committee.

**Further information and contact details:**

Dr. Sal Lampkin Tel: 01392 723337 Email: [S.Lampkin@exeter.ac.uk](mailto:S.Lampkin@exeter.ac.uk)