



Birmingham
City Council



EVALUATION OF THE 'TRAVEL SMART' SAFE AND ACTIVE MOBILITY CAMPAIGN

6th November 2023

Report compiled by – Professor David Broom – ad5173@coventry.ac.uk

Contents Page

Contents	Page Number
Executive Summary	3
Introduction	5
Aim	5
Key Personnel and Meetings	6
Definitions of Key Terms	6
Ethical Approval	7
Review of Campaign Materials	8
Social Media Presence	10
Radio Interviews	12
Observation of the Travel Smart Event	17
Interviews with Residents	21
Interviews with Campaign Developers and Promoters	23
General Discussion	27
Plausibility Statements	28
Recommendations	28
Strengths and Limitations	29
Conclusion	30
Appendices	32

Executive Summary

The aims of the Travel Smart campaign implemented by Hawkmoth Consulting were to:

- 1) increase active mobility and inspire positive behaviour change among ethnic minorities.
- 2) reduce road safety concerns that have been barriers to the use of walking and cycling as a means of movement around Birmingham city.

The campaign was targeted in 10 focus wards of the city which are ethnically diverse, but importantly the prevalence of people meeting physical activity guidelines to benefit health is lower than the national average in these wards.

The main aim of this evaluation was to state if it is plausible that the Travel Smart campaign has encouraged the residents of the focus wards to change their behaviour with regards to undertaking more active travel.

The following work was undertaken:

1) Review of Campaign Materials

Due to their experience of working in health promotion the principal evaluator gave feedback on the campaign materials to ensure they were optimal and fit for purpose. Hawkmoth consulting were receptive to the feedback and made amends.

2) Analysis of Social Media Presence

Hawkmoth shared content on Facebook and X (formerly Twitter). Whilst there was a clear effort made by Hawkmoth to post regularly on social media with some evidence of engagement by followers from the community and residents of Birmingham, this was by no means substantial. Hawkmoth estimated 5500 impressions were made.

3) Analysis of Radio Interviews

Two notable figures were interviewed separately by two different radio stations. Humera Sultan, Consultant in Public Health and NIHR Predoctoral Local Authority Fellow was interviewed by Unity FM Birmingham which is the UK's largest Muslim community radio station. Dr Justin Varney, Director of Public Health for Birmingham City Council was interviewed by Rajo Radio the first radio station for the Somali community in Birmingham, based in Small Heath. Both interviews discussed the Travel Smart campaign and effectively communicated key messages to increase reach.

4) Observation of a Travel Smart Event

Hawkmoth and The Active Wellbeing Society organised a face-to-face Travel Smart event on Tuesday 30th May 2023 that took place at Birmingham Central Mosque (180

Belgrave Middleway, Birmingham, B12 0XS). The focus of the event was engaging young people and trying to encourage them to cycle more. The sessions were well attended by children and parents.

5) Interviews with Residents

Two residents who were Somali female adults who attended the Travel Smart Event agreed to be interviewed about the campaign. The interviews were conducted over the phone and recorded using a Dictaphone.

Hawkmoth estimated that over 100 000 people were reached via all media coverage.

6) Interviews with Campaign Developers and Promoters

Two developers and promoters who were heavily involved in the inception and implementation of the Travel Smart campaign agreed to be interviewed. One interview was conducted over the phone and recorded using a Dictaphone. Another took place online using Microsoft teams.

Conclusion

The Travel Smart campaign targeted 10 focus wards in which the populations are ethnically diverse and physical activity behaviour is lower than the national average. The aim of the campaign was to increase active travel and reduce road safety concerns in these wards. Through a programme of work that has included 6 elements it can be stated that:

It is plausible that the Travel Smart campaign has had a positive impact on the focus wards by encouraging active travel.

It is plausible that road safety concerns that have been barriers to the use of walking and cycling as a means of movement around the city have been reduced.

Birmingham City Council are now encouraged to disseminate the findings of this report to those with a remit for public health and the transport department and sport and leisure departments. A city-wide campaign is encouraged as well as a further campaign targeting children and young people in schools and community youth groups.

“If you travel smart it’s good for your body, your health and your wallet”.

Adapted from Justin Varney – Director of Public Health, BCC.

For clarification on any aspects of this report please contact the Principal Evaluator – Prof David Broom email: ad5173@coventry.ac.uk

Introduction

Following a competitive application tender process, Professor David Broom from the Institute of Health and Wellbeing at Coventry University was awarded £5,000 to evaluate the 'Travel Smart' campaign developed by Hawkmoth Consulting. An evaluation framework was compiled, consulted, agreed on and subsequently implemented.

The aims of the campaign were to 1) increase active mobility and inspire positive behaviour change among ethnic minorities and 2) reduce road safety concerns that have been barriers to the use of walking and cycling as a means of movement around the city.

The campaign was targeted in 10 focus wards of the city which are ethnically diverse, but importantly the prevalence of people meeting physical activity guidelines to benefit health is lower than the national average in these wards.

Aim

The main aim of this evaluation was to state if it is plausible that the Travel Smart campaign has encouraged the residents of the focus wards to change their behaviour with regards to undertaking more active travel.

Key Personnel and Meetings

The personnel involved in this evaluation are as follows:

Coventry University (CU) - Evaluator

David Broom – Principal Evaluator.

Birmingham City Council (BCC) - Funder

Rhona Duff – Senior Programme Officer – Public Health Team.

Ibrahim Subdurally-Plon – Service Lead – Public Health Team.

Hawkmoth Consulting (HC) – Campaign Developers

Marya Arian – Global Managing Director.

Ben Wright – Chief Executive Officer.

Following commissioning, meetings occurred at opportune moments of the evaluation life cycle and were always attended by representatives from CU, BCC and HC. The purpose of these regular meetings was to agree on the aim of the evaluation, methods and tools to be used as well to discuss key issues including updates on progress.

Definitions of Key Terms

It is important to have a clear understanding of the key terms that will be used in this report. Definitions are therefore provided as follows:

Active Travel / Commuting

Active travel refers to modes of travel that involve physical activity for all or part of the journey so can include motorised means of public transport. Whilst modes are typically walking and cycling, active travel can also include trips made by wheelchair, mobility scooters, adapted cycles, e-cycles and scooters.

Exercise

A subset of physical activity that is planned, structured, and repetitive and has as a final or an intermediate objective being the improvement or maintenance of physical fitness.

Moderate Intensity Physical Activity

Physical Activity that makes you breathe harder and become slightly warmer than normal. You would be able to hold a conversation when being physically active but can't sing. An example would be walking at a brisk pace.

Physical Activity

Any voluntary bodily movement produced by skeletal muscles that requires energy expenditure above rest.

Physical Inactivity

A lack of moderate-to-vigorous physical activity in a person's lifestyle typically classified by not meeting physical activity recommendations to improve health.

Sedentary Behaviour

Any waking behaviour characterised by an energy expenditure ≤ 1.5 metabolic equivalents (METs), while in a sitting, reclining or lying posture.

Vigorous Intensity Physical Activity

Physical Activity that makes you breathe much harder and become warmer than normal. You would not be able to hold a conversation when being physically active. An example would be running or fast cycling.

Ethical Approval

The principal evaluator applied for ethical approval from Coventry University ethics committee to conduct the work presented in this report which was granted following scrutiny (Project number - P145617).

The report now presents work that has been undertaken by the principal evaluator in the following sections:

- 1) Review of Campaign Materials
- 2) Social Media Presence
- 3) Radio Interviews
- 4) Observation of a Travel Smart Event
- 5) Interviews with Residents
- 6) Interviews with Campaign Developers and Promoters.

This is followed by a general discussion of the findings, recommendations, strengths and limitations and conclusion.

1) Review of Campaign Materials

The principal evaluator formerly worked for and started his career at the British Heart Foundation National Centre for Physical Activity and Health. He was responsible for the design and implementation of physical activity resources and educational materials to support health professionals to promote physical activity to the general public. More recently he has reviewed physical activity related public facing materials for AgeUK as well Solihull Active Minds leading to important changes following feedback provided.


Having also been commissioned by BCC to evaluate a physical activity related health literacy toolkit, the principal evaluator was therefore experienced and well placed to provide feedback on the campaign materials. HC were receptive to this and one example of a draft Travel Smart promotional material that was reviewed is as follows:



There are number of positives to this promotional material including that it is visually stimulating, gender stereotypical colours (pink and blue) are used, the person looks happy reinforcing that active travel is a positive behaviour. The person walking is ethnic minority (the target audience) and is waking in an area where behaviour change would be encouraged. The messaging is also clear and appropriate.

However, there are a number of negatives to this campaign material. The orange colour is distracting and clashes. Despite trying to keep some continuity of colour use with a previous physical activity campaign (Tola Time) it simply does not work or look right. The person walking is holding what could potentially be a hot cup of coffee and the carrying of the bag is not ergonomically sound, so safety is compromised and therefore sending out the wrong message.

Reassuringly, HC received this feedback in the spirit with which it was intended and made changes. The following are examples of Travel Smart materials that were distributed as part of the campaign:



WALK + CYCLE = SAVE MONEY


TRAVEL SMART
IT ALL ADDS UP!

LET'S SAVE TOGETHER
Walking and cycling can help you and your family make valuable savings on weekly travel costs. Check out the Tola Time social media for tips on little changes with huge savings.

GET SMART TRAVEL SMART!
Facebook.com/TolaTime
Twitter.com/ItsTolaTime

**BE BOLD
BE BIRMINGHAM**

TOLA TIME!



SOCODKA IYO BAASKIIL WADIDDA = WAA ADIGOO LACAG KEYDSADAY


TRAVEL SMART
IT ALL ADDS UP!

AAN WADA KEYDSANNO!
Socodka iyo baaskiil wadidda ayaa adiga iyo qoyskaada idinka caawin kara inaad dhintaan qarashka idinkaga bixi lahaa gaadiidka todobaad kasta. Si aad u keydsato lacagaha yaryar ee marka ay bataan noqon kar lacag badan fadlan booqo boggeena baraha bulshada ee Tola Time.

GET SMART TRAVEL SMART!
Facebook.com/TolaTime
Twitter.com/ItsTolaTime

**BE BOLD
BE BIRMINGHAM**

TOLA TIME!



WALK + CYCLE = SAVE MONEY

TRAVEL SMART
IT ALL ADDS UP!

Birmingham City Council

HC co-produced the Somali-language poster by discussing language elements which capture a positive tone, with translation of the poster conducted by journalists at BBC News Somali.

Through consultation with members of the Sikh community HC ascertained that the majority cannot read their mother tongue (i.e. Gurmukhi) with greater comfort with reading the English language. A co-production session showed that the image of the Sikh man was striking and attracted the attention of community members. The final poster for the Sikh community therefore used an image of a Sikh man but English language text.

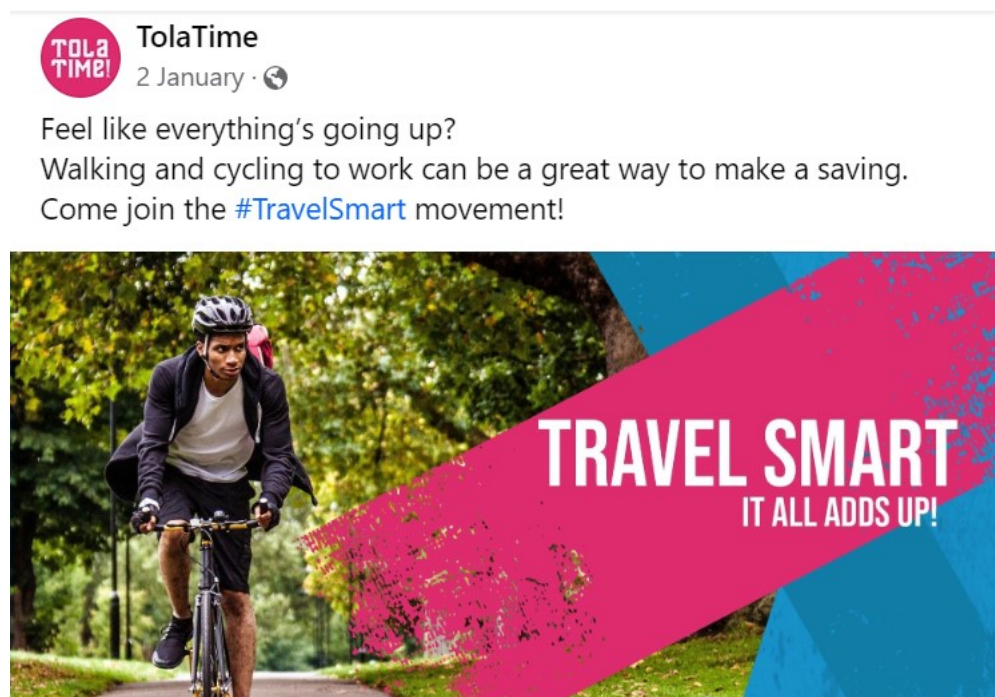
It is the principal evaluator's expert opinion that HC took on board his feedback and the promotional materials could be distributed to achieve the aims of the Travel Smart campaign. Thereafter, the posters were displayed at 20 different inner-city sites, including churches, mosques, Sikh and Hindu temples and community centres.

2) Social Media Presence

HC shared content via two popular social channels:

- 1) **Facebook:** - <https://www.facebook.com/tolatime>

The Facebook page of the previously distributed 'Tola Time' campaign was used which was sensible in order to provide some continuity. Dissemination of the Travel Smart campaign on Facebook began on the 2nd January 2023 with evidence as follows:



There were regular posts throughout the campaign period using Travel Smart branded materials as well as advertisements of initiatives by other key stakeholders such as The Active Wellbeing Society (TAWS) to encourage active travel. There were also posts from notable community figures e.g. Councillor Liz Clements commenting on her bike ride home as she embraced putting the ideas of the Travel Smart campaign into action.

The final post was on 7th June 2023 and as of November 2023 the Facebook page has accrued 239 likes and 279 followers.

2) X (formerly Twitter): <https://twitter.com/ItsTolaTime>

During the campaigns life cycle, the X page showcased 107 posts and as of November 2023 had 82 people following. Similar to Facebook, the posts promoted the Travel Smart campaign materials, active travel related initiatives and case studies from community figures. The last post was on June 3rd 2023 with evidence as follows:



Whilst there was clear effort made by HC to post regularly on social media with some evidence of engagement by followers from the community and residents of Birmingham, this was by no means substantial. Key stakeholders should have made more effort to like and share posts and this will be actively encouraged in the future.

3) Radio Interviews

The target communities were engaged by other local media outlets in which radio is popular. Two notable figures were interviewed separately by two different radio stations as follows:

1. Unity FM Birmingham

Humera Sultan, Consultant in Public Health and NIHR Predoctoral Local Authority Fellow was interviewed by Unity FM Birmingham which is the UK's largest Muslim community radio station. She was interviewed by Hafsha Sheikh on 'Get Families Talking' which is a popular show aired every Thursday at 5-6 pm.

The radio stations website states that Hafsha is passionate about the importance of families learning together. Every week different guests are introduced to listeners with

exciting discussions that stimulate different generations of families into healthy conversations.



The focus of the discussion for this interview was the promotion of the Travel Smart campaign.

Key Messages

The following are some of the key messages and points of discussion from the interview:

- The launch of the Travel Smart campaign coincides with half term which is a great time to get families moving together.
- Travel Smart is about getting people to think about how they move around Birmingham city using the car less and walking and cycling more.
- The cost of living crisis is hitting everybody hard but walking is free.
- The AA have presented evidence that it costs each family nearly a thousand pounds in petrol per year. It is ironic that the president of the AA is encouraging walking and cycling when they should be promoting car use.
- Humera is a local resident who has lived and breathed these issues in Birmingham for over 30 years.

- Think about leaving the car keys behind. Humera shared her experience of walking the children to school at least 4 days a week. It is moderate intensity physical activity that can improve health.
- It's more than just exercise. Children and families can learn together such as colours of cars and about nature. Conversations in the car are different to those when walking.
- Car travel was denigrated due to the stress and lack of parking. The planet is for our children so why use the car for short journeys?
- There is a climate change crisis and less driving means less pollution.
- There is a big push to use more green spaces and parks throughout the city.
- The main thing is how do we get families to save money. Walk and cycle more.
- Humera highlighted that the Quran states we are custodians for the planet and the prophet Mohammed promotes this.
- One family can have an impact even if for just 1 day a week they walk the kids to school instead of drive. That impact is much greater if many families do the same.
- There was a very humorous analogy mentioned that if you think something small isn't going to have a big impact try going to bed with a mosquito.
- The benefits of being able to walk more were stated including reduces the risk of cardiovascular disease, diabetes and there are major concerns in Birmingham regarding childhood obesity and diabetes.

There were lots of positives from this interview:

- Humera was able to draw on own experience of being a mum, living in Birmingham and learning to cycle and swim in adult life which the audience would be able to relate to.
- She was empathetic that it is hard to change behaviour.
- It was clear that children learn from their parents so listeners were encouraged to set a target for the family.
- Discussed safety related issues including walking on roads and cycle awareness.
- Sound promotion of other organisations work and initiatives such as TAWS.
- Sound promotion of PA promoting schemes such as cycle lanes, low traffic neighbourhoods.
- Sound promotion of PA interventions e.g. Park Run and opportunities offered by the Saheli Hub.
- The content was clear and understandable and delivered with passion and enthusiasm.
- The interviewer did not try and catch the interviewee out and facilitated discussion of important issues. Excellent rapport was established, there was no stumbling or inability to respond to questions.

There were only a few negatives:

- There was a comment made by Hafsha that shopping should be delivered to the home. This does not promote physical activity due to the associated loss of walking or wheeling.
- Whilst relaying personal experience is endearing it is not advisable to mention family members by name or age due to potential safeguarding concerns.
- There was mention of smoking cessation when the focus should be on physical activity promotion. Too many health promotion messages could confuse the audience.

The interview duration was 26 minutes which is very good airtime for the Travel Smart campaign at no cost. The Unity FM Birmingham website states that the Get Families Talking show always ends with the hope that conversations continue at home and that 'when the show starts, families listen. When the listening finishes, families get talking' and it is plausible that this will have been achieved following a successful interview.

2. Rajo Radio

Rajo Radio is the first radio station for the Somali community in Birmingham, based in Small Heath. Rajoradio (which means Hope Radio in Somali) was founded by Fathi Mohammed from Stechford. Fathi wanted to launch a platform with the aim of spreading awareness of important issues within the Somali and East African community.

Dr Justin Varney, Director of Public Health for Birmingham City Council was invited to discuss the Travel Smart campaign live hosted by radio presenter Abdisamad.

The link to the interview is as follows:

https://www.youtube.com/watch?fbclid=IwAR3IJrq1DgOGhpfeHRpJDVNWohilQKKAw8GDuHiq1binDZ9M1HAN9F78r2w&v=4wp_FyMf2Ag&feature=youtu.be



The focus of the discussion for this interview was the promotion of the Travel Smart campaign.

Key Messages

The following are some of the key messages and points of discussion from the interview:

- Justin gave a description of his role and typical tasks as director of public health which gave him credibility regarding the topics to be discussed.
- Context was provided in that Travel Smart was a progression from the Tola Time campaign that was disseminated in the previous year. The focus continues on the 10 wards in Birmingham that are the most ethnically diverse and have low physical activity behaviour.
- Listeners were educated about the physical activity guidelines for adults and children as well the associated health benefits.
- Travel Smart is about how you make smarter choices about how to get around the city.
- Some people are not aware that their health is also influenced by taking part in sport and physical activity which can protect yourself from disease.
- People think you have to be extreme to benefit your health in terms of doing an extreme diet or running a marathon but making small changes is much more beneficial.
- The launch of the Travel Smart campaign coincides the new year when people are at least thinking about changing their behaviour. Wanted to wait until the Spring because it is lighter in the evenings and more safe to walk and cycle.
- You don't have to revolutionise your life by giving away your car but think about how you change 1 journey a day into active travel. Even if its 1 journey a week.
- You don't have to play competitive sports to get fit. Small steps that you make through active travel are crucial.
- The best way to get activity is through frequent 10 minute bursts of activity.
- Will often find it is faster and cheaper to go by public transport at times.
- Not fun having to drive to school because of navigating the stresses of the commute.
- Travel Smart recognises the importance to the wallet by walking and cycling more.
- Can people really make a saving? There are more car share schemes coming out. If you have a big family of course it make sense to drive sometimes but most families are spending between £1-1.5k on petrol per year. Having a car is expensive and changing a number of journeys will see an impact.
- For balance there are times when using the car is essential. This campaign is about focusing on the short journeys.
- The benefits to active travel are that muscles are working so you burn calories to help control weight, increases blood flow, reduces chance of heart attack and stroke. People are less likely to have cancer and Justin gave example of

drastically reduced breast cancer risk in daughters whose mothers have experienced it.

- How safe is it to walk and cycle for families? It is safer for families in some respects and especially if in large groups as they are more visible.

There were lots of positives from this interview:

- Justin was clearly very knowledgeable about the campaign and the physical activity and health agenda.
- The interview flowed well and did not appear scripted or rehearsed.
- There was a clear sense of pride and commitment in the campaign which has been made possible by other initiatives implemented by the council including increased safety due to low traffic neighbourhoods and investment in cycle lanes.
- There was lots of advice on how to walk and cycle more including accessing cycle groups with TAWS and that attending community walks and groups is a great way to start. It was made clear that there are women only sessions if desired.
- There were key messages that less people die from walking and cycling than car journeys.
- Listeners were directed to the Travel Smart social media channels.

There were only a few negatives:

- There was a comment made that there are no negatives to being physically active which is not correct since there is always a risk of an adverse event such as a muscle injury or a serious adverse event such as a heart attack.
- The 10 minute activity bout message from the 2011 physical activity guidelines was promoted but this is no longer relevant in that the 2019 guidelines promote some is better than none even if it less than a minute of movement, but more is better.

The interview duration was 20 minutes which is very good airtime for the Travel Smart campaign at no cost. Justin stated a number of messages that resonated with the principal evaluator so the following is an adaption of a number said quotes that should be promoted in the future.

‘Travel Smart - smart for your body, smart for your health and smart for your wallet’.

N.B. A third interview was conducted by World News TV in Urdu and therefore it was not possible for the principal evaluator to analyse the content. There was also other media coverage in phoenix newspaper, World News TV, Asia TV (UK) and BCC Somali. There was not sufficient budget to analyse or evaluate the content of this media coverage.

4) Observation of the Travel Smart Event

HC and TAWS organised a face-to-face Travel Smart event on Tuesday 30th May 2023 that took place at Birmingham Central Mosque (180 Belgrave Middleway, Birmingham, B12 0XS). The focus of the event was engaging young people and trying to encourage them to cycle more. This was attended by the principal evaluator who did not have ethical clearance to speak to the children and young people or take pictures. He did not make his presence known to the children and young people and whilst he observed from afar whilst chaperoned by other key personnel, he did not record observational field notes on site so as to not cause anxiety. Attendance by the principal evaluator at the event provided an opportunity to engage with the key personnel as well as speak to parents / residents to enquire if they would be willing to be interviewed.

The schedule for the event was as follows:

Session 1: Level 1 Cycling

10.30am to 12.30pm

- This session was for children who already knew how to ride a bicycle.
- It aimed to help build their confidence to ride on the road and they could sign up for the free cycle scheme.
- There were approximately 30 children and young people who attended.
- There were 3 instructors who trained the children up to Level 1 Bikeability and the children would receive an official certificate at a later date.

Session 2: Non-riders

1pm – 3pm

- This session was for children who did not know how to ride a bicycle.
- A maximum of 9 children were allowed to attend.
- There were 3 instructors who taught the children the basics of how to ride a bicycle and they could sign up for the free cycle scheme.

A flyer to advertise the event was distributed as shown below but was predominantly attended by children and young people from the 'Dream Chaser' community youth group.



Observations

The following are some of the key observations made by the principal evaluator:

- The sessions were well attended by children and parents and they all seemed to be enjoying themselves and having fun.
- The instructors kept the children engaged and handled some children that were being disruptive very professionally.
- The staff at the mosque were very hospitable and went to great lengths to ensure the smooth running of the event. Key personnel were given a tour of the mosque.
- Rhona Duff attended and having conferred with the principal evaluator was pleased with how the event had gone.
-

The following are pictures from the event in which the appropriate permissions for use were obtained by HC. It should be noted there is evidence of the displaying of Travel Smart materials as stated in section 1 of this report.



On the next page images of the children attending the event can be seen. Permission to use these images was granted from HC.





Post Event

Post event and with the dissemination Travel Smart campaign drawing to an end, the principal evaluator interviewed a number of residents and key stakeholders. It is pertinent to address in this section of the report that during interviews he was alerted that HC had gone to great lengths and invested a lot of effort and time into organising the event which should be acknowledged.

A lot of time had also been wasted on trying to plan another event that did not go ahead. This was evidenced in email trails between HC and TAWS that were reviewed by the principal evaluator. Disappointingly there was no engagement from Cycling UK despite contact being made.

5) Interviews with Residents

After reviewing a participant information sheet (Appendix 1) and signing an informed consent form (Appendix 2) two residents who were Somali female adults who attended the Travel Smart Event agreed to be interviewed about the campaign. The interviews were conducted over the phone and recorded using a Dictaphone. The principal evaluator asked predominantly open questions using a semi-structured interview guide (Appendix 3) which included prompts. The residents were also encouraged to send the principal evaluator any thoughts or details they may have missed either directly or by HC. The following are some of the key findings from the interviews as well as pertinent quotes:

The ethnic communities really valued the Travel Smart campaign and the event:

“The Somali community are a minority among the ethnic minority communities and feel left out of many activities and initiatives. It doesn’t feel like we are in mind when initiatives are designed or executed/delivered”. Resident 1.

It was clear that the campaign and event had been planned and co-designed with the communities it was intended to target:

“It’s satisfying to see an initiative being run which is co-designed with the community, which is particularly reflected in the way the sessions have been run and by the choice of area it has been held in”. Resident 1.

The campaign materials well received and targeted:

When referring to the materials – *“They were visually attractive. Not too much information and clearly targeted”* Resident 2

The children and young people really enjoyed the Travel Smart event:

“The kids looked so happy and were truly enjoying the sessions. If they weren’t there, they’d be at home watching TV as its half-term”. Resident 1.

“It was an amazing experience for them. They looked so happy and they got a lot out of it. They clearly learned lots of new skills” Resident 2.

The residents were very complimentary of the instructors at the event:

“We had some great instructors. They were patient with the kids because there were some that were being unruly such as dropping the bikes because they weren’t able to manage their emotions. The way they handled them was really good”. Resident 2.

There were some criticisms of the event:

“What didn’t go so well is the lack of continuity. Its good to get some exposure but it needs to be continued. Within our community there is a lot of people that come in but then there is no follow up. We really need to think about how to maintain these initiatives for our community”. Resident 2.

It was clear that the event and campaign could tackle stubborn inequalities between males and females:

“One of the best aspects is how the girls are getting an opportunity to get involved too, and 20 or 30 years later they’ll hopefully still be practically using this skill of cycling which they’re learning today”. Resident 1.

Despite the importance of promoting active travel there is still resistance by some to cycle due to safety concerns:

“There is a hesitation around cycling – only a week ago there was fatality involving a cyclist round the corner from Birmingham Central Mosque”. Resident 1.

Part of the issue with the safety related aspects is the infrastructure regarding cycling:

“There is a feeling that inner-city wards do not have the infrastructure in place to make cycling feel safe. The separate cycling lanes are usually found in more affluent areas but not in the areas which need it most. Safety is a major concern around cycling”. Resident 1.

The campaign was effective in reaching a wide audience:

“I have never seen that many Somali children together, all on bikes. It’s a rarity you don’t often see that. It reached them and they did participate. But how do you disseminate the information wider?” Resident 2.

It is not clear if the residents have gone onto promote the campaign further or how to go about that:

“I haven’t promoted it any further, but I would not know how to go about that. But what is my role in that. People at the grass roots need to be told what to do”. Resident 2.

6) Interviews with Campaign Developers and Promoters

After reviewing a participant information sheet (Appendix 1) and signing an informed consent form (Appendix 2) two developers and promoters who were heavily involved in the Travel Smart campaign agreed to be interviewed. One interview was conducted over the phone and recorded using a Dictaphone. Another took place online using Microsoft teams. The principal evaluator asked predominantly open questions using a semi-structured interview guide (Appendix 4) which included prompts. The developers and promoters were also encouraged to send the principal evaluator any thoughts or details they may have missed directly. The following are some of the key findings from the interviews as well as pertinent quotes:

The campaign reached a wide audience:

“We received a number of reports from HC giving updates about progress so far, including reach across various different social media or media outlets. And I think there were significant numbers and they were, you know, large numbers for the size of the campaign which was you know, small. But the reach that they were able to achieve I think was great”. Developer and Promoter 1

“We have a wide range of community partners. 80-90 different organisations across the West Midlands. With this one we worked with around 45. Each had various different levels of engagement.” Developer and Promoter 2

“So all of those different groups that HC was able to reach I thought was really impressive. It’s nothing that the Council would have been able to achieve on its own. And so I think that was a really big strength. Is being able to get super, super local and individual messaging out”. Developer and Promoter 1

A number of different outlets were used to reach a wide range of communities and the content was in their own language:

“We used a lot of media outlets including radio interviews and television”. Developer and Promoter 2

Despite the wide reach some organisations had disengaged due to delays after originally being contacted:

“There were delays which meant the campaign had to start off after January but some organisations had disengaged by this point due to frustration”. Developer and Promoter 2

There was clear learning from the previous campaign – Tola Time:

“We appreciated that cycling wasn’t going to be a focus as many people don’t have a cycle so the first step was get them walking as part of Tola Time. For this campaign we wanted to get people cycling. We informed them about cycle routes”. Developer and Promoter 2

It was felt necessary to have a small campaign initially:

“So we wanted for it to be really targeted and so there were specific wards where we know that physical activity is low and either residents in the area don’t have access to a car or use a car predominantly as a means of transport. We knew that we wanted to promote this messaging within those wards to first of all increase physical activity. But also we knew that the demographic of those wards is areas of high deprivation. And we also knew that the Ethnicity within those wards were cultures where physical activity or active travel were low, and so we knew that that would be a really good place to target. So it was small so that it could be as local and as relevant as possible to those communities and wards that we were looking to make the to make a difference in”. Developer and Promoter 1

The visuals were relatable:

“Yes especially the user engaged ones. Members of the community helped us and we used pictures from the event later on in the campaign”. Developer and Promoter 2

The messages of the campaign were appropriate:

"I was really pleased with the messaging that came back from HC because I think initially sitting in your public health seat, you can think well, it's for your health, it's for your wellbeing. That's why you should go out and be active. So when we had our first brief with them and they said Oh, we want to wrap it up as a money saving travel smart". Developer and Promoter 1

It was important to not just promote the health benefits of Physical Activity:

"The health benefits are there, but that's not the real reason or that doesn't appear to be on the face of it, you know that they the immediate messaging that comes through and I really like that. I think people get shoved down their throat, be active, be active, your health people know it's good for their health generally it's good to have a reminder. But I think that messaging can get boring really quickly and It doesn't appear to be enough of a motivation. So I really liked that they were looking to take a different angle and it was, you know, just as cost of living was really embedding in people were really feeling the strain of all the different bills stacking up and heating, transport, food costs, everything. And so I really like that it would resonate with people on the health level, but also on the money saving level". Developer and Promoter 1

Campaigns can educate and encourage people, but it is up to the individual to change the behaviour:

"This is a campaign that still relies on individual motivation. We are not going out taking people's cars off them. We're not closing roads, we're not financially well. We're not giving people money to walk and cycle. We're relying on the individual's motivation. So if you look at it from a behaviour change perspective, the COM-B model, so capability, opportunity and motivation, we're promoting the opportunities to be active. So it is relying on individuals to want to change their behaviour, given that their messaging that they're receiving. And I think there's only so much that can be achieved through that. I think there needs to be other external factors that give people that nudge and that push, and that wasn't in the scope of this campaign". Developer and Promoter 1

The Travel Smart event was effective and the campaign got people thinking about changing their behaviour:

"I think the work that that HC put in and the reach that they got and from the event that I went to at the mosque and speaking to the individuals it was a significant event for those, so I'm talking about the cycle. Learn to cycle day. It was a significant event for the children to attend and it would have made a big difference to their perspective on

cycling and their confidence and then going out to cycle. And as I said about the whole campaign, it's not suddenly gonna shift lots and lots of people's behaviours, but it's going to maybe start a ball rolling about reviewing how they travel, how they feel about walking, cycling and with increased messaging and increased nudges to be more active. It will form part of a bigger picture to get people to that place". Developer and Promoter 1

The staff facilitating the event did a great job:

"Instructors from the Active Wellbeing Society, who were there and had brought a whole range of different size bikes for the kids that were taking part, as well as helmets and, and we saw the instructors playing different games, getting the kids really motivated and engaged and enthused to improve their skills on bikes". Developer and Promoter 1

If the campaign was to be run again there were some things that should be done differently which included the timing should be in the summer to be more conducive to walking and cycling:

"I think possibly timings wise in the year. So there were a few delays that meant that the campaign was getting shifted and shifted more and more into the winter, which we knew wasn't ideal. But given that the messaging was around travel smart and cost of living we thought it's still a good time to be doing the campaign, but I think if you were trying to encourage people to not take the car and walk and cycle, then perhaps over summer or while it's warmer and nicer outside and perhaps that might land". Developer and Promoter 1.

There should be promotional materials for children and young people:

"A lot of the messaging was to Adults and older people. If you're looking at Family Group, it was the messaging was mostly targeted at the parents and perhaps it could have been an element towards the children and young people and just kind of get every age group of a family and try and promote as much behaviour change from all different ages in a family". Developer and Promoter 1

More bikes are needed for young people:

“If you don’t give those kids a cycle they can’t do anything. Need to get them to those kids so it becomes a successful behaviour change programme”. Developer and Promoter 2

Some ideas for the future were provided:

“There could be an additional element to the campaign that was for example partnering alongside road closures or other types of incentive to take part, ditch the car, be more active, walk and cycle. I think that’s a possibility to look up for the future as how can we, alongside a social marketing, social media campaign, what other elements can we bring into support and bring another tangent to the campaign”. Developer and Promoter 1

“Infrastructure needs to be improved and the city needs to be ready for more cyclists. There are crazy car drivers across the city. I wanted the next generation to cycle more but I don’t want them dying in road traffic accidents as cyclists”. Developer and Promoter 2

Messaging must continue around the cost of living crisis:

“Health is wealth. Why don’t you consider walking as the doctor is incredibly busy. This initiative really comes into their every day lives’. Developer and Promoter 2

General Discussion

Due to the length of the report as a result of numerous means to collect data and scrutiny of the campaign materials and related events, this general discussion will concisely piece together findings from all 6 elements of the work as well provide recommendations for action.

The research design and methods used as part of this evaluation means that causality cannot be inferred. However, based on the balance of the findings presented in elements 1-6 and following analysis and interpretation, the principal evaluator who is an expert in the Physical Activity and Health field with vast experience of conducting evaluations such as this is prepared to make statements that infer plausibility.

Plausibility Statements

Statement 1 – It is plausible that the Travel Smart campaign has had a positive impact on the focus wards by encouraging active travel.

HC developed an effective campaign that was based on insight from the community and was co-designed. HC were prepared to make changes following expert review and made the campaign materials accessible at numerous places throughout the focus wards so that the target audience was engaged. Notable figures from BCC supported the campaign by discussing it on the radio and whilst the social media presence was by no means substantial, efforts were at least made to get it out there. The opinions of the developers and promoters interviewed was positive as well as the two residents who were free from bias.

Statement 2 – It is plausible that road safety concerns that have been barriers to the use of walking and cycling as a means of movement around the city have been reduced.

Messages were clear and appropriate and safe forms have travel have been promoted. Those involved in the campaign spoke at great length about the importance of keeping safe such as by using cycle lanes and walking in well lit areas. The Travel Smart event set an excellent example of how to travel safe to the next generation of active commuters. However more partnership working with the transport department is needed as clear safety concerns were raised by the residents.

Recommendations

The following provides a series of recommendations that should be actioned following the publication of this report:

Recommendation 1 – BCC should disseminate the findings of this report and distribute the executive summary to key stakeholders including those with a remit for public health as well as the transport and sport and leisure departments. It is clear that Travel Smart has had a positive impact on people who have engaged with it in some way so a wider campaign throughout the city is encouraged.

Recommendation 2 – The current campaign was largely focused on adults and older people so a campaign directly targeting children and young people is encouraged. For example, there appears to have been limited promotion in schools and youth clubs.

Recommendation 3 – The Travel Smart event was well attended and the feedback was extremely positive. However, it is imperative that actions such as the provision of bikes to the young people are followed up on. You have buy in from that community, so don't lose it! HC are encouraged to develop other promotional materials for such events such as portable popup stands and leaflets that can be distributed so attendees can relate more to the campaign at the event and thereafter. The cost should of course be incurred by BCC.

Recommendation 4 – More effort and resource should be directed at improving the social media presence and of course appropriately funded. All key stakeholders should make a conscious effort to like, follow and forward posts including the principal evaluator. Hindsight is a wonderful thing!

Recommendation 5 – The radio interviews were excellent but to the principal evaluators knowledge there was no follow up. Inviting Justin and Humera back to the respective radio stations to discuss the campaign and reflect on progress would be encouraged. Likewise, both should be invited to the radio station they have not presented on.

Strengths and Limitations

Strengths

This research evaluation has a number of strengths that includes the collegial and consultative manner in which the principal evaluator, funder and HC have worked in partnership. Solutions to problems and key issues were discussed professionally and pragmatically.

The plausibility statements are made based on a mixed-methods approach to data collection that has included quantitative data (e.g. number of sites, organisations engaged and reached) and qualitative data (e.g. speaking to residents, developers and promoters).

Limitations

The number of qualitative interviews is small as disappointingly some residents from the Travel Smart event as well as developers and promoters declined an interview.

However, the funder can be assured that the volume of work completed is reflective of the budget. Results from the qualitative interviews with the developers and pipromoters should be interpreted with caution due to obviously being prone to bias.

As previously stated, due to the cross-sectional nature of the evaluation design and data collection methods, causality cannot be inferred. Other interventions and related campaigns were also being distributed that had no links to the Travel Smart campaign. For example, at a similar time the campaign was launched, films were released regarding cycling in Birmingham, evidence as follows:



Birmingham Connected
@bhamconnected

...

Birmingham family give up their car! Watch the full video to find out how and why they did it, and how their lives have transformed since making this change orlo.uk/3rji8 🚲🚲🚲 #RoadSafetyWeek
[@ruthcumming](#) [@WestMids_CA](#) [@TransportForWM](#) [@Iconic_Director](#)
[@michaelbctweets](#)



youtube.com

Cycling Story - Connecting families

After their car broke down one afternoon, and finding out the repairs would set them back £2000, this Birmingham ...

Finally, physical activity and active travel was not measured in the focus wards pre Travel Smart campaign launch and following a hard end date so no statements can be directly made about the changing of behaviour. This would have been incredibly expensive demanding at least a six figure sum.

Conclusion

The Travel Smart campaign targeted 10 focus wards in which the populations are ethnically diverse and physical activity behaviour is lower than the national average. The aim of the campaign was to increase active travel and reduce road safety concerns in these wards. Through a programme of work that has included 6 elements it can be stated that:

It is plausible that the Travel Smart campaign has had a positive impact on the focus wards by encouraging active travel.

It is plausible that road safety concerns that have been barriers to the use of walking and cycling as a means of movement around the city have been reduced.

BCC are now encouraged to disseminate the findings of this report to those with a remit for public health and the transport department and sport and leisure departments. A city-wide campaign is encouraged as well as a further campaign targeting children and young people in schools and community youth groups.

“If you travel smart it’s good for your body, your health and your wallet”.

Adapted from Justin Varney – Director of Public Health, BCC.

In closing

For clarification on any aspects of this report please contact the Principal Evaluator – Prof David Broom email: ad5173@coventry.ac.uk

Appendices

Appendix 1 – Participant Information Sheet

BCC Safe and Active Mobility Campaign Evaluation

PARTICIPANT INFORMATION SHEET

You are being invited to participate in our evaluation of **Birmingham City Councils Safe and Active Mobility Campaign**. You are being invited because you are either:

- 1) Somebody who has seen and / or engaged with the campaign.
- 2) Somebody who has been responsible for disseminating or promoting the campaign.
- 3) Somebody who has been involved in the development of the campaign.

Before you decide to take part, it is important you understand why this work is being conducted and what it will involve. Please take time to read the following information carefully.

What is the purpose of the evaluation?

The purpose of the evaluation is to explore awareness of the safe and active mobility campaign in Birmingham. We are also interested if the campaign encouraged you to or at least think about walking and cycling more as a means of travel. It is therefore important that you give honest responses to our questions.

Why am I being approached to take part?

You are being approached to participate in this evaluation because you have had some involvement with the campaign through engaging with it, distributing it or developing it.

What are the benefits of taking part?

By sharing your views and experiences with us, you will be helping us to understand if the campaign was successful or not in the focus wards and how we can learn to make improvements in the future. A decision will be made as to if the campaign will be rolled out to the entire city and possibly to other cities nationally.

Are there any risks associated with taking part?

This study has been reviewed and approved by Coventry University's formal research ethics procedure. None of the questions are anticipated to cause any distress or psychological harm. However, if any of the questions do cause harm or distress, we encourage you to contact any of the organisations below to seek help and support:

Your employer (if employed) who will direct you to their associated counselling services.

Samaritans

24-hour telephone helpline 08457 909090

www.samaritans.org

Do I have to take part?

No – it is entirely up to you. If you do decide to take part, please keep this Participant Information Sheet for your records and complete the Informed Consent Form to show that you understand your rights in relation to the evaluation and that you are happy to participate.

Do I have the right to withdraw?

You are free to withdraw your information from the evaluation at any time and you do not need to give a reason. A decision to withdraw, or not to take part, will not affect you in any way. You should note that your data may be used in the production of reports and formal research outputs (e.g., journal articles, conference papers and theses) and so you are advised to contact the university at the earliest opportunity should you wish to withdraw from the study. To withdraw, please contact the lead researcher (contact details are provided below).

What will happen if I decide to take part?

You will be asked a number of questions regarding the Safe and Active Mobility campaign. This will happen during an interview using an online platform such as Teams or via the telephone. Please note that all interviews will be audio recorded. If you do not wish for your face to be shown on the online platform you can just keep your camera switched off.

What is the time commitment?

If you participate in an interview it will take around 20-30 minutes, but no longer than 1 hour. However we don't want you to rush so please allow plenty of time and we can reschedule if needs be.

Data Protection and Confidentiality

Your data will be processed in accordance with the General Data Protection Regulation 2016 (GDPR) and the Data Protection Act 2018. All information collected about you will be kept strictly confidential. Unless they are fully anonymised in our records, your data will be referred to by a unique participant number rather than by name or you will be allocated with a pseudonym. All recordings will be destroyed once they have been transcribed. Your data will only be viewed by the researcher/research team. All electronic data will be stored on a password-protected computer file or Coventry University approved platform (e.g., Qualtrics). All paper records will be stored in a locked location on Coventry University campus. Your consent document will be kept separately from your responses to minimise risk in the event of a data breach.

Data Protection Rights

Coventry University is a Data Controller for the information you provide. You have the right to access information held about you. Your right of access can be exercised in accordance with the General Data Protection Regulation and the Data Protection Act 2018. You also have other rights including rights of correction, erasure, objection, and data portability. For more details, including the right to lodge a complaint with the Information Commissioner's Office, please visit www.ico.org.uk. Questions, comments and requests about your personal data can also be sent to the University Data Protection Officer - enquiry.igu@coventry.ac.uk

What will happen with the results of this evaluation?

The results of this evaluation will be summarised in a report that will be submitted to BCC and may be published in articles and presentations. Quotes or key findings will always be made anonymous in any formal outputs unless we have your prior and explicit written permission to attribute them to you by name.

Making a Complaint

If you are unhappy with any aspect of this evaluation, please first contact the lead researcher using the contact information below. If you still have concerns and wish to make a formal complaint, please contact the research ethics and integrity manager at: ethics.hls@coventry.ac.uk

Contact Information

David Broom, Professor of Physical Activity, Exercise and Health. Email: ad5173@coventry.ac.uk

**Thank you for taking time to read this participant information sheet and
for considering participating in this research.**

Appendix 2 - INFORMED CONSENT FORM

Birmingham City Council Safe and Active Mobility Campaign Evaluation

You are invited to take part in this work for the purpose of collecting data as part of your involvement with Birmingham City Council's Safe and Active Mobility Campaign. You may either be a resident of Birmingham where the campaign has taken place, have disseminated and promoted the campaign or been part of its development and implementation. Before you decide to take part, you must **read the accompanying BCC Safe and Active**

Mobility Campaign Evaluation Participant Information Sheet. Please do not hesitate to ask questions if anything is unclear or if you would like more information about any aspect of this work. It is important that you feel able to take the necessary time to decide whether or not you wish to take part.

If you agree to participate, please confirm your consent by circling YES against each of the below statements if completing a paper version or deleting the NO option if completing electronically. Please then add your signature and date.

1	I confirm that I have read and understood the <u>BCC Safe and Active Mobility Campaign Evaluation Participant Information Sheet</u> and have had the opportunity to ask questions.	YES	NO
2	I understand my participation is voluntary and that I am free to withdraw my data, without giving a reason, by contacting the lead researcher and the Research Support Office <u>at any time</u> until the date specified in the <u>BCC Safe and Active Mobility Campaign Evaluation Participant Information Sheet</u> .	YES	NO
3	I understand that all the information I provide will be held securely and treated confidentially.	YES	NO
4	I agree the information I provide can be used (anonymously) in reports, academic papers, theses and at presentations.	YES	NO
5	I agree that any interviews or focus groups that I undertake can be <u>audio recorded</u> .	YES	NO
6	I agree to take part in this work	YES	NO

Which of the following best describes yourself?

Birmingham Resident		Participant ID (researcher use): _____
Campaign Distributor		
Campaign Developer		

Participant's Name	Date	Signature
Researcher	Date	Signature

Thank you for your participation. Your help is very much appreciated.

Appendix 3 - BCC Safe and Active Mobility Campaign Evaluation Interview Guide For Residents and Engagers

PRE-AMBLE

1. Meet and greet as well as ice breakers – how are you feeling today? Been busy?
2. Introduce and explain the project – we are exploring awareness of the Safe and Active Mobility Campaign in the Birmingham area; as well as the impact of social marketing campaigns on changing your physical activity behaviour. The interview will give you more information about these topics if you agree to progress.

The interview can take as long as you like, I merely request that you don't rush and if we need to reschedule that is fine. Please answer all questions as honestly as possible and if you don't know the answer, we can skip the question.

3. Have you seen the participant information sheet? Do you have any questions at this time about any aspect of the work?
4. Have you seen any safe and active mobility related posters or information in Birmingham in recent times or anything on social media related to physical activity?
5. If you are happy to proceed, I will start to record the interview. Please feel free to have a drink if you need it at any point and do stop me if you need a break.

START RECORDING

6. State interviewer, interviewee participant number, time and date and that I have already introduced myself and the project. You will need to answer the next set of questions by responding either yes or no.
7. Please can you confirm you have read and understood the information sheet and have had an opportunity to ask questions – y/n.
8. Please confirm that you understand that your participation is voluntary and that you have the right to withdraw at any time without providing a reason - y/n.
9. Please confirm that you give permission that any data you provide can be stored, analysed and published – y/n.
10. Please confirm that you are 18 years or over - y/n.
11. Please confirm that you agree and therefore consent to take part in this interview – y/n.

PARTICIPANT INFORMATION QUESTIONS

1. What is your full name?
2. How old are you in years?
3. How would you describe your gender?
4. Where do you live in Birmingham?
5. What is your postcode?
6. What is your ethnicity?
7. Are you employed, unemployed or retired?

INTERVIEW QUESTIONS

1. Do you know what physical activity is? Y/N..... follow up - please explain?

If no:

Physical activity is any behaviour that uses your muscles causing you to burn calories when not at rest. Examples includes walking, cycling, gardening and housework.

2. Tell me about the physical activity that you do on a weekday?

3. Tell me about the physical activity that you do on a weekend?
4. On average how many minutes are you active a day?
5. How many days a week do you do more than 30 minutes of physical activity?
6. A barrier is something that stops you from doing something. What stops you from being physically active or doing more physical activity?
7. A facilitator is something that helps or supports you in doing something. What would help you to be physically active or doing more physical activity?
8. IF EMPLOYED - How do you typically travel to and from work?..... IF UNEMPLOYED SKIP

Consider if they are working at home more because of COVID. If they are prompt around typical and 'new normal'.

Please give more detail regarding active travel frequency, duration etc

9. How would you describe the infrastructure in your local community for active travel? Prompt – infrastructure refers to quality of footpaths, cycle lanes and greenspaces.

10. Would you say that the infrastructure allows for SAFE active travel?

Prompt – this can mean road safety but also e.g. walking alone at night.

11. Do you own a bicycle? Y/N - follow up – if yes how often do you cycle, if not, why not?

How many bicycles does your household own?

12. IF NO – What would encourage you to get a bicycle and use it?

Prompt around learning to ride a bike and training.

Prompt around segregated cycle lanes, would this make you feel SAFER.

13. Do you typically take short journeys (e.g. less than approximately 5 minutes) using motorised transport) Y/N. follow up – if Yes why do you use motorised transport for short journeys and not active travel?

14. IF YES – What would encourage you to take short journeys by walking or cycling?

15. What is the threshold time that would make you choose motorised transport instead of 1) walking and 2) cycling?
16. Are there any walking groups in your local area or walking buses that enable children to get to school via active travel? Do you engage with them?
17. Do you know what social marketing is? Y/N..... follow up - please explain?

If no state, the ultimate objective of social marketing is to influence action and change behaviour for societal good.

18. Are you aware of any social marketing campaigns related to health or physical activity and can you give me any examples?
19. Have you seen BCC's Safe and Active mobility campaign? If yes go to Q20. If No go to Q25?
20. What are your views on the campaign?
21. Were the images clear and relatable?
22. Did the campaign make you walk or cycle more?
23. If you did not walk or cycle more after seeing the campaign did it make you think about walking or cycling more?
24. What would you like to see in the safe and active mobility campaign to improve it?

Skip to Q27 on completion.

25. What would you like to see in a social marketing campaign related to physical activity or active travel?
26. Do you think a social marketing campaign would encourage you to change your behaviour, in this case undertake more physical activity or active travel or do more?
27. Do you have anything further to add if you have not had an opportunity to say it?
28. Do you have anything you would like to ask me?

IN CLOSING

That completes all of the questions thank you.

A reminder your data will be anonymised, and a final report will be compiled. Are you interested in receiving the final report?

If yes, I will take your email address after the recording ends.

Do you know of anyone who else who might wish to be interviewed and therefore contacted as part of this project?

If yes request email address to be given after recording ends.

Thank participant for their time.

State end time.

END RECORDING

GLEAN EMAIL ADDRESS IF WILLING

Appendix 4 - BCC Safe and Active Mobility Campaign Evaluation Interview Guide For Distributors and Leads

PRE-AMBLE

12. Meet and greet as well as ice breakers – how are you feeling today? Been busy?

13. Introduce and explain the project – we are exploring awareness of the Safe and Active Mobility Campaign in the Birmingham area; as well as the impact of social marketing campaigns on changing your physical activity behaviour. The interview will give you more information about these topics if you agree to progress.

The interview can take as long as you like, I merely request that you don't rush and if we need to reschedule that is fine. Please answer all questions as honestly as possible and if you don't know the answer, we can skip the question.

14. Have you seen the participant information sheet? Do you have any questions at this time about any aspect of the work?

15. If you are happy to proceed, I will start to record the interview. Please feel free to have a drink if you need it at any point and do stop me if you need a break.

START RECORDING

16. State interviewer, interviewee participant number, time and date and that I have already introduced myself and the project. You will need to answer the next set of questions by responding either yes or no.
17. Please can you confirm you have read and understood the information sheet and have had an opportunity to ask questions – y/n.
18. Please confirm that you understand that your participation is voluntary and that you have the right to withdraw at any time without providing a reason - y/n.
19. Please confirm that you give permission that any data you provide can be stored, analysed and published – y/n.
20. Please confirm that you are 18 years or over - y/n.
21. Please confirm that you agree and therefore consent to take part in this interview – y/n.

PARTICIPANT INFORMATION QUESTIONS

8. What is your full name?
9. How old are you in years?
10. How would you describe your gender?
11. Where do you live in Birmingham?
12. What is your postcode?
13. What is your ethnicity?
14. Are you employed, unemployed or retired?

INTERVIEW QUESTIONS

1. What was your role / involvement with the Safe and Active Mobility Campaign?

If participants were involved in the bikeability events then the following questions also need to relate to the event.

2. How did you distribute the safe and active mobility campaign materials or promote it?
3. Do you think the campaign was effective in reaching a wide audience?

4. Were the messages clear and understandable?
5. Were the images appropriate and relatable?
6. On a scale of 0 – 10 with 0 being no effect and 10 being the most effect possible, how effective do you think the campaign was at getting people to walk and cycle more for transport? - Prompt – why that score and not higher / lower?
7. What was good about the campaign?
8. What could be improved about the campaign?

State that this is the penultimate question and you will ask them to state anything they haven't.

9. If you were to develop and / or distribute the campaign again, what would you do differently and why?
10. Is there anything else you would like to tell me you have not had chance to.

IN CLOSING

That completes all of the questions thank you.

A reminder your data will be anonymised, and a final report will be compiled. Are you interested in receiving the final report?

If yes, I will take your email address after the recording ends.

Thank participant for their time.

State end time.

END RECORDING

GLEAN EMAIL ADDRESS IF WILLING