

Incentives for alternatives to the CAR in Northstowe (ICAN-Northstowe) study

Online Survey Participant information sheet (Version 4.0; 27/09/2021)

We would like to invite you to take part in the Incentives for Alternatives to the Car in Northstowe (ICAN-Northstowe) study. Before you decide whether or not to take part, you need to understand why the research is being carried out and what it would involve for you. Please take time to read the following information carefully. Talk to other people about the study if you wish.

What is the purpose of the study?

We know that the environment we live in can influence how people travel. The cost, reliability and convenience of public transport; ease of walking and cycling; and availability of car parking are important factors. The environment in Northstowe will be designed to encourage walking, cycling and public transport use, but we know that in the early stages of site construction there will be challenges encountered. As a result a range of stakeholders including the Council are working with the developers and the management company to ensure the vision for Northstowe is fulfilled. However, moving home is a time when habits can be changed and it is often assumed that incentives could be one way to encourage people to walk and cycle and take public transport.

We are studying the uptake of these incentives independently from Cambridgeshire County Council, Smart Journeys or South Cambridgeshire District Council but we have been working with these partners and Living Sport to design a study that build on the incentives that they issue as part of the council's obligation.

The current study aims to investigate whether people respond differently to incentives to walk, cycle or use public transport and how these can be designed to be most effective. Since it is a feasibility study we are interested in learning of any barriers to the uptake of the travel incentives and also investigating if additional incentives offer further benefit beyond those currently offered to new residents.

Why have I been invited?

Individuals who live in Northstowe and who haven't claimed any travel incentives before the start of the study have been invited to take part.

Do I have to take part?

It is up to you to decide whether or not to take part. If you do decide to take part, you are free to stop taking part at any time during the research without giving a reason.

What will happen to me if I take part?

If you agree to take part, you will be asked to complete an initial survey to collect your views about your neighbourhood, your travel patterns, costs of travel and your general health. The survey is separate to the Northstowe Residents Travel Survey which you might have completed earlier in the year and the data you provided for that survey will not be shared with us. Once you've completed the questionnaire your household will be randomly allocated to one of three conditions: control, intervention and intervention plus groups. The *control* (Group 1) is where the nothing changes and you can continue to claim the travel incentives as normal. If you are in this group, you will not hear from the study team and from 25th October 2021 you can claim the travel incentives by visiting

<https://www.northstowe.com/travel>. If you're allocated to group 1, you will still be able to claim the vouchers from the travel co-ordinator (as all Northstowe residents currently can) so you won't miss out on the incentives.

The intervention: If you are allocated to the *intervention* group (Group 2) you will receive the travel incentives that are currently offered, but instead of you having to claim these they will be sent directly to you via email by Smart Journeys. If you are allocated to the *intervention plus* group (Group 3) more of the incentives are sent directly to you through via email by Smart Journeys.

Follow-up surveys

Regardless of whether you are in the control or intervention groups you will be asked to complete shorter follow-up surveys after 3 and 6 months.

What do I have to do now?

If you would like to take part, please use the usernames and passwords provided in the study invitation to log on to the website or contact the study office by email at ican-northstowe@mrc-epid.cam.ac.uk or by telephone on (01223) 763378 in order for us to send you paper copies of the questionnaires.

What are the possible disadvantages of taking part?

There is no disadvantage to you except that if you do decide to take part, you will need to give up approximately 10 minutes of your time for the survey on three separate occasions.

What are the possible benefits of taking part?

The information collected during the study will give us a better understanding of whether and how incentives to encourage walking, cycling and public transport work. We hope this will help to guide local and national transport policy to allocate budgets that support walking, cycling and public transport use.

Every fourth household that completes a survey will receive a £10 voucher for taking part in this study. If you are allocated to either of the intervention groups, the incentives will either be delivered directly to you (Group 2) thereby reducing the effort/time required to obtain the incentives, or for Group 3 delivered directly to you **and** in greater amounts, thereby reducing both the effort/time required to obtain the incentives **as well as** receiving them in greater amounts.

Will my taking part in this study be kept confidential?

All personal information that is collected about you during the course of the research will be kept strictly confidential and stored securely in the MRC Epidemiology Unit or a secure data storage facility. So that the correct financial incentives can be delivered to you, we will share some information with the financial incentive providers. Specifically, we will share your email address with Smart Journeys so that they can deliver your incentives digitally via email and we will share your address with Greenbelt so they can deliver an incentive related to the Northstowe Annual Management Charge. We will receive information about how the vouchers were used from the incentive providers. You will be identified by an ID number and any information about you will have your address removed so that you cannot be recognised from it. Any potentially identifiable information that we collect from you (i.e. e-mail addresses) will be kept for 15 years after the study has finished.

What will happen if I don't want to carry on with the study?

You are free to withdraw from the study at any time and without giving a reason. Please contact the study team using the details at the end of the participant information sheet if you wish to withdraw from the study. If you do decide to withdraw, or if you are no longer able to take part in the study, we will use the data collected up to the time of your withdrawal, but will not make any further contact with you about the study.

As a Department of the University of Cambridge we use personally-identifiable information to conduct research to improve health, care and services. As a publicly-funded organisation, we have to ensure that it is in the public interest when we use personally-identifiable information from people who have agreed to take part in research. This means that when you agree to take part in a research study, we will use your data in the ways needed to conduct and analyse the research study.

Your rights to access, change or move your information are limited, as we need to manage your information in specific ways in order for the research to be reliable and accurate. If you withdraw from the study, we will keep the information about you that we have already obtained. To safeguard your rights, we will use the minimum personally-identifiable information possible. You can find out more about how we use your information by visiting our website <https://www.mrc-epid.cam.ac.uk/take-part/privacy-notice-use-research-data/>

What will happen to the results of the research study?

We expect to publish the results of the study in the next few years but we will not publish any details that identify you personally. We will send you a summary of the overall results.

At the end of the study the data will become "open data". This means that it will be stored in an online database so that it is publicly available. This data will be thoroughly anonymised by removing any personal information that could identify you, such as names and addresses, before submission. This process is important in the research process as it allows other researchers to verify results and avoid duplicating research. Data are made available on a website, free of charge, to anyone interested in the research, or who wishes to conduct their own analysis of the data. We would therefore have no control over how these data are used.

Who is organising and funding the research?

This study is organised by the Medical Research Council (MRC) Epidemiology Unit in Cambridge and funded by the National Institute for Health Research. This study is being conducted independently of the local authorities responsible for transport in Cambridgeshire, although we will be sharing a summary of the overall results with them and Living Sport.

Who has reviewed the study?

All research is looked at by an independent group of people called a Research Ethics Committee to protect your safety, rights, wellbeing and dignity. This study has been reviewed and given a favourable opinion by the University of Cambridge Humanities and Social Sciences Ethics Committee.

Who can I contact for further information?

If you would like further information, please contact the study office at the MRC Epidemiology Unit by email at ican-northstowe@mrc-epid.cam.ac.uk or by telephone on (01223) 763378 or visit www.mrc-epid.cam.ac.uk/research/studies/ican-northstowe