



Department for Transport

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Whatdotheyknow.com

Department for Transport
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Our Ref: F0014106

Date 11/11/2016

Thank you for your information request of 14 October 2016. You requested the following information:

Regarding the THINK! Cycle Safety campaign 'Things you shouldn't get caught between' film, on your website here, <http://www.roadsafetygb.org.uk/news/5336.html>

- 1. The date this film was first proposed;*
- 2. The names of the road safety and communication experts that you consulted;*
- 3. The number of cyclists you tested the premise of this film with and the feedback they gave you;*
- 4. The name of the independent research agency you have contracted with and the contracted fee;*
- 5. The methods and measurements that will be used to assess its effects on people's attitudes and claimed behaviour;*
- 6. The date and location (web url) where the results of the assessment will be published;*
- 7. The target for the effect this campaign will have on casualty numbers and what amount of a change constitutes success;*
- 8. The total costs to develop the film*
- 9. The advertising costs to show the film and the places and dates where the advert was shown;*
- 10. The number of emails received after the launch of the film and how many of them expressed an opinion: in support of the film, against the film, or neutral?*

Your request has been considered under the Freedom of Information Act 2000.

I am writing to confirm that the Department does hold the information you requested but has decided that some of this information cannot be disclosed for the reasons given below. The information that can be released in full relates to points 1, 2, 4, 5, 6, 8 and 9 above. A copy of the information is below.

1. The film was proposed on 19 April 2016
2. We consulted with the following road safety and communication experts in the production of the campaign (this includes, but is not limited to): multiple representatives from AMVBBDO, the largest creative agency in London; Marketing

and Communications Manager, Transport for London; Road Safety and Legal Campaigns Officer, Cycling UK; Campaign Manager, British Cycling; Cycling Engagement Manager, Transport for Greater Manchester; Lead for Cycle Safety at Road Safety GB; Met Police Sergeant, Cycle Safety team; Project Officer at West Yorkshire Safer Roads; Research Director at eDriving Fleet; Senior Transport Planner, City of Edinburgh Council; Senior Transport Officer, Birmingham City Council; Transportation Behaviour Change Team, Birmingham City Council; Doctor in the Department of Psychology, University of Bath; Senior Policy and Partnerships Advisor, Sustrans; Senior Policy and Development Officer, London Cycling Campaign.

3. The film concept was tested in focus groups with 24 cyclists (4 groups of 6 conducted in London and Manchester) and through telephone interviews with 8 HGV drivers. Your request for information on the feedback from the focus groups is being withheld. See below for further information.
4. We paid the research and planning agency, Big Island, £19,150 to test the creative concept with cyclists and HGV drivers, and Kantar Public, the research agency specialising in government communications, £41,451 for the pre and post campaign tracking research.
5. The impact of the campaign will be evaluated using data collected from a range of sources. We will monitor campaign engagement through advertising analytics, website analytics, social media analytics, and press coverage, and monitor attitudes and claimed behaviour through pre and post campaign research.
6. The campaign evaluation will be published on the following page of GOV.uk in February 2017: <https://www.gov.uk/government/collections/think-communication-activity>
7. Information withheld. See below for further information.
8. The total cost to develop the film was £61,761.
9. The film was promoted on Facebook and YouTube between 26 September and 23 October. The total media investment was £90,000.
10. Information not held. See below for further information.

Relating to point 3 above, this information is being withheld in reliance on the exemption at section 22(1) of the FOI Act because at the time of your request we had a clear intention of publishing it at a future date.

As the exemption is qualified we are required to weigh the public interest arguments for and against disclosure at this time.

There is a broad public interest in the Government's work and disclosure would be consistent with the Government's wider transparency agenda. This makes the Government more accountable to the electorate and increases trust in the democratic process.

However, it is an important principle that public authorities should be able publish information in a manner, form and timing of their own choosing. DfT official's time would be better spent compiling, verifying and preparing for publication so that everyone gets to see the report at the same time as opposed to dealing with individual requests for the report. The additional time sought by the Department prior to publication is necessary to enable the proper analysis of the campaign to be prepared and then scrutinized through a process of internal review. It is in the public interest that the effectiveness of the campaign

is presented in its entirety to ensure that maximum value is achieved from the public investment.

On balance the public interest arguments in continuing to withhold the report until final publication outweighs that for disclosure.

I would be happy to send you a link to the report when it is published if you would find that useful.

Regarding the information you requested in point 7 (the target on casualty numbers), following a search of our paper and electronic records, I have established that the information is not held by the Department.

We do not set campaign-specific targets for casualty reductions as we cannot accurately attribute behaviour change to a piece of communication. However, we monitor road casualty statistics on an ongoing basis and set an overall government target to reduce the number of people killed and seriously injured on the roads in Great Britain. The effectiveness of the cycle safety campaign will be measured against the campaign objectives.

Regarding point 10, you asked for the number of emails received in response to the campaign and the opinions contained within those emails. We have estimated that the cost of complying with your request would exceed £600. Section 12 of the Act (the full text of which is attached) does not oblige the Department to comply with requests that exceed this limit, and we are therefore refusing your request.

We are aware that the Department has received a large number of emails regarding the THINK! cycle safety campaign. The total number of emails received has not been calculated as they have been sent to multiple public facing emails accounts, and no sentiment analysis has been done.

We are unable to answer your request within the cost limit as we would need to search for emails from everyone in the Department using a range of search terms in order to locate, retrieve, determine and extract the information you seek.

If you send us a new, more specific request, we will consider if that can be dealt with within the limit. For example, you could request a specific search term or limit your request to a small area of the Department. The Department's structure and organisational chart may help you in identifying specific areas of interest. This is available here: https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/451384/dft-organisation-chart.pdf

In keeping with the spirit and effect of the Freedom of Information Act, all information is assumed to be releasable to the public unless exempt. A copy of this response and the information provided may now be published on the www.gov.uk web-site, together with any related information that will provide a key to its wider context.

If you are unhappy with the way the Department has handled your request or with the decisions made in relation to your request you may complain within two calendar months of the date of this letter by writing to the Department's FOI Advice Team at:

Zone D/04
Ashdown House
Sedlescombe Road North
Hastings
East Sussex TN37 7GA
E-mail: FOI-Advice-Team-DFT@dft.gsi.gov.uk

Please send or copy any follow-up correspondence relating to this request to the FOI Advice Team to help ensure that it receives prompt attention. Please remember to quote the reference number above in any future communications.

Please see attached details of DfT's complaints procedure and your right to complain to the Information Commissioner.

Yours sincerely,

Jo Parry
Head of Marketing
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Great Minster House, 33 Horseferry Road, London, SW1P 4DR
0300 330 3000
Jo.parry@dft.gsi.gov.uk

Section 12 exemption:

Exemption where cost of compliance exceeds appropriate limit

(1) Section 1(1) does not oblige a public authority to comply with a request for information if the authority estimates that the cost of complying with the request would exceed the appropriate limit.

(2) Subsection (1) does not exempt the public authority from its obligation to comply with paragraph (a) of section 1(1) unless the estimated cost of complying with that paragraph alone would exceed the appropriate limit.

(3) In subsections (1) and (2) “the appropriate limit” means such amount as may be prescribed, and different amounts may be prescribed in relation to different cases.

(4) The Secretary of State may by regulations provide that, in such circumstances as may be prescribed, where two or more requests for information are made to a public authority—

(a) by one person, or

(b) by different persons who appear to the public authority to be acting in concert or in pursuance of a campaign,

the estimated cost of complying with any of the requests is to be taken to be the estimated total cost of complying with all of them.

(5) The Secretary of State may by regulations make provision for the purposes of this section as to the costs to be estimated and as to the manner in which they are to be estimated.

Section 22

(1) Information is exempt information if—

(a) the information is held by the public authority with a view to its publication, by the authority or any other person, at some future date (whether determined or not),

(b) the information was already held with a view to such publication at the time when the request for information was made, and

(c) it is reasonable in all the circumstances that the information should be withheld from disclosure until the date referred to in paragraph (a).

(2) The duty to confirm or deny does not arise if, or to the extent that, compliance with section 1(1)(a) would involve the disclosure of any information (whether or not already recorded) which falls within subsection (1).

Your right to complain to DfT and the Information Commissioner

You have the right to complain within two calendar months of the date of this letter about the way in which your request for information was handled and/or about the decision not to disclose all or part of the information requested. In addition a complaint can be made that DfT has not complied with its FOI publication scheme.

Your complaint will be acknowledged and you will be advised of a target date by which to expect a response. Initially your complaint will be re-considered by the official who dealt with your request for information. If, after careful consideration, that official decides that his/her decision was correct, your complaint will automatically be referred to a senior independent official who will conduct a further review. You will be advised of the outcome of your complaint and if a decision is taken to disclose information originally withheld this will be done as soon as possible.

If you are not content with the outcome of the internal review, you have the right to apply directly to the Information Commissioner for a decision. The Information Commissioner can be contacted at:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF