

<DATE>

<RESPONDENT NAME>

<ADDRESS 1>

<ADDRESS 2>

<ADDRESS 3>

<ADDRESS 4>

Our Ref: 60097145 M003.320

Dear <RESPONDENT NAME>

Your Thoughts about Cycling – confirmation of interview arrangements

Thank you for agreeing to take part in this study we are carrying out on behalf of the Department for Transport (DfT), Cycling England and the Department of Health (DH). Your time and help is greatly appreciated. This letter confirms the name of the person who will be coming to see you and the time of your interview. This letter also provides some more information about the study and who to contact if you have any questions.

The person that will be visiting you will be <INSERT RESEARCHER NAME>.

On the <INSERT DATE> & <INSERT TIME>.

AECOM is working in partnership with the Centre for Transport & Society at the University of the West of England, Bristol and the Tavistock Institute, to conduct research into experiences of cycling and your travel decisions more generally.

Naturally, participation is entirely voluntary and the information collected will be dealt with in strictest confidence by the research team. To help us explore your views, and only with your permission, the interview will be recorded. The recording will be kept within the research team, and any quotes will be reported anonymously and used purely to inform this study. All recordings will be deleted at the end of the study and your details will not be passed on to any individual or organisation outside of the research team.

This is genuine research that is being conducted under the Market Research Society's (MRS) Code of Conduct and all members of the research team operate within the Data Protection Act. This ensures that all research is carried out at the highest ethical and professional standards. It also means that it is possible to withdraw from the interview at any stage. If you would like more information about the MRS Code of Conduct, please telephone 0500 396 999 (please note this number is free to call).

The interview will last approximately 90 minutes <and the accompanied cycling journey will take approximately 30 minutes>. As a thank you for your time, you will receive a gift of £30 in vouchers for participating in the interview <and an additional £20 in vouchers for an accompanied cycling journey>.

If for any reason you can no longer make this appointment or if you would like further information please do not hesitate to call us on <RESEARCHER NUMBER>. Thank you once again for agreeing to take part in the research and I look forward to meeting you.

If you would like to know more about this research or have any queries about your interview please call Steven Marsh at AECOM on 0161 927 8449. If you wish to speak to someone at the Department for Transport please call Jenny Buckland on 0207 944 5732.

Yours

<RESEARCHER NAME>, <RESEARCHER TITLE>

D <RESEARCHER NUMBER>

E <RESEARCHER EMAIL>