

Standard Operating Procedure

Recruitment and data collection in the field

Project: “From Bike Bus to Bike Use: Opening conversations among road users in Glasgow - the IAA Active Mobility Study”

Version: 2.0 15JUN2023

Major changes from the last version:

- Added updated map
- Updated the locations for team members
- Removed appendix 2 with pictures as a number of these are now out of date
- Other changes are in yellow

Background

The overall aim of our work is to “open the conversation” between various road users in a novel way. A community-led Bike Bus (a Bike Bus is a group of people cycling or scooting to a particular location at a particular time with stops to pick up/drop off participants along the way) will be the backdrop to gathering views and opinions of road users in Glasgow's south side on cycling and road use. Here are some useful resources to get you up to speed on the Bike Bus:

- <https://www.theguardian.com/lifeandstyle/2022/sep/02/shawlands-glasgow-school-bike-bus-traffic-stopping-tech>
- <https://shawlandsbikebus.org/>
- <https://www.bbc.co.uk/programmes/p0fry50j> (up to 11mins30secs)

Objective

The objective of this survey is to distribute recruitment materials to different road users in the Shawlands area of Glasgow.

Methodology

A team of data collectors will hand out leaflets to different road users who are in the vicinity of the Shawlands Bike Bus every Friday morning. These include drivers with their engines turned off, pedestrians at bus stops, pedestrians waiting at traffic lights and bus passengers. We will also distribute leaflets to homes and businesses in the area. The team of data collectors will have an overall supervisor each morning. This will be the principal investigator Dr. Deirdre Harrington unless specified otherwise.

There will be a slightly different way we will approach each group. There are also different health and safety issues to be mindful of with each group we interact with.

Each leaflet will have a weblink and a QR code which will direct people to an online survey. We will ask a series of questions in this survey (see appendix 1 for list of questions as they appear in Qualtrics survey).

Health & Safety

Prior to coming to the site

- Prior to surveying you must read this SOP and the safety instructions (at the end of this document). Please keep one copy of the Health and Safety Brief for your records and **you will be asked to sign a log to show you have read and understood this whole document**. If you have any queries, please ask the PI.
- Please wear suitable clothing for the weather conditions. If needed, bring an umbrella or hooded jacket **or suncream**. Please also ensure that you wear appropriate footwear which you can move comfortably in and will not cause you to trip or slip (e.g., do not wear high heels, sandals or shoes with poor grip).
- Please ensure you arrive on site at the time communicated to you to allow the supervisor to brief you and address any queries you may have. If at any point in the survey you have a query, please do not hesitate to ask the supervisor.

At the site

- You will be supplied with a fluorescent vest. Please wear this at all times during the survey and ensure it is fully fastened. Please do not leave it unfastened as this can reduce your visibility to drivers.
- Wear your Strathclyde ID badge if the lanyard can be tucked in behind your fluorescent vest. Don't let it loose and swinging. Otherwise, carry it in your pocket.
- Do not wear headphones.
- Do not carry laptops etc in your rucksack. Be discrete when using phones or other technology.
- You will be working with another team member in your sight. If you need to leave the site early, you must tell your pair and communicate that to the supervisor (via text or WhatsApp).

Methodology

Area: Shawlands is a low crime area of Glasgow.

Conditions: June weather is typically favourable temperature-wise, it may be raining.

Advice and support that we have in place: Community policing (PC Mark Watson 11MAY2023) and on-going engagement with a Traffic Consultant Quentin Reynolds from Traffic Data Collection Ltd. (12MAY2023)

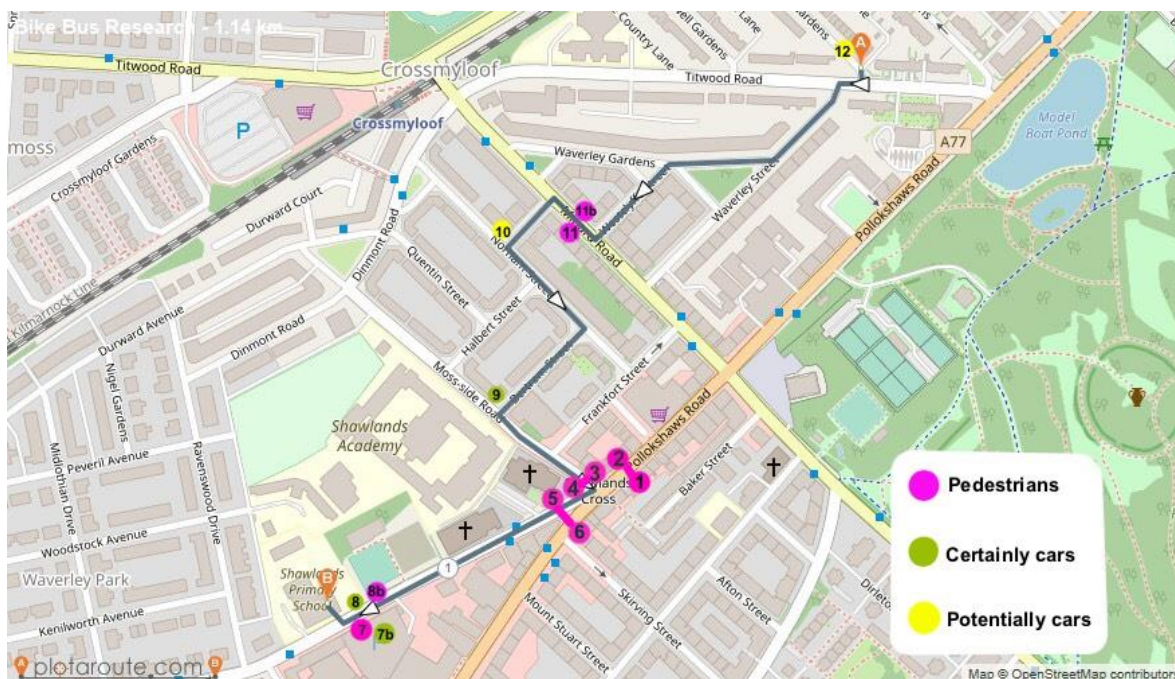


Figure 1. Map of the Bike Bus route. Updated (as of 15JUNE23) locations where members of the public and cars usually stop are noted in coloured dots. Team members will be located at these points.

Table 1. Roles

Roles	Locations
Distribution of materials to pedestrians at traffic lights	At each of the three crossings at the large intersection between Moss Side, Pollokshaws and Kilmarnock Roads. Locations 1-6 on the map.
Distribution of materials to drivers who have pulled in and turned off engine	Research team members will be at locations 8 and 9 as that is where certainly drivers pull in or park and turn off their engines to allow the Bike Bus to pass. Research team members will also be at locations 10,11 and 12 as that is where there are potentially some drivers that pull in or park and turn off their engines to allow the Bike Bus to pass.
Distribution of materials to pedestrians at bus stops	Research team members will be at the two bus stops on either side of Pollokshaws Road. These are the blue squares found just past number 5 on the map.
Distribution of materials to bus passengers	There will also be a research team member on one city bus (3,4 or 38) that is often stopped in traffic due crossing at that intersection.

Distribution of materials through letterboxes of homes	Research team members will distribute a pack to local homes on the Bike Bus route.
Distribution of materials to business owners	Research team members will distribute a pack to local businesses.
Survey on iPad in person	Engage pedestrians in the survey on an iPad.

Movement of different people from each point on the map

Number 12 – the supervisor (1). She will then cycle behind the Bike Bus and check in with team members on the route.

Number 11a and b – one person at each of these (2).

Number 10 – one person here (1).

Number 9 – one person here (1).

Number 8 – one person here (1),

Number 7 and 7b – one person here (1), two ideally

Numbers 1 and 6 – one person doing both of these (1),

Numbers 2 and 3 – one person here (1)

Numbers 4 and 5 plus the two bus stops – one person here (1)

On the bus – two people (2).

= This is a total of 12 team members

Key general safety notes:

- Researchers not to enter a live and moving carriageway.
- Usual street crossing awareness and etiquette should be followed. If required to cross the road, ensure the UK Highway Code precaution are followed. Please read this before attending the site <https://www.gov.uk/guidance/the-highway-code>

Key safety notes when approaching vehicles:

- In order to comply with Road Traffic legislation, we will **not** be approaching drivers at traffic lights.
- We will **not** be approaching drivers who have pulled in but who still have engines idling. You can indicate for them to turn off their engines **if they have stopped**. When distributing to such drivers please approach the passenger window of the vehicle from the nearside footpath.

- Researchers **not** to distract or 'flag down' any traffic.
- Staff should approach cars that are pulled over by the side of the road ideally and distribute interview forms to drivers via the passenger side window. Drivers side windows should not be used as they will put you in live traffic unnecessarily. Even on a quiet section, please use the passenger window.
- Only approach friendly looking drivers that are already making eye contact; be polite; don't force; don't knock on window.
- If a driver does not wish to roll down their window or accept a form, do not persevere and move on.
- If in doubt, ask the supervisor.

Key points on approaching individuals:

- A balance needs to be struck in ensuring the participants don't feel accosted or pressurised to take a pack or answer the survey. The times for data collection noted will be commuting times which can be a time sensitive period for some, and each method of transport brings a different kind of pressure for an individual.
- Similar to when charity staff on the street say "*it is ok if you're too busy to stop*" or "*it's ok to say no*" if an individual does not want to accept a form, do not persevere and move on.
- Being on a bus may lead to a pressure to take part when they otherwise wouldn't as the individual cannot move out of the bus.
- Being at a bus stop may lead to a pressure to take part or even take a postcard/research pack when they otherwise wouldn't as the individual is stationary (awaiting the bus).
- If a bus passenger does not accept a form, please be aware they may still feel under pressure due to the enclosed nature of the bus (i.e., the passenger cannot just walk away). Suggest to move on and position yourself safely at the front of the bus without further interference or looking at the bus passengers.

Key points when administering the survey on the iPad

- Data not to be saved onto the local iPad storage but instead to be saved directly into the survey software.
- DH will add more once I know more about if and how the iPad will work out of range of wifi.

What to say and how to say it!

- Every individual or situation will be a bit different. Please use your own judgement of how best to engage with individuals. Be practical and put yourself in their shoes.
- If they are rushing to work, don't try and stop them. If they are interacting with their children, don't distract them or use it too much time. Wait until there is a natural opportunity. Etc.

- If you have to choose between a pedestrian and a, say, driver exiting their car...go for the driver. We will prioritise a driver over a pedestrian as we know we have less opportunity to access drivers.

Some options of what to say:

- “I’m from Strathclyde Uni and we are doing some research on road use in this area and how we can open the conversation between different road users. You can give your views and be part of that conversation and also be entered into a prize draw. All the information is in this pack here. There is a QR code, just scan it and it will bring you to the short survey. There is also a web link if that’s easier”
- Simply: “Would you like to give your views on road use in this area and be entered into a prize draw? All the information is in this pack.” if they are walking.
- Or even “We are collecting views on road use in this area. All the info is in this pack, have a read” if they are hurrying past.

Questions you may get asked

- If they ask the purpose of the survey, please explain that it is to establish opinions and obtain feedback on cycling and road use in the local area. If they have further questions, please offer them a form and recommend that they contact the PI Dr. Deirdre Harrington as displayed on the form.
- If people start a debate, do not engage into a debate or conversations. We are not there to defend, promote or justify anything to do with infrastructure or decisions made about the neighbourhood. We are researchers from the University who, although liked with the Bike Bus through this project, are independent of how it operates.
- **If anyone gets into a debate or is bombarding you with comments (or ranting) it is ok to just walk away.**
- Drivers will also have the chance to be entered into a prize draw for participation in the survey. This information will be displayed in the form, but please tell them of this fact as it may ensure higher levels of cooperation.
- It is also likely that the interview link will be available via community noticeboards and / or community social media. If anybody says they have previously undertaken a survey via one of these mediums, there is no need to issue them with a form.

The primary responsibilities for ensuring the health and safety of people at work rest with employers, management and those in control of workplaces. However, all staff have specific legal obligations under the Health and Safety at Work Act 1974. These are reflected below.

General

- You must co-operate with line supervisors to enable health and safety requirements to be fulfilled.
- You should work in a responsible manner, so that you do not put yourself or others at unnecessary risk.
- Do not work when intoxicated by alcohol or drugs.
- The misuse of safety equipment etc is illegal and horseplay is not acceptable at any Group workplace.
- Wear sensible clothing and footwear, appropriate to your workplace, together with any necessary personal protective equipment.
- Find out what to do if there is a fire or other emergency.
- Ask where First Aid facilities can be obtained.
- Do not use any equipment unless you have been trained in its use and advised as to any special risks and precautions to be taken.
- Avoid leaving things where they may obstruct safe access.
- Ask for help before lifting heavy or awkward shaped objects.
- Do not climb up (or down) equipment, buildings, structures etc unless proper access arrangements are available.
- Do not smoke in designated “No Smoking” areas.
- Warn new staff of known hazards and of precautions to be taken.
- Report any apparent hazards or unsafe practices to your supervisor or line manager.

Driving

- Always be prepared for your journey. Determine your destination before leaving and ensure that you are equipped with the relevant maps, address of your final destination (survey sites) and the team meeting point on completion of your journey.
- Ensure your vehicle is suitable for the roads and conditions within which you will be driving.
- Check weather conditions before leaving.
- Ensure you have all the relevant equipment, information and appropriate contact details before leaving to undertake your site surveys.
- Ensure the car is sufficiently fuelled for your journey and that there is sufficient water and screen wash, particularly when driving conditions may be poor.

- Do not use your mobile phone whilst driving. Make use of voice mail and listen to messages when the car is off the road.
- If weather conditions are expected to deteriorate to an unacceptable level, discontinue, or do not start your journey.

Site Specific (Bike Bus Survey)

- Thoroughly read through all relevant health and safety, and survey instructions before starting your survey.
- Ensure you are equipped with, and wear, the relevant and appropriate Personal Protective Equipment (PPE) for undertaking the site surveys. Please ensure that any PPE is clean and fully fastened / zipped.
- Exercise due diligence, avoid obvious hazards and be responsible for yourself at all times when undertaking site surveys, particularly when you are working next to roads, traffic and any other 'hazard' areas out with your control.
- When approaching vehicles to distribute interview forms, please do so via the passenger side window as opposed to driver side to prevent you from working between close to moving cars in the opposite direction.
- Only approach vehicles pulled over by the roadside or in a parking bay with their engines turned off.
- If anyone does not wish to accept an interview form, do not persevere. There is no obligation to accept or complete them.
- Where possible please walk on pavements or footways.
- If you have any queries, ask your colleagues or the supervisor.

(PRINT NAME)	
Signature of staff member:	Date:
Supervisor signature:	

Appendix 1. Survey as it appears in Qualtrics as of 7JUN2023

Start of Block: Landing Page



Background

My name is Dr. Deirdre Harrington (Deirdre.harrington@strath.ac.uk) and I am a Lecturer in the School of Psychological Sciences and Health at the University of Strathclyde. I am the lead researcher ('principal investigator') on a research project looking at the views and opinions of road users and residents of Glasgow's South side of road use in the area. I am working with other staff at the University on this project as well as stakeholders in the community of Shawlands.

Do I have to take part?

No, you do not have to take part. Your participation is voluntary. You will be free to stop the survey at any time without having to give a reason and without any consequence. You cannot withdraw your data once you submit your responses as your own responses will not be identifiable amongst other people's responses.

What is the purpose of this study?

The purpose of this research is to open the conversation between different road users in a particular part of Glasgow. The South side of Glasgow has seen changes in recent users to road infrastructure and road use. We have new cycle lines, speed limits and low emission zones. More children are cycling to school with their parents and drivers are becoming increasingly aware of more vulnerable road users. To establish and represent opinions and views from different road users we are doing a survey to ask questions about particular road users and your own experience of road use.

What will be involved in this study?

If you decide to take part, you will be presented with a series of questions about cycling on the road and your own experience of cycling. We will also ask you to describe yourself (gender, age, etc.) so we can describe our survey participants. In this survey you will be given the option to give your responses by either text entry or audio recording. This is to allow you to speak more freely when answering the question and to make it more accessible. The research have no preference with how you provide your responses (do whatever feels the most comfortable for you). You must be aware that we may use the audio recordings in outputs (for example videos or animations) that represent our project or represent current road use in Glasgow. We estimate the whole survey will take approximately 10-15 minutes.

Why have I been invited to take part?

You will have been approached to take part because you live in, work in or travel through Glasgow's South side.

Are there potential risks in taking part?

While no personal disclosures are necessary, it possible that someone you know may recognise your voice in an output we produce. Therefore, total anonymity cannot be guaranteed. However, the audio recording is optional and the research team will aim to choose snippets of audio that do not represent a participant in a negative way. We do not foresee any other risks to taking part in this project.

What information is being collected in the project?

We are collecting your views and opinions and basic demographic data via this survey platform. Data responses in the platform are saved to servers in locations approved by the University of Strathclyde and are GDPR compliant.

How will my data be used?

Text responses will be analysed together and short quotes may be used in academic or public papers or reports. Short snippets of your optional audio responses may be used in outputs we produce to represent the results of this project. This could be a short videos or animation. No names or personal information will be collected alongside the audio responses.

Who will have access to the data?

Dr. Deirdre Harrington and approved members of the research team from the University of Strathclyde will only have access to your answers (either audio or text) purposes of the analysis. When producing a video or animation using audio we will transfer only the audio snippets we use through the appropriate file transfer system approved by the University of Strathclyde and/or any external company we work with.

Where will the data be stored and for how long?

Your answers will be added to a file with everyone else's answers which are stored for the project duration. Dr. Deirdre Harrington will then download it and it will be stored on a secure University of Strathclyde server for five years.

Chief investigator details:

If you have any further questions about the study please contact Deirdre Harrington, PhD. (Lecturer, Faculty of Humanities and Social Sciences, University of Strathclyde) on Deirdre.harrington@strath.ac.uk

Please also read our [Privacy Notice for Research Participants](#).

Who has approved this study?

Ethics approval has been granted by the School of Psychological Sciences Ethics Committee. If you have any questions/concerns, during or after the research, or wish to contact an independent person to whom any questions may be directed or further information may be sought from, please email: Timothy Eschle timothy.eschle@strath.ac.uk the Deputy Chair of the School Ethics Committee.

What happens next?

Please read the consent statements on the next page page. If you are happy to take part, please press the button below to confirm your consent to participate. You will then be taken

to the questions.

End of Block: Landing Page

Start of Block: Block 11

Q30 Please read the consent statements at the end of this page.

If you are happy to take part, please press the button below to confirm your consent to participate. You will then be taken to the questions.

1. I confirm that I have read and understood the Participant Information Sheet and the researcher has answered any queries to my satisfaction.
2. I confirm that I have read and understood the Privacy Notice for Participants in Research Projects and understand how my personal information will be used and what will happen to it (i.e. how it will be stored and for how long).
3. I understand that my participation is voluntary and that I am free to stop the survey without having to give a reason and without any consequences.
4. I understand I cannot withdraw my data once I submit it as my data will not be identifiable amongst other people's data.
5. I understand that any information I provide will remain confidential.
6. I understand that if I choose to provide any answers via audio, short snippets of these may be used in public-facing outputs that represent the results of project.

If you are happy to participate, please press the 'I Agree' button below.

- I agree to participate
- No thanks

End of Block: Block 11

Start of Block: Group

Q1 Which group(s) best describes who you are in the Shawlands area? (you can choose more than one)

- Pedestrian
 - Motor vehicle driver
 - Motor vehicle passenger
 - Cyclist
 - Wheeler/scooter
 - I live here
 - I work here
 - Bus passenger
 - Bus driver
 - Lollypop person
 - Other (please specify)
-

End of Block: Group

Start of Block: The Bike Bus

Q2

This is a Bike Bus. A Bike Bus is a group of people cycling or scooting to a particular location at a particular time with stops to pick up/drop off participants along the way. Often a Bike Bus will allow children to cycle or scoot from their homes to their school in the morning.

Have you seen a Bike Bus before?

- Yes
- No
- Unsure

End of Block: The Bike Bus

Start of Block: Branch for no/unsure

Q3a Here is something information on Bike Buses

Bike Buses create safe spaces for children to ride to school, improving the environment, reducing traffic and giving families the experience of cycling together. However, is also a gentle protest saying that cycling infrastructure needs to be improved in the area.

Now that you know a bit more about a Bike Bus, what do you think?

End of Block: Branch for no/unsure

Start of Block: Initial reaction

Q3b BB - saying What do you think the purpose of a Bike Bus is? What is it trying to say?

End of Block: Initial reaction

Start of Block: Main questions

Q4 What do you think about or feel when you see a Bike Bus? If you haven't seen one, what do you think you might think or feel?

Q5 Imagine you were cycling or scooting in a Bike Bus yourself or maybe someone close to you was, or your children? What would you feel? What might they feel?

End of Block: Main questions

Start of Block: Conversation with the BB

Q6 for the BB Imagine you were having a chat with the parents who cycle to protect their kids on the Bike Bus? What would you say to them? Do you have any questions for them?

Q7 Know about you What would you want the Bike Bus parents to know about you, what would you tell them?

End of Block: Conversation with the BB

Start of Block: Better place to live

Q8. Better to live What would make the place you live in be a bit better to live and travel in?

End of Block: Better place to live

Start of Block: Demographics

Q9 We have a final few questions about you. These are so we can categorise our participants and know more about who is taking part.

Which best describes your gender?

- Female
- Male
- Identify another way
- Prefer not to say

Q10 What age category are you in?

- 16-19
 - 20-29
 - 30-39
 - 40-49
 - 50-59
 - 60-69
 - 70-79
 - 80+
-

Q11. Cars How many cars are in your household?

- None
 - One car
 - Two cars
 - Three or more cars
-

Q12 How many bikes are for use in your household?

- None
 - One bicycle
 - Two bicycles
 - Three or more bicycles
-

Q13 What is your annual household income

- Less than £15,000
- £15,001 to £30,000
- £30,001 to £60,000
- £60,000 and higher

End of Block: Demographics

Start of Block: Raffle

Q14 Would you like to be entered into a raffle for an £10 shopping voucher? We have 10 available. Your survey response will still remain anonymous.

- Yes please
- No thanks

End of Block: Raffle
