

25 June 2019
Our ref: 5417028

Thank you for your request received on 25 June 2019, for the following information:

Overcoming barriers to cycling in urban environments is a complex issue. While there is a considerable body of knowledge on how the public and voluntary sectors can help address them, there is surprisingly little research on the role of the private sector, in particular what role cycle retailers play in creating modal shift to cycling. It can be argued whether cycling retail has or should have any stake in promoting cycling for transport, as opposed to sport or leisure. Cycling as a mode of transport is indeed more relevant in urban environments, especially where local authorities are making an active effort to improve cycling facilities, such as London, Manchester or Cambridge. More people cycling can be linked with more customer spend on cycling, in terms of bicycles, accessories, but also repairs and ongoing maintenance. Many cycling retailers are struggling to compete with online discount retailers and the face-to-face customer service is a competitive advantage online shopping cannot imitate, especially when it comes to new cyclists who may lack technical knowledge. Similarly, local cycling promotion strategies can potentially benefit from that customer experience. Congruently, this project aims to explore what role local cycle retailers play in creating mode shift towards cycling and encouraging long-term behaviour change.

Main aims and objectives/research questions

This dissertation project aims to address the lack of research on the role of private sector, in particular, cycle retailers, in the modal shift towards cycling and to contribute to the broader debate on behaviour change for active travel.

Objectives

- 1. What do cycle retailers do to enable mode shift?**
- 2. What image of cycling do cycle retailers promote? Both in general, and in particular in relation to safety accessories?**
- 3. What do cycle retailers do to support long-term behaviour change?**
- 4. What role do they play in wider implementation of behaviour change interventions?**

How do bicycle users perceive the role of cycle retailers in the formation of their cycling habits?

Methodology:

The aims of this dissertation project will be achieved through three-stage research project:

- * **Analysis of behaviour change interventions delivered by local authorities in Greater London;**
- * **Qualitative interviews with representatives of cycling retailers;**
- * **Online survey among cyclists who use cycling shops.**

We have processed this request under the Freedom of Information Act 2000.

Response

I am writing to inform you that we have searched our records and the information you requested is not held by London Borough of Barnet.

We do not involve cycling retailers in any of these services.

In the past we have sent all cycle retailers in the borough flyers and posters promoting Barnet's free Adult Cycle Skills and Family training, asking for them to be placed in a prominent position for their customers to see or pick up.

If you are dissatisfied with the response in any way, there is a complaints process which can be found at **Annex A**.

Further information

If you are interested in the data that the council holds you may wish to visit Open Barnet, the council's data portal. This brings together all our published datasets and other information of interest on one searchable database for anyone, anywhere to access. <http://open.barnet.gov.uk/>

Advice and Assistance : Direct Marketing

If you are a company that intends to use the names and contact details of council officers (or other officers) provided in this response for direct marketing, you need to be registered with the Information Commissioner to process personal data for this purpose. You must also check that the individual (whom you wish to contact for direct marketing purposes) is not registered with one of the Preference Services to prevent Direct Marketing. If they are you must adhere to this preference.

You must also ensure you comply with the Privacy Electronic and Communications Regulations (PECR). For more information follow this Link www.ico.org.uk

For the avoidance of doubt the provision of council (and other) officer names and contact details under FOI does not give consent to receive direct marketing via any media and expressly does not constitute a 'soft opt-in' under PECR.

Your rights

If you are unhappy with the way your request for information has been handled, you can request a review within the next 40 working days by writing to the Information Management Team at: foi@barnet.gov.uk. Or by post to Information Management Team (FOI) The London Borough of Barnet, North London Business Park, Oakleigh Road South, London, N11 1NP

If, having exhausted our review procedure, you remain dissatisfied with the handling of your request or complaint, you will have a right to appeal to the Information Commissioner at: The Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF (telephone: 0303 123 1113; website www.ico.org.uk). There is no charge for making an appeal.

Annex A – Making an appeal

If you are dissatisfied with the way in which your information request has been dealt with you can request an internal review by emailing the Council's Data Protection Officer email: data.protection@barnet.gov.uk (Please quote the reference number above) or by writing to:

The Data Protection Officer

Information Management Team

London Borough of Barnet

North London Business Park

Oakleigh Road South

London N11 1NP

If you remain dissatisfied with the outcome of the review you have a further right of appeal to the Information Commissioner, who regulates the implementation of the Data Protection Act 2018. The Commissioner can be contacted at the following address:

Information Commissioner's Office

Wycliffe House Water Lane

Wilmslow

Cheshire

SK9 5AF

website at www.ico.gov.uk.

Email: casework@ico.org.uk

Telephone: 0303 123 1113

Textphone: 01625 545860

Monday to Friday, 9am to 4:30pm

You can also chat online with an advisor.

There is no charge for making an appeal.