Department for Transport

XXXXX
XXXXX
Communication Directorate
Department for Transport
5/03 Great Minster House
76 Marsham Street
London
SW1P 4DR
Direct Line: 020 7944 XXXX
Email: XXXXX@dft.gsi.gov.uk

XXXXX

By email to¢¢¢¢

Our Ref: P0007161

13 January 2010

Dear XXXXX,

Further to the correspondence sent to you on Wednesday 5 January 2011, I would like to apologise again for a delay in response to your FOI request. I am writing to confirm that the Department has now completed its search for the information which you requested on 6 December 2010.

A copy of the information is enclosed and a Google Analytics report is in the PDF format you requested.

Q. What has been the total cost of the Code Of Everand project in each year since its inception, reportedly in 2007; and projected annual costs for the remainder of its anticipated lifespan?

A. The project costs are set out below and cover:
- Strategy and planning
- Design, build and development of the online game
- Hosting and infrastructure
- Testing
- Promotion/advertising
- Evaluation and research

Year 1 (FY07/08)	**£10 695**
Year 2 (FY08/09)	**£808 000**
Year 3 (FY09/10)	**£1 270 000**
Year 4 (FY10/11)	**£697 000**

The status of the project beyond March 2011 will be reviewed in light of evaluation findings and other business planning considerations.

Q. Can you please publish monthly figures for the total number of registered users of the game, and total active users per month, for each calendar month since its launch.

A. The department tracks the accumulative number of registered users and the total active users since its launch in November 2009:

Registered users   Active users

Month	Registered users
Nov-09	24,016
Dec-09	49,102
Jan-10	83,003
Feb-10	101,442
Mar-10	155,944
Apr-10	162,471
May-10	164,788
Jun-10	166,137
Jul-10	167,262
Aug-10	168,149
Sep-10	168,945
Oct-10	169,866
Nov-10	170,627

Month	Active users
Nov-09	13,062
Dec-09	16,059
Jan-10	24,319
Feb-10	13,253
Mar-10	36,357
Apr-10	6,923
May-10	3,411
Jun-10	2,161
Jul-10	1,853
Aug-10	1,539
Sep-10	1,216
Oct-10	1,358
Nov-10	1,149

Since launch in November 2009 there have been 10,038,664 minutes of game-play and on average, players log in and play the game for half an hour every week.

Q. Can you please also publish Google Analytics reports on site traffic for each calendar month since the site's launch in 2007, using the service's function to 'Export' as PDF.

A. A copy of the information is enclosed in the format you requested. This begins end of October 2009, as the game launched November 2009 and not in 2007. Please note that this report captures all visitors to the game site (Absolute Unique Visitors) regardless of whether they are a player or not. On the other hand, our figures above are for 'registered' users (people who have been through the registration process and signed up to the game) and 'active' users (people who been through the registration process and log-in to play).

Q. It was reported by Edge Online that the project was 'on the brink of cancellation twice'. Please provide documents and correspondence related to these two decision points, detailing why project closure was considered; and why it was ultimately decided to continue.

A. The project development was complex and the game went through a number of different iterations, but we do not have any record of it having been 'on the brink of cancellation'. It would be more accurate to say that it has been kept under constant review throughout its development and that we are maintaining the game whilst formal evaluation is underway.

Q. It was also reported by Edge Online that media agency Carat had been 'doing a merry tour around the academic institutions in the country to find a consortium to evaluate it.' Please indicate which consortium, if any, was ultimately tasked with evaluating the project; and publish any evaluation reports.

A. A contract to evaluate the game was let to the Transport Research Laboratory (TRL) in March 2010. The evaluation team consists of TRL, the Serious Games Institute based in

Coventry University and Simon Christmas Ltd, an independent social researcher. The project will consist of various strands of work but is a single integrated project so will result in the production of one final report. We are currently in the planning stage of the project and do not yet have a date for publishing the work and final report.

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. The Department will, therefore, be simultaneously releasing to the public the information you requested.

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

If you have any queries about this letter, please contact me. Please remember to quote the reference number above in any future communications.

Yours sincerely,

XXXXX

### Your right to complain to [DfT/Agency] 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

Visitors Overview

Nov 1, 2009 - Nov 30, 2009

Comparing to: Site
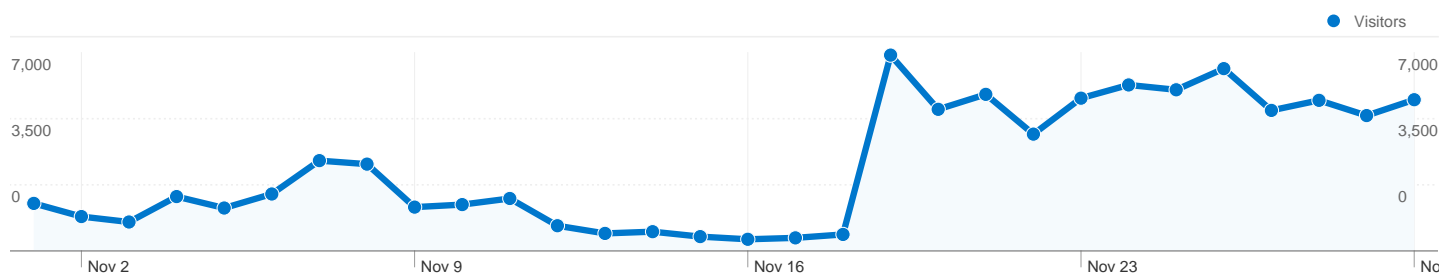
● Visitors

75,433 people visited this site

110,200 Visits

75,433 Absolute Unique Visitors

398,194 Pageviews

3.61 Average Pageviews

00:03:43 Time on Site
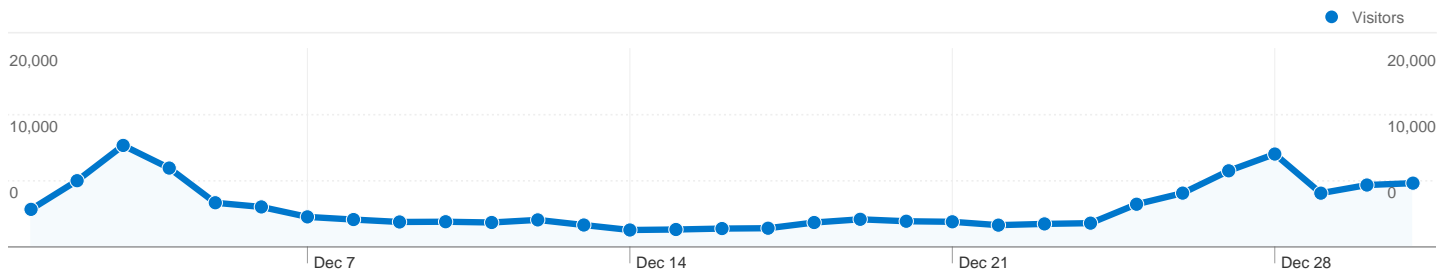
39.19% Bounce Rate

68.25% New Visits

Technical Profile

Browser	Visits	% visits
Internet Explorer	66,440	60.29%
Firefox	28,381	25.75%
Chrome	7,691	6.98%
Safari	5,706	5.18%
Opera	1,467	1.33%

Connection Speed	Visits	% visits
DSL	49,430	44.85%
Cable	30,156	27.36%
Unknown	26,063	23.65%
T1	2,568	2.33%
Dialup	1,190	1.08%

Google Analytics

Visitors Overview

Dec 1, 2009 - Dec 31, 2009
Comparing to: Site

● Visitors

100,616 people visited this site

165,230 Visits

100,616 Absolute Unique Visitors
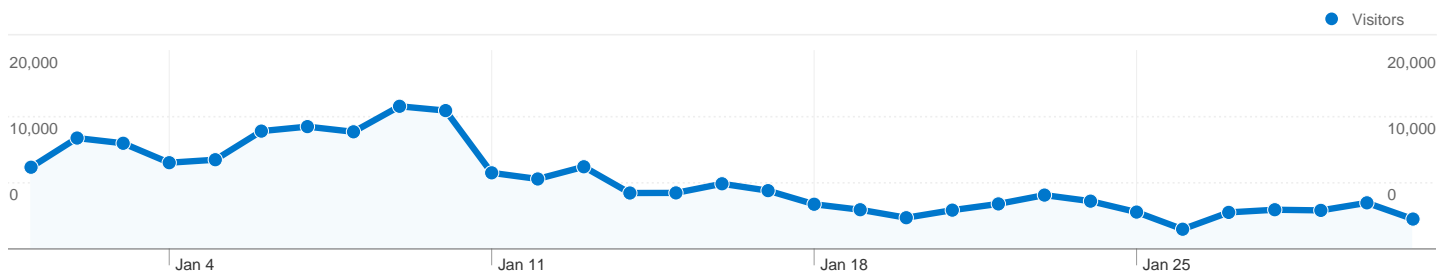
1,539,372 Pageviews

9.32 Average Pageviews

00:05:47 Time on Site

34.14% Bounce Rate

58.60% New Visits

Technical Profile

Browser	Visits	% visits
Internet Explorer	92,473	55.97%
Firefox	46,545	28.17%
Chrome	15,841	9.59%
Safari	6,601	4.00%
Opera	2,996	1.81%

Connection Speed	Visits	% visits
DSL	72,842	44.09%
Unknown	46,270	28.00%
Cable	39,550	23.94%
T1	3,098	1.87%
Dialup	2,093	1.27%

Google Analytics

Visitors Overview

● Visitors

156,771 people visited this site

313,102 Visits

156,771 Absolute Unique Visitors
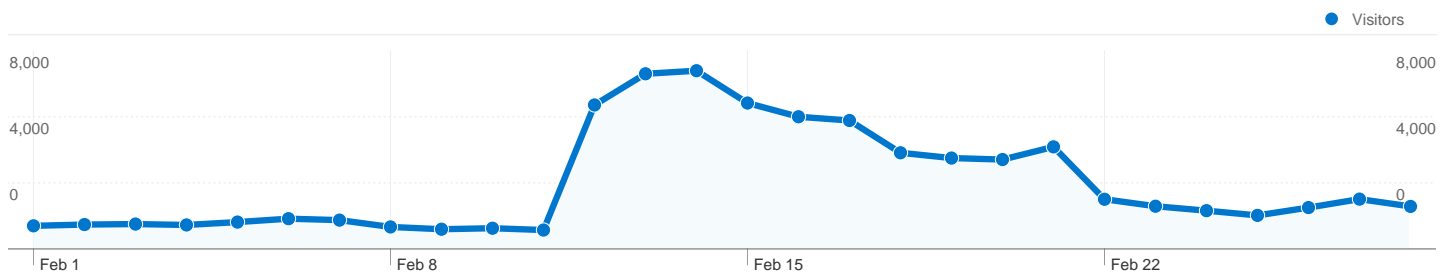
4,342,493 Pageviews

13.87 Average Pageviews

00:08:00 Time on Site

29.51% Bounce Rate

47.53% New Visits

Technical Profile

Browser	Visits	% visits		Connection Speed	Visits	% visits
Internet Explorer	205,523	65.64%		DSL	145,950	46.61%
Firefox	64,773	20.69%		Cable	80,213	25.62%
Chrome	25,328	8.09%		Unknown	74,495	23.79%
Safari	13,742	4.39%		T1	5,960	1.90%
Opera	2,817	0.90%		Dialup	3,783	1.21%

Google Analytics

Visitors Overview

Visitors

45,734 people visited this site

123,660 Visits

45,734 Absolute Unique Visitors

2,105,619 Pageviews

17.03 Average Pageviews

00:10:03 Time on Site
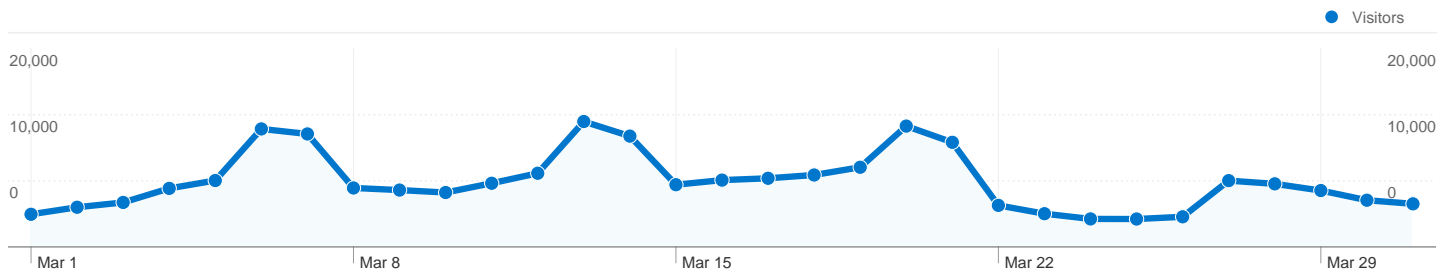
14.56% Bounce Rate

32.93% New Visits

Technical Profile

Browser	Visits	% visits
Internet Explorer	85,810	69.39%
Firefox	20,849	16.86%
Chrome	10,297	8.33%
Safari	5,632	4.55%
Opera	688	0.56%

Connection Speed	Visits	% visits
DSL	56,989	46.09%
Cable	33,425	27.03%
Unknown	29,280	23.68%
T1	1,834	1.48%
Dialup	1,234	1.00%

Google Analytics

Visitors Overview

● Visitors

123,953 people visited this site

310,833 Visits

123,953 Absolute Unique Visitors
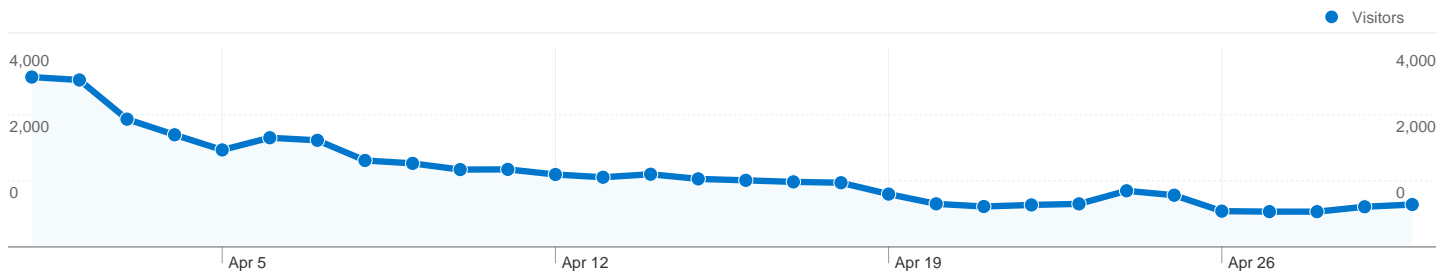
5,109,379 Pageviews

16.44 Average Pageviews

00:10:02 Time on Site

14.04% Bounce Rate

37.44% New Visits

Technical Profile

Browser	Visits	% visits
Internet Explorer	215,070	69.19%
Firefox	51,719	16.64%
Chrome	27,264	8.77%
Safari	13,999	4.50%
Opera	1,817	0.58%

Connection Speed	Visits	% visits
DSL	148,207	47.68%
Unknown	81,957	26.37%
Cable	68,258	21.96%
T1	6,191	1.99%
Dialup	3,883	1.25%

Google Analytics

Visitors Overview

● Visitors

26,131 people visited this site

71,616 Visits

26,131 Absolute Unique Visitors

1,161,520 Pageviews

16.22 Average Pageviews

00:10:49 Time on Site
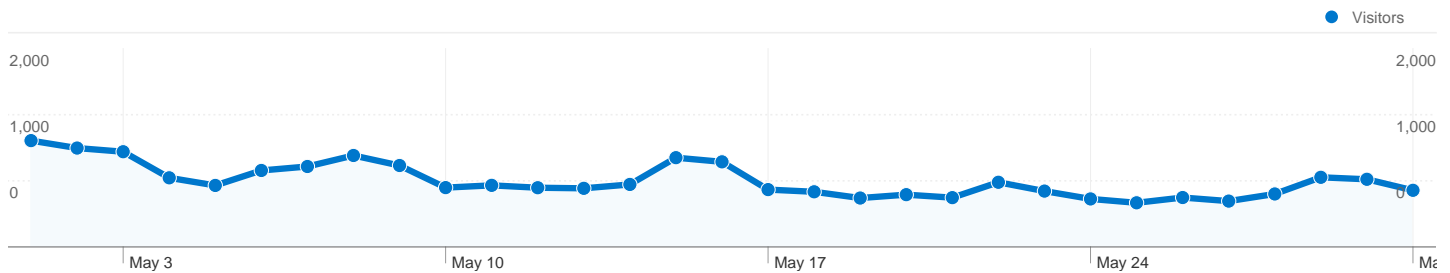
18.91% Bounce Rate

24.97% New Visits

Technical Profile

Browser	Visits	% visits
Internet Explorer	48,178	67.27%
Firefox	12,894	18.00%
Chrome	6,036	8.43%
Safari	3,821	5.34%
Opera	409	0.57%

Connection Speed	Visits	% visits
DSL	35,047	48.94%
Unknown	18,596	25.97%
Cable	15,439	21.56%
T1	1,356	1.89%
Dialup	694	0.97%

Google Analytics

Visitors Overview

● Visitors

12,272 people visited this site

31,393 Visits

12,272 Absolute Unique Visitors

498,868 Pageviews

15.89 Average Pageviews

00:10:00 Time on Site

22.10% Bounce Rate

26.45% New Visits

Technical Profile

Browser	Visits	% visits
Internet Explorer	19,696	62.74%
Firefox	6,391	20.36%
Chrome	3,339	10.64%
Safari	1,424	4.54%
Opera	482	1.54%

Connection Speed	Visits	% visits
DSL	13,909	44.31%
Unknown	8,359	26.63%
Cable	7,562	24.09%
T1	981	3.12%
Dialup	412	1.31%

Google Analytics

Visitors Overview

Jun 1, 2010 - Jun 30, 2010

Comparing to: Site
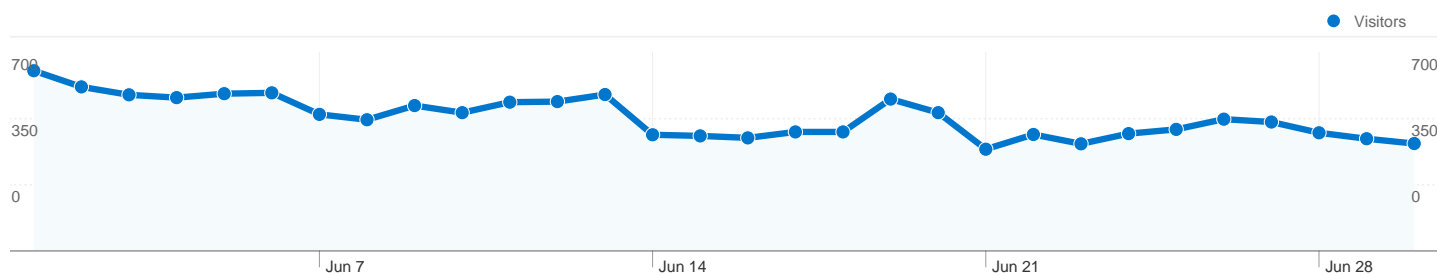
● Visitors

8,639 people visited this site

22,880 Visits

8,639 Absolute Unique Visitors

366,589 Pageviews

16.02 Average Pageviews

00:10:36 Time on Site
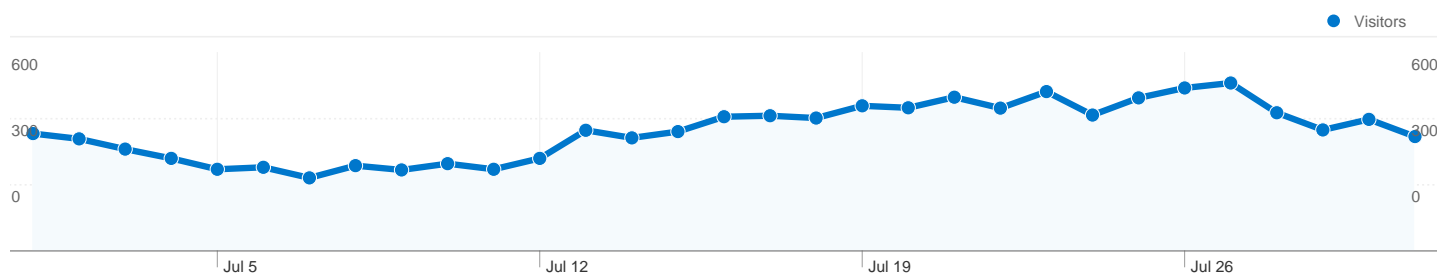
21.40% Bounce Rate

26.18% New Visits

Technical Profile

Browser	Visits	% visits
Internet Explorer	12,942	56.56%
Firefox	5,678	24.82%
Chrome	2,900	12.67%
Safari	1,030	4.50%
Opera	258	1.13%

Connection Speed	Visits	% visits
DSL	9,751	42.62%
Cable	7,325	32.01%
Unknown	4,838	21.15%
T1	677	2.96%
Dialup	201	0.88%

Visitors Overview

Jul 1, 2010 - Jul 31, 2010

Comparing to: Site

● Visitors

7,074 people visited this site

18,469 Visits

7,074 Absolute Unique Visitors

233,309 Pageviews

12.63 Average Pageviews

00:09:16 Time on Site

24.11% Bounce Rate

27.37% New Visits

Technical Profile

Browser	Visits	% visits
Internet Explorer	10,545	57.10%
Firefox	4,279	23.17%
Chrome	2,358	12.77%
Safari	1,064	5.76%
Opera	170	0.92%

Connection Speed	Visits	% visits
DSL	7,544	40.85%
Cable	5,371	29.08%
Unknown	4,774	25.85%
T1	608	3.29%
Dialup	128	0.69%

Visitors Overview
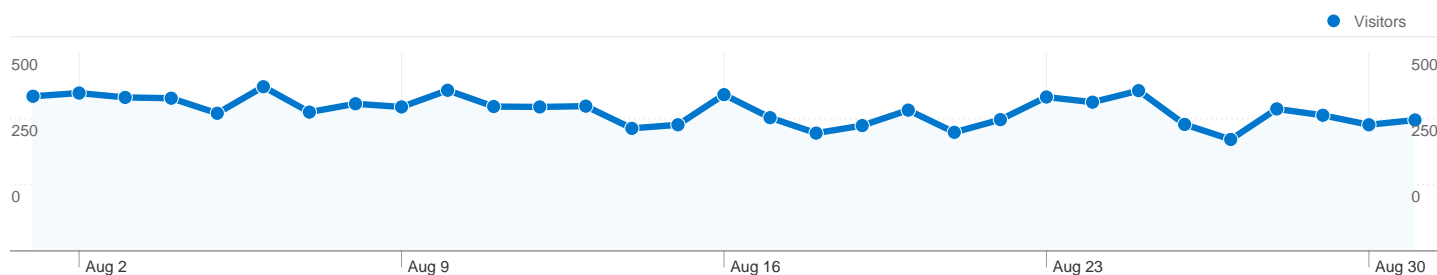
● Visitors

6,915 people visited this site

18,900 Visits

6,915 Absolute Unique Visitors
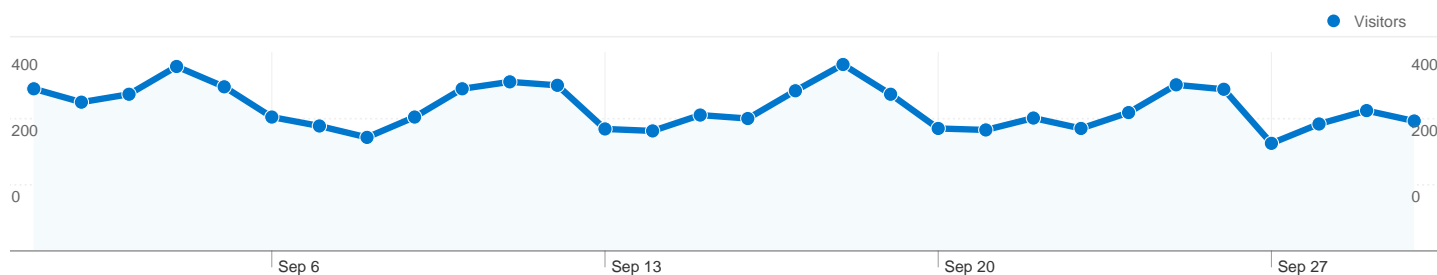
311,763 Pageviews

16.50 Average Pageviews

00:11:28 Time on Site

21.97% Bounce Rate

24.99% New Visits

Technical Profile

Browser	Visits	% visits
Internet Explorer	9,873	52.24%
Firefox	4,557	24.11%
Chrome	3,211	16.99%
Safari	1,129	5.97%
Opera	103	0.54%

Connection Speed	Visits	% visits
DSL	7,842	41.49%
Unknown	5,492	29.06%
Cable	5,064	26.79%
T1	303	1.60%
Dialup	149	0.79%

5,685 people visited this site

13,855 Visits

5,685 Absolute Unique Visitors

216,955 Pageviews

15.66 Average Pageviews
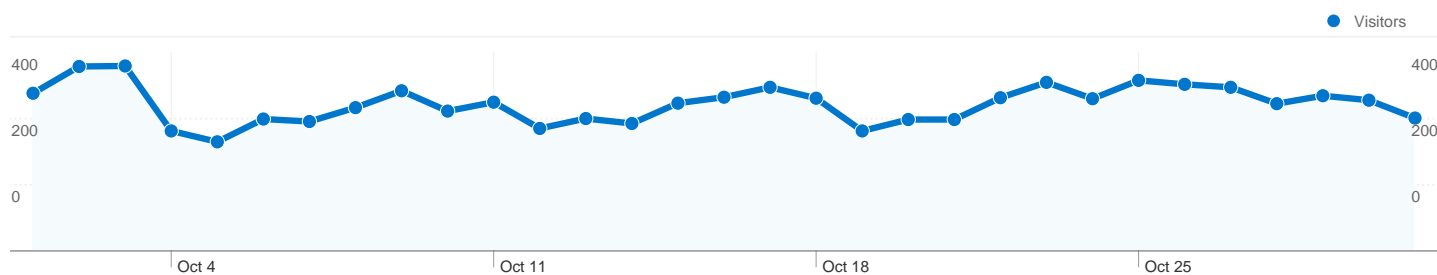
00:10:09 Time on Site

22.29% Bounce Rate

29.22% New Visits

Technical Profile

Browser	Visits	% visits
Internet Explorer	7,424	53.58%
Firefox	3,073	22.18%
Chrome	2,319	16.74%
Safari	900	6.50%
Opera	125	0.90%

Connection Speed	Visits	% visits
DSL	5,698	41.13%
Unknown	3,940	28.44%
Cable	3,435	24.79%
T1	464	3.35%
Dialup	284	2.05%

● Visitors

5,992 people visited this site

14,737 Visits

5,992 Absolute Unique Visitors

238,702 Pageviews

16.20 Average Pageviews

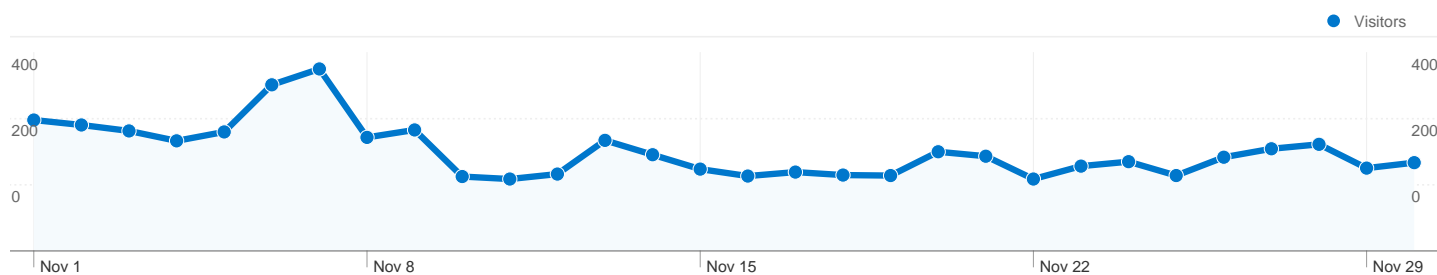**00:10:30** Time on Site

20.10% Bounce Rate

29.38% New Visits

Technical Profile

Browser	Visits	% visits		Connection Speed	Visits	% visits
Internet Explorer	7,938	53.86%		DSL	6,841	46.42%
Firefox	3,385	22.97%		Cable	3,486	23.65%
Chrome	2,255	15.30%		Unknown	3,273	22.21%
Safari	977	6.63%		T1	828	5.62%
Opera	142	0.96%		Dialup	262	1.78%

● Visitors

4,036 people visited this site

 8,888 Visits

 4,036 Absolute Unique Visitors

 250,990 Pageviews

 28.24 Average Pageviews

 00:17:41 Time on Site

 21.76% Bounce Rate

 34.02% New Visits

Technical Profile

Browser	Visits	% visits
Internet Explorer	5,148	57.92%
Firefox	1,761	19.81%
Chrome	1,310	14.74%
Safari	556	6.26%
Opera	101	1.14%

Connection Speed	Visits	% visits
DSL	4,075	45.85%
Cable	2,214	24.91%
Unknown	2,050	23.06%
T1	381	4.29%
Dialup	101	1.14%

_____
From: XXXXX
Sent: 13 January 2011 10:28
To: XXXXX
Subject: RE: Freedom of Information request - Code of Everand website

Dear XXXXX,

Thank you for your FOI request on the Code of Everand online game, which we received on 7 December 2010.

Further to the correspondence sent to you on Wednesday 5 January 2011, I would like to apologise again for a delay in response to your FOI request. I am writing to confirm that the Department has now completed its search for the information which you requested.

A copy of the information is enclosed and a Google Analytics report is in the PDF format you requested.

If you have any queries please contact me and remember to quote the reference number P0007161.

Yours sincerely,

XXXXX
XXXXX | Communication Directorate | Department for Transport
5/04 ¦ Great Minister House | 76 Marsham Street ¦ London SW1P 4DR
Direct Line: 020 7944XXXXX
Email: XXXXX@dft.gsi.gov.uk

-----Original Message-----
From: XXXXX
Sent: 06 December 2010 17:57
To: FOI-ADVICE-TEAM-DFT
Subject: Freedom of Information request - Code of Everand website

Dear Sir or Madam,

I am writing to request information about the 'Code of Everand'
online game, www.codeofeverand.co.uk, launched by the Department in
November 2009, with the objective of teaching children about road
safety.

My specific questions are as follows:

- What has been the total cost of the Code Of Everand project in
each year since its inception, reportedly in 2007; and projected
annual costs for the remainder of its anticipated lifespan?

- Can you please publish monthly figures for the total number of
registered users of the game, and total active users per month, for
each calendar month since its launch.

- Can you please also publish Google Analytics reports on site
traffic for each calendar month since the site's launch in 2007,
using the service's function to 'Export' as PDF.

- It was reported by Edge Online that the project was 'on the brink of cancellation twice'. Please provide documents and correspondence related to these two decision points, detailing why project closure was considered; and why it was ultimately decided to continue.

- It was also reported by Edge Online that media agency Carat had been 'doing a merry tour around the academic institutions in the country to find a consortium to evaluate it.' Please indicate which consortium, if any, was ultimately tasked with evaluating the project; and publish any evaluation reports.

For reference, the Edge Online article I quote above can be found at this address:

http://www.next-gen.biz/features/learning-vehicle

I look forward to hearing from you.

Yours faithfully,

XXXXX