

Examine techniques the hospitality industry can develop to overcome barriers and increase motivation to participate in artistic activities

Participant Information Sheet (PIS)

You are being invited to take part in a student research, the aim of the project is to establish what audiences would be looking for from a cultural venue and is for a student MEnt. Before you decide it is important for you to understand why the research being done and what will it involve. Please take to time to read the following information carefully and discuss it with others if you wish. Please ask if there is anything that is not clear or if you would like more information. Take time to decide whether you wish to take part. Thank you for reading this

About the research

➤ **Who will conduct the research?**

The research will be conducted by: Samuel Buist, from the Alliance Manchester Business School, Booth Street W, MANCHESTER M15 6PB

The research will be supervised by: Dr Kassandra A. Papadopoulou and Dr Robert Phillips Alliance Manchester Business School Booth Street W MANCHESTER M15 6PB

What is the purpose of the research?

The aim of the project is to establish what audiences would be looking for from a cultural venue/bar, with the aim to use the data to set up a cultural venue/bar.

You have been chosen for this project because you're someone who may potentially be interested in a venue.

Will the outcomes of the research be published?

The research will be used in a MEnt dissertation. There are presently no plans for the research to be published, other than for the dissertation. If you would like to find out more information about the results of the study, you will be given the opportunity to sign up to the emailing list during the course of the questionnaire.

Who has reviewed the research project?

The project has been reviewed by the Alliance of Manchester Business School Ethics Committee.

What would my involvement be?

➤ **What would I be asked to do if I took part?**

If you agree to take part in this project, you will be asked to complete the following questionnaire on this screen. The questionnaire consists of 27 questions and should take no longer than 10-20 minutes, plus three additional questions if you would like to join emailing lists,

Will I be compensated for taking part?

There will be no payment for participating in the project.

➤ **What happens if I do not want to take part or if I change my mind?**

It is up to you to decide whether or not to take part. If you do decide to take part, you will be given this information sheet to keep and asked to sign a consent form. If you decide to take part, you are still free to withdraw at anytime without giving a reason and without detriment to yourself.

As the questionnaire is anonymous, once you have submitted your questionnaire we will be unable to withdraw it.

samuel.buist@postgrad.manchester.ac.uk

Data Protection and Confidentiality

➤ **What information will you collect about me?**

In order to participate in this research project we will need to collect information that could identify you, called “personal identifiable information”. Specifically we will need to collect:

- Age
- Ethnicity
- Gender
- First three letters of postcode
- professions
- marital status
- Income
- Behaviours when going to watch entertainment and artistic activity
- Opinions on Motivations and barriers to artistic activities

➤ **Under what legal basis are you collecting this information?**

We are collecting and storing this personal identifiable information in accordance with data protection law which protect your rights. These state that we must have a legal basis (specific reason) for collecting your data. For this study, the specific reason is that it is “a public interest task” and “a process necessary for research purposes”.

➤ **What are my rights in relation to the information you will collect about me?**

You have a number of rights under data protection law regarding your personal information. For example you can request a copy of the information we hold about you, including audio recordings or photographs.

If you would like to know more about your different rights or the way we use your personal information to ensure we follow the law, please consult our [Privacy Notice for Research](#), also available from <http://documents.manchester.ac.uk/display.aspx?DocID=37095>.

At the end of the project, we will give you the option of joining the mailing list for any future business, under data protection law, your personal information will remain confidential. If you choose to join the mailing list, but change your mind at a later date you are free to have the information withdrawn from the mailing list at any time, by emailing sam@korova.co.uk (note this is a different email address to the one you're being asked to use in other circumstances).

➤ **Will my participation in the study be confidential and my personal identifiable information be protected?**

In accordance with data protection law, The University of Manchester is the Data Controller for this project. This means that we are responsible for making sure your personal information is kept secure, confidential and used only in the way you have been told it will be used. All researchers are trained with this in mind, and your data will be looked after in the following way:

Only the study team at The University of Manchester will have access to your personal information, but they will anonymise it as soon as possible. Your name and any other identifying information will be removed and replaced with a random ID number. Only the research team will have access to the key that links this ID number to your personal information. Your consent form and contact details will be retained for 2 years, in a locked filing cabinet that only the researcher has access to...

Please also note that individuals from The University of Manchester or regulatory authorities may need to look at the data collected for this study to make sure the project is being carried out as planned. This may involve looking at identifiable data. All individuals involved in auditing and monitoring the study will have a strict duty of confidentiality to you as a research participant.

Your participation in this research will be recorded in Zoom and your personal data will be processed by Zoom. This may mean that your personal data is transferred to a country outside of the European Economic Area, some of which have not yet been determined by the United Kingdom to have an adequate level of data protection. Appropriate legal mechanisms to ensure these transfers are compliant with the Data Protection Act 2018 and the UK General Data Protection Regulation are in place. The recordings will be removed from the above third party platform and stored on University of Manchester managed file storage as soon as possible following the completion of data collection.

What if I have a complaint?

➤ **Contact details for complaints**

If you have a complaint that you wish to direct to members of the research team, please contact:

Kassandra Papadopoulou

Tel: 0161 306 4652

Email: kassandra.papadopoulou@manchester.ac.uk

Or

Robert Phillips

Tel: 0161 275 1935

Email: Robert.Phillips@manchester.ac.uk

If you wish to make a formal complaint to someone independent of the research team or if you are not satisfied with the response you have gained from the researchers in the first instance then please contact

The Research Ethics Manager, Research Office, Christie Building, The University of Manchester, Oxford Road, Manchester, M13 9PL, by emailing: research.complaints@manchester.ac.uk or by telephoning 0161 275 2674.

If you wish to contact us about your data protection rights, please email dataprotection@manchester.ac.uk or write to The Information Governance Office, Christie Building, The University of Manchester, Oxford Road, M13 9PL at the University and we will guide you through the process of exercising your rights.

You also have a right to complain to the [Information Commissioner's Office](https://ico.org.uk/make-a-complaint/) (<https://ico.org.uk/make-a-complaint/>) [about complaints relating to your personal identifiable information](https://ico.org.uk/make-a-complaint/) Tel 0303 123 1113

Additional information in relation to COVID-19

Due to the current COVID-19 pandemic, we have made some adjustments to the way in which this research study will be conducted that ensures we are adhering to the latest government advice in relation to social distancing as well as taking all reasonable precautions in terms of limiting the spread of the virus. You should carefully consider all of the information provided below before deciding if you still want to take part in this research study. If you choose not to take part, you need to inform research team. If you have any additional queries about any of the information provided, please speak with a member of the research team.

Contact Details

If you have any queries about the study or if you are interested in taking part then please contact the researcher:

SAMUEL BUIST

Email: samuel.buist@postgrad.manchester.ac.uk