

## **Nottingham Creative & Digital Industries Focus Group Participant Information Sheet**

**1. Invitation and Purpose** - We are inviting you to take part in a research study that is investigating the levers and impediments to creative, digital, and cultural business growth in Nottingham. The study is being conducted by Nottingham Trent University in partnership with the University of Nottingham, Nottingham City Council, and the Creative Quarter Company. Please read the following information carefully before you decide whether or not to take part.

**2. Legal Basis for Research Studies** - NTU will be responsible for all the data collected during this study. The University undertakes research as part of its function for the community under its legal status. Data protection allows us to use personal data for research with appropriate safeguards in place under the legal basis of public tasks that are in the public interest.

All University research is reviewed to ensure that participants are treated appropriately, and their rights respected. This project has been considered by Nottingham Trent University's Schools of Business, Law and Social Sciences Research Ethics Committee and has met with a favourable ethics opinion.

Further information can be found at: <https://www.ntu.ac.uk/research/research-environment-and-governance/governance-and-integrity>

**3. Why have I been asked to participate?** - You have been approached about this study because we have identified you as a creative, digital, or cultural business in Nottingham and we want your views on how we can help the sector grow locally.

**4. Do I have to take part? - Taking part in this research is voluntary.** If you would prefer not to take part, you do not have to give any reason and you are free to withdraw at any time without consequence. However, due to the structure of the focus group, if you change your mind after it has concluded it will not be possible to withdraw your contribution.

**5. What will taking part involve?** - You will be joined by other local business owners/decisionmakers in person and through discussion with the wider group you will be asked to share your opinions, experiences, and insights related to the topic being discussed. The session will be moderated by a facilitator who will guide the discussion and ensure that everyone has an opportunity to contribute. The focus group will typically last between 60 and 90 minutes, and it will be audio recorded for research purposes only. Your individual responses will not be identified in any research report or publication. We will capture information about the age, size, location, and type of activity of your business along with your views as a representative of that business about the levers and impediments to business growth in Nottingham.

**6. What are the possible disadvantages and risks of taking part?** - We do not anticipate that there are any risks in taking part. You will not be under any pressure to answer questions or talk about topics that you prefer not to discuss, and you can choose to halt or withdraw from the interview at any point.

**7. What are the possible benefits of taking part?** - In addition to the opportunity to discuss pertinent business issues with peers, the focus group will allow you to feed into the design of future policy that could have a direct impact on the local business environment.



Your contribution will form part of an analysis that will inform the design of policy at a strategic and operational level.

**8. How will my confidentiality be protected?** - We will record the focus group with your consent. This allows us to accurately reflect what is said during the session. The recording will be transcribed (written out), with any names or identifying information removed. Data will be stored on NTU secure servers and only members of the research team will have access to recordings, transcripts and observation notes during the project using their NTU login details.

Confidentiality will only be broken in circumstances where the researcher is concerned that there is a risk of harm to you or someone else. In this instance, the researcher must report this information to the relevant agency that can provide assistance.

**9. How will my anonymity be maintained?** - Contact information that you provide us with will not be used in the research and may only be used for follow-up discussion. Any quotes that we use in publications will be anonymised, which means that they cannot be linked to you or your business. Participants will be referred to, if needed, by a pseudonym, for example 'Business A'. This allows us to attribute quotes to a specific participant without reference to any identifying information. Reports or future research will use summarised data that cannot be used to identify your business.

**10. What will happen to my data during the study and once the study is over?** - The project team will be responsible for all of the data during the study. Once the study is over, audio recordings and personal information about you such as your name, your business's name and contact details will be destroyed. We will only keep the research data that would allow others to check and verify our findings. These will be deposited in the NTU Data Archive, which is an archive of research data and will preserve data for at least ten years. Any anonymous data, which could not lead to the identification of either you or your organisation, including analysed data and focus group transcripts, will be publicly available. This will allow anyone else (including researchers, businesses, governments, charities, and the general public) to use the anonymised data for any purpose that they wish, providing they credit the University and research team as the original creators.

**11. How will the data be used?** - We will use data from the focus group to inform our final project report, presentations to project stakeholders and further research publications, which will be publicly available. If you are interested, copies of any resulting publications will be available on request.

**12. Who can I contact if I have any questions or concerns about the study?**

**If you have any queries or concerns, please** email [NottinghamCDI@ntu.ac.uk](mailto:NottinghamCDI@ntu.ac.uk). If you want to speak with someone who is not directly involved in this research, or if you have questions about your rights as a research subject, please contact Alistair Bruce (Associate Dean for Research) at Nottingham Business School at:

Tel: +44 (0)115 848 6867

E-mail: [alistair.bruce@ntu.ac.uk](mailto:alistair.bruce@ntu.ac.uk)



Please contact the Data Protection Officer at [DPO@ntu.ac.uk](mailto:DPO@ntu.ac.uk) if:

- you have a query about how your data is used by the University.
- you would like to report a data security breach (e.g., if you think your personal data has been lost or disclosed inappropriately)
- you would like to complain about how the University has used your personal data.

You should contact the Associate Dean for Research if at [alistair.bruce@ntu.ac.uk](mailto:alistair.bruce@ntu.ac.uk):

- you have concerns with how the research was undertaken or how you were treated.

### Research Team

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