

## **Participant Information Sheet**

### **What are the success factors in coastal towns when attracting investment and diversifying their economies from tourism?**

#### **1. Invitation to research**

My name is Diane Cunningham and I am studying on the MSc Place Leadership and Management programme with The Institute of Place Management (IPM) at Manchester Metropolitan University. The research is unfunded and impartial. It is for academic purposes only.

For my dissertation, I am researching coastal towns and how they can diversify their economies, focusing on how successful they are at attracting investment and supporting new businesses. I am using the seaside towns of Folkestone, Kent and New Brighton, Wirral as case studies for the research.

#### **2. Why have I been invited to take part?**

I am asking entrepreneurs, business owners and managers in Folkestone and New Brighton to complete a short survey about running a business in these locations and the benefits of being in a seaside town. I am also exploring the networks within the towns to enable businesses to grow, hire more people and expand their premises and how they are supported by stakeholders. There is also an opportunity to be interviewed if you would like to tell me more about your business.

#### **3. Do I have to take part?**

It is up to you to decide. This document describes the project and I'm happy to answer any questions you may have if you're unsure. The survey can be completed anonymously if you wish.

If you take part in an interview, I will ask you to sign a consent form to confirm that you agreed to take part and you would be free to change your mind at any point without giving a reason.

#### **4. What will I be asked to do?**

##### **a) Survey**

There is a short survey to fill in which can be accessed via the links below depending on your location.

New Brighton <https://www.surveymonkey.co.uk/r/NewBrightonBiz>

Folkestone <https://www.surveymonkey.co.uk/r/FolkestoneBiz>

The survey takes 5-6 minutes to complete and can be accessed on a mobile, tablet or PC. It asks you about running your business, if you have had to adapt due to Covid-19 and what you think are the good and bad points of being in a seaside town.

## **b) Interview**

If you would like to tell me more about your business and being based in a seaside town, you can request an interview by emailing me at [diane@theassemblyline.co](mailto:diane@theassemblyline.co). The interview would take place by phone or over Zoom/other platform (as you prefer and in line with Covid-19 guidelines) at a time and place to be agreed. It is expected to last no more than an hour but there is flexibility if you have less (or more) time available. Details will be noted but not recorded.

Key topics would include:

- What your town is doing well to attract investment and diversify its economy
- Entrepreneur-led regeneration and its impact on stakeholder relationships, particularly where there is a lead investor/driver of change
- The factors that lead businesses to locate in coastal towns
- The barriers that prevent coastal towns from diversifying

## **5. Are there any risks if I participate?**

There may be a risk to your business or personal reputation if you share information which may be commercially or personally sensitive. There is an option to remain anonymous in the final write-up.

## **6. Are there any advantages if I participate?**

The research may help other coastal towns to improve their economies. Taking part may enable your ideas to be presented to organisations in your town to support change but this cannot be guaranteed and I have no control over how the findings are used by those requesting them.

## **7. What will happen with the data I provide?**

When you agree to participate in this research, I will collect from you personally-identifiable information. The Manchester Metropolitan University ('the University') is the Data Controller in respect of this research and any personal data that you provide as a research participant.

The University is registered with the Information Commissioner's Office (ICO) and manages personal data in accordance with the General Data Protection Regulation (GDPR) and the University's Data Protection Policy.

The University collects personal data as part of this research (such as name, telephone numbers or age). As a public authority acting in the public interest, they rely upon the 'public task' lawful basis.

Your rights to access, change or move your information are limited, as the University need to manage your information in specific ways in order for the research to be reliable and accurate. If you withdraw from the study, they will keep the information about you that we have already obtained.

If your data is shared this will be under the terms of a Research Collaboration Agreement which defines use and agrees confidentiality and information security provisions. It is the University's policy to only publish

anonymised data unless you have given your explicit written consent to be identified in the research. The University never sells personal data to third parties.

I will only retain your personal data for as long as is necessary to achieve the research purpose. It will be destroyed within one year of submission which is currently expected to be February 2021.

Data is stored in encrypted back-up software accessible only by me. Your personal details will not be accessed by anyone and you have the choice to remain anonymous in the write-up.

For further information about the use of your personal data and your data protection rights please see the [University's Data Protection Pages](#).

### **What will happen to the results of the research study?**

The results will be written up for academic submission with the dissertation deadline date being in April 2021 but this date may change.

Interviewees have the option of requesting a copy of the final research and I will remind you of this as I near the submission date.

### **Who has reviewed this research project?**

The project has been reviewed by my dissertation supervisor and the head of course.

### **Who do I contact if I have concerns about this study or I wish to complain?**

You may contact any of those listed below if you have any concerns about the research.

<b>Name</b>	<b>Role</b>	<b>Org</b>	<b>Phone</b>	<b>Email</b>
Diane Cunningham	Student Researcher (Company – The Assembly Line)	MMU	07903 213640	diane.cunningham@stu.mmu.ac.uk diane@theassemblyline.co
Nikolaos Ntounis	Supervisor	MMU	0161 247 2797	<a href="mailto:N.Ntounis@mmu.ac.uk">N.Ntounis@mmu.ac.uk</a>
n/a	ICO	MMU	n/a	<a href="https://ico.org.uk/global/contact-us/">https://ico.org.uk/global/contact-us/</a>
n/a	Data Protection Officer	MMU	0161 247 3331	<a href="mailto:legal@mmu.ac.uk">legal@mmu.ac.uk</a>

**THANK YOU FOR CONSIDERING PARTICIPATING IN THIS PROJECT**