**PARTICIPANT INFORMATION SHEET**



**LJMU’s Research Ethics Committee Approval Reference: 21/PHI/011**

**YOU WILL BE GIVEN A COPY OF THIS INFORMATION SHEET**

**Title of Study:**  **Exploring experiences of drinking, alcohol marketing and nightlife venues in Liverpool**

You are being invited to take part in a study. Before you decide it is important for you to understand why the study us being done and what participation will involve. Please take time to read the following information carefully and discuss it with others if you wish. Ask us if there is anything that is not clear or if you would like more information. Take time to decide whether or not you wish to take part. Thank you for taking the time to read this.

1. **Who will conduct the study?**

**Study Team**

**Principal Investigator**: Dr Amanda Atkinson, Senior Researcher, [a.m.atkinson@ljmu.ac.uk](mailto:a.m.atkinson@ljmu.ac.uk)

**Co-investigators:** Beth Meadows, Research Assistant, [b.r.meadows@ljmu.ac.uk](mailto:b.r.meadows@ljmu.ac.uk) Professor Harry Sumnall [h.sumnall@ljmu.ac.uk](mailto:h.sumnall@ljmu.ac.uk)

**School/Faculty within LJMU**: Public Health Institute

1. **What is the purpose of the study?**

The study aims to gain insight into how people aged 17-40 experience drinking and nightlife spaces in Liverpool, and how they feel about how alcohol brands and nightlife venues are marketed. We are particularly interested in the pleasures and risks involved, and how different genders experience these differently. The information collected will help us make recommendations on how alcohol brand and nightlife venue marketing could be better regulated, and how nightlife venues can be made, safer, healthier and more inclusive. We want to speak to people who do drink alcohol, as well as those who don’t. We wish to speak to people of all genders, ethnicities and sexualities.

You were invited to take part in this research because you are aged 17-40 years old. We aim to recruit around 100 people.

1. **Do I have to take part?**

No. It is up to you to decide whether or not to take part. If you do, you will be invited to take part in a workshop with your friends or a one on one interview, which can take place in a private space such as on LJMU premises or at your home, a quiet café, or online via MS Teams. You will be given the chance to ask any questions. You will be given this information sheet to keep and we will gain your consent. As the data is anonymous, you will not be able to withdraw your data once you have taken part.

1. **What will happen to me if I take part?**

* If you do decide to take part, you will be asked to take part in an interview with your friends or an individual interview. It is up to you which you choose to take part in.
* These can be conducted in person on LJMU premises or at your home, a quiet café, or online via MS Teams.
* You will be asked to sign a consent form to say you are happy to take part.
* We will also ask you to complete a short confidential and anonymous online survey to collect demographic information. It will take longer than 5 minutes to complete.
* Before the discussion you will also be asked to think about any alcohol brand and venue marketing you have seen, such as on social media. You may wish to discuss these, or show us example on the day.
* The workshop or interview will ask you about:
  + Your experiences of drinking and the pleasures involved (e.g. its importance to friendship).
  + How you feel about how alcohol and nightlife venues are marketed and how this influences decisions around what to drink, where to drink and how safe venues feel. This will involve us showing examples of marketing which we would like the group to discuss. These are real life examples and some includes sexual images such as the below.



* + Your experiences of nightlife venues in Liverpool, including how safe they feel, any risks experienced and how you feel such spaces can be made safer. This may include discussions around unwanted sexual attention in the night time environment but you will not be asked to share personal intimate information
* There are no right or wrong answers and you do not have to answer any questions you would prefer not to.
* Discussions will last between a 1 and 1 hour and a half hours.
* You will receive a £15 retail voucher for taking part. This will be emailed to you afterwards.
* You will also be invited to take part in an optional photography component of the project, and more information will be provided after the discussion.
* All personal information collected during the study, such as names of individuals and organisations, will be anonymised and remain confidential. All information will be saved on a secure University drive which only the researchers will have access to.

1. **Will I be recorded and how will the recorded media be used?**

The audio/video recording is essential to your participation but you should be comfortable with the recording process and you are free to stop the recording at any time.

In person discussions will be audio recorded on a password protected audio recording device and as soon as possible the recording will be transferred to secure storage and deleted from the recording device. MS Teams discussions will be audio recorded using in built recording. This will be downloaded to a secure university encrypted password computer on OneDrive after the session. The audio and/or video recordings made during this study will be used for analysis. Only the researchers will have access to the audio file.

We may also use extracts from the recordings to display at a public art exhibition at the end of the project, which will present the main research findings. We will gain your written permission for this on the consent form. If we decide to use your recorded words to make an audio, we will contact you at a later stage to confirm your consent to display this at the exhibition. Your name will not be displayed at the event. However, there is a chance that someone attending the exhibition may recognise your voice. It is therefore important to take some time to think if there would be any implications for you if someone recognised your voice before you decide to consent to this.

1. **Are there any possible disadvantages or risks from taking part?**

There are no direct risks to taking part/ not taking part. This means that nothing good/bad will happen if you decide you do or don’t want to take part. You may feel a little uncomfortable if issues such as unwanted sexual attention in nightlife venues is discussed, and these may trigger anyone who has had an experience of unwanted sexual harassment or assault. If you would prefer to not answer these questions or listen to the discussion, you absolutely do not have to. We will follow up from the discussion with you individually and there is a section in the information sheet which signposts to relevant agencies that provide professional support around these issues. If you are personally affected by participation in this study, you may wish to seek support/advice from the below services.

NHS Alcohol Support- <https://www.nhs.uk/live-well/alcohol-support/>

We Are With You- <https://www.wearewithyou.org.uk/>

Mind- <https://www.mind.org.uk/>

RASA Merseyside- <https://www.rasamerseyside.org/>

For LJMU students only- student support services- <https://www.ljmu.ac.uk/students/supporting-your-study/reporting-an-incidence-of-sexual-violence>

1. **What are the possible benefits of taking part?**

Whilst there will be no direct benefits to you for taking part in the study, you will be given the opportunity to share your experiences and have your voice heard. This will help us make recommendations on how alcohol brand and nightlife venue marketing could be better regulated, and how nightlife venues can be made, safer, healthier and more inclusive.

1. **What will happen to the data provided and how will my taking part in this project be kept confidential?**

The information you provide as part of the study is the **study data**. Any study data from which you can be identified (e.g. from identifiers such as your name, date of birth, audio recording etc.), is known as **personal data**.This includes more sensitive categories of personal data (**sensitive data**) such as your race; ethnic origin; politics; religion; trade union membership; genetics; biometrics (where used for ID purposes); health; sex life; or sexual orientation.

When you agree to take part in a study, we will use your personal data in the ways needed to conduct and analyse the study and if necessary, to verify and defend, when required, the process and outcomes of the study. Personal data will be accessible to the study team only.

When we do not need to use personal data, it will be deleted or identifiers will be removed. Personal data does not include data that cannot be identified to an individual (e.g. data collected anonymously or where identifiers have been removed). However, your consent form, contact details, audio recordings etc. will be retained for 5 years.

The survey does not ask for your name and is anonymous. Data will be saved using a code (e.g. participant 1)– the link from the code to your identity will be stored securely and separately from the coded data. This will maintain data anonymity.

**You will not be named in any of our reports, publications, presentations or art displays. We will use pseudonyms in reports to help protect the identity of individuals and organisations.**

We may also use extracts from the recordings to display at a public art exhibition at the end of the project, which will present the main research findings. We will gain your written permission for this on the consent form. Your name will not be displayed. There is a chance that someone attention the exhibition may recognise your voice. It is therefore important to take some time to think if there would be any implications for you if someone recognised your voice before you decide to consent to this.

With your consent, we would like to store your contact details so that we may contact you about future opportunities to participate in studies.

We will not tell anyone that you have taken part, although if you have taken part in a group discussion, there is of course a possibility that another member of the group might tell someone that you took part. All participants will be asked to respect the confidentiality of their fellow participants.

1. **Limits to confidentiality**

The Investigator will keep confidential anything they learn or observe related to illegal activity unless related to the abuse of children or vulnerable adults, money laundering or acts of terrorism.

In certain exceptional circumstances where you or others may be at significant risk of harm, the investigator may need to report this to an appropriate authority. This would usually be discussed with you first. Examples of those exceptional circumstances when confidential information may have to be disclosed are:

* The investigator believes you are at serious risk of harm, either from yourself or others
* The investigator suspects a child may be at risk of harm
* You pose a serious risk of harm to, or threaten or abuse others
* As a statutory requirement e.g. reporting certain infectious diseases
* Under a court order requiring the University to divulge information
* We are passed information relating to an act of terrorism

1. **What will happen to the results of the study?**

The investigators intends to present the findings in a report, academic publications, presentations, at a public art exhibition and at an end of project event which will bring together key stakeholders (e.g. participants, researchers, venue owners, marketers, local council and licensing, women’s and LGBTQ+ organisations) to discuss the implications of the work and the way forward. You will not be identified in any of these. However, we may also use extracts from the recordings to display at a public art exhibition at the end of the project, which will present the main research findings. We will gain your written permission for this on the consent form. Your name will not be displayed. However, there is a chance that someone attention the exhibition may recognise your voice. It is therefore important to take some time to think if there would be any implications for you if someone recognised your voice before you decide to consent to this.

1. **Who is organising and*]* funding/commissioning the study?**

This study is organised by Liverpool John Moores University and funded/commissioned by the Economic and Social Research Council (https://esrc.ukri.org/).

1. **Who has reviewed this study?**

This study has been reviewed by, and received ethics clearance through, the Liverpool John Moores University Research Ethics Committee (Reference number: 21/PHI/011).

1. **Whom do I contact if I have a concern about the study or I wish to complain?**

If you have a concern about any aspect of this study, please contact Dr Amanda Atkinson, and we will do our best to answer your query. You should expect a reply within 10 working days. If you remain unhappy or wish to make a formal complaint, please contact the Chair of the Research Ethics Committee at Liverpool John Moores University who will seek to resolve the matter as soon as possible: Chair, Liverpool John Moores University Research Ethics Committee; Email: FullReviewUREC@ljmu.ac.uk; Tel: 0151 231 2121; Research Innovation Services, Liverpool John Moores University, Exchange Station, Liverpool L2 2QP

1. **Data handling Data Protection**

Liverpool John Moores University is the data controller with respect to your personal data. Information about your rights with respect to your personal data is available from: <https://www.ljmu.ac.uk/legal/privacy-and-cookies/external-stakeholders-privacy-policy/research-participantsprivacy-notice>

1. **Information regarding COVID-19 for in person interviews only**

If you take part in an person discussion on LJMU premises, before attending the interview we will ask you:

* to complete the Pre-Visit COVID Screening Questionnaire.
* not come to LJMU premises on the day if you are COVID positive, if you are self- isolating due to a COVID positive person in your household or they are feeling unwell
* to take a COVID test (i.e. LFD self-test) if possible in the 48 hours before the interview.
* to comply with the standard COVID precautions in place at the time (e.g. wearing a face covering inside, washing / gelling your hands, maintaining social distancing)

Seating in the interview will be socially distanced and hot drinks will not be provided to prevent the sharing of equipment, but individual water bottles will be available. Hand sanitiser will be available, including in the public toilets.

1. **Contact for further information**

Beth Meadows, Public Health Institute, Liverpool John Moores University

Exchange Station, Tithebarn Street Liverpool, L2 2QP, [b.r.meadows@ljmu.ac.uk](mailto:j.harris1@ljmu.ac.uk) 0151 231 4284

**Thank you for reading this information sheet and for considering taking part in this study.**