



### Participant Information Sheet

You are invited to take part in a questionnaire being conducted by Jennifer Jones, as part of her MSc in Marine and Coastal Resource Management at the University of Portsmouth. The study is part of a research project about attitudes toward seafood and sustainable fishing in the Solent, in partnership with Hampshire and Isle of Wight Wildlife Trust (HIWWT). The project is also supported by Just One Ocean, a UK conservation charity which promotes research into ocean issues.

Jennifer Jones will be the principal researcher for the study, supervised by Dr Jonathan Potts who has approved this questionnaire. The data will be shared between HIWWT and Jennifer Jones, and will be analysed and presented anonymously in the MSc dissertation.

#### **What is the purpose of the research?**

The study will investigate public perceptions and attitudes towards seafood, including sustainable seafood and seafood from the Solent. The results of the study will HIWWT to develop their Great Solent Seafood campaign, which will promote locally-caught, sustainable seafood across the Solent region.

This questionnaire is aimed at anybody who lives in the Solent region. It will be distributed via the mailing list of HIWWT, via social media and at events across the Solent.

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

Participation is entirely voluntary. You may choose not to take part or withdraw at any time while completing the questionnaire. However, once the data has been analysed it would be impossible to remove the data from the study as it will be processed anonymously.

#### **What will happen to me if I take part?**

The survey is a mixture of multiple-choice and open questions, and should take no more than 10 minutes to complete. Once all the results have been collected, only the principal researcher and HIWWT will be able to access the information. This will be analysed completely anonymously, and no personal details will be published.

There is an option for you to give your name and email address; this would be very helpful to the Trust for follow-up research about this project, but you are under no obligation to do so. All personal data will be protected under the University of Portsmouth's ethics and data protection policies, and the HIWWT data protection policy. You can view these policies on the following links:

<http://www2.port.ac.uk/research/ethics/>

<https://www.hiwwt.org.uk/privacy-notice>

#### **Expenses and Payments**

No expenses or payment can be offered for completing this survey. However, there is a chance of winning a Wildlife Trusts picnic blanket, worth £25. The winner will be selected at random once all the responses have been collected and will be notified of their win by 31 July 2019.

#### **What are the possible benefits of taking part?**

Participating in this study will not benefit you financially. However, a better understanding of public perceptions and attitudes to Solent seafood will help to guide the future of sustainable fisheries in the Solent.

#### **What are the possible disadvantages of taking part?**

Other than the perceived inconvenience or fatigue whilst completing the survey, there are no significant risks associated with taking part in this research.

#### **Will my taking part in the study be confidential?**

As discussed above, all data will be kept private following strict data protection and ethical guidelines, and including any personal details is completely optional.

In accordance with the University of Portsmouth ethics policy, all electronic data will be stored securely in a password protected file. Only the principal researcher, dissertation supervisor and HIWWT will have access to the data. The raw data will not be shared with any other third party.

If you provide your email address, you may be contacted by HIWWT to follow up on this research. This data will never be shared with any third party and will remain strictly confidential.

Your postcode will be used to map the representativeness of the responses, and also to identify if proximity to the sea affects attitudes towards Solent seafood.

#### **What if there is a problem?**

If you have any worries or concerns about any part of this research, please contact Jennifer Jones, Dr Potts or Rachel Bryan of HIWWT, who will do their best to answer your questions. Contact details are at the bottom of this sheet. If you are still unhappy and wish to make a formal complaint, please contact Dr Simon Kolstoe: [simon.kolstoe@port.ac.uk](mailto:simon.kolstoe@port.ac.uk)

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

The results of the study will be analysed and presented anonymously in the main body of the dissertation, due to be completed in September 2019. HIWWT may also utilise both the data and the completed dissertation in the development of sustainable seafood initiatives in the Solent.

A summary of the results will be available by email from September 12<sup>th</sup> 2019. Updates on the progress of the research may also be found at <https://justoneocean.org/portfolio/changing-attitudes-towards-sustainable-seafood>

#### **Questions**

We are happy to answer any questions you have about this study or discuss any concerns you might have about taking part. Please contact:

Principal researcher: [Jennifer.Jones2@myport.ac.uk](mailto:Jennifer.Jones2@myport.ac.uk)

MSc Supervisor: [Jonathan.potts@port.ac.uk](mailto:Jonathan.potts@port.ac.uk)

HIWWT Project Manager: [Rachel.bryan@hiwwt.org.uk](mailto:Rachel.bryan@hiwwt.org.uk)

Thank you for taking the time to read this information sheet.