Participant Information Sheet

Strathclyde Business School
MBA Project

A case study: Investigating customer relationships and retention for South Lanarkshire Leisure and Culture (SLLC)

Introduction
This survey is being conducted as part of a project for Karen Matheson's Master’s Degree in Business Administration (MBA) at the University of Strathclyde. If you would like further information, please contact Karen email at Karen.matheson@southlanarkshireleisure.co.uk.

What is the purpose of this investigation?
The purpose of this survey is to collect first hand data about the reasons why people do or do not exercise and reasons why they attend / stop attending SLLC fitness centres. The survey is being conducted to better understand the needs of health and fitness customers and in doing so identify approaches that service providers can use to better meet customer needs in the future.

Do you have to take part?
The survey will ask participants a series of questions based on their experiences. It is the participant’s choice to take part in this research. Turning down the opportunity to participate or withdrawing participation at a later date will not affect any other aspects of the way an individual is treated.

What will you do as part of the research?
Participants will be asked to complete a short survey which should take around five minutes to complete.

Why have you been invited to take part?
As an SLLC fitness member or an SLLC / SLC employee, you have been invited to participate in this research. This will provide views from a range of individuals, with a variety of fitness habits.

What are the potential risks to you in taking part?
Any information provided during this survey will be anonymised and no personal details will be shared with any other party. I am an employee of South Lanarkshire Leisure and Culture and I am undertaking this research independently. The final research will be shared with SLLC and used to inform future decisions about service provision. No personal details will be shared with South Lanarkshire Leisure and Culture. It is not compulsory to answer all the questions and you should feel free to skip any questions that you would prefer not to answer.

What happens to the information in the project?
Your right to confidentiality is taken very seriously. All information received will be stored securely in locked / secure cabinets or password protected electronic files. All references to individuals or organisations will be removed or given pseudonyms if data is to be included within the submitted study, unless express permission has been given. All data will be destroyed on submission and completion of the research project.

The University of Strathclyde is registered with the Information Commissioner’s Office who implements the Data Protection Act 1998. All personal data on participants will be processed in accordance with the provisions of the Data Protection Act 1998.
Thank you for reading this information – please ask any questions if you are unsure about what is written here.

What happens next?
If you are happy to be involved in the project, please complete the survey via the link.
If you would prefer not to be involved, thank you for your time. No further action is required.

Research Ethics
This investigation was granted ethical approval by the University of Strathclyde Department of Management ethics committee.

By completing the survey, you are confirming that you:

- have read and understood the information sheet for the project and the researcher has answered any queries to your satisfaction.
- understand that your participation is voluntary and that you are free to withdraw from the project at any time, without having to give a reason and without any consequences.
- understand that you can withdraw your data from the study at any time.
- understand that any information recorded during research will remain confidential and no information that identifies you will be made publicly available.
- consent to being a participant in the project

If you have any questions/concerns, during or after the survey, or wish to contact an independent person to whom any questions may be directed or from whom further information may be sought please contact:

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