

PARTICIPANT INFORMATION SHEET

Optimising the enterprise potential of the ethnic farming sector in the UK

STUDY BACKGROUND

You are being asked to take part in a research study on Optimising the enterprise potential of the ethnic farming sector in the UK. As part of “Research to Ph.D. (Business)” I am undertaking a research project at Birmingham City University, contacting you to participate in my research study aiming to capture the experiences, perceptions and opinions of indigenous farmers in the UK to grow ethnic food, to identify their motivation and barriers to produce foods for the variety of ethnic minority communities, to serve the needs of the growing ethnic population. Therefore, to investigate the opportunities and challenges of growing ethnic foods in the UK, and examine how technology and innovation can help the ethnic food sector growth in the UK, the study aims to answer the following research questions that are as follows:

- * What are the opportunities and challenges faced by the UK farmers with respect to growing ethnic food in the UK and how technology and innovation can help the production of ethnic food in the UK?
- *What are the experiences, perceptions, and opinions of indigenous farmers in the UK to grow ethnic food and what motivates and acts as a barrier to produce food for the variety of ethnic minority communities?
- *What kind of crops are suitable for the UK climate and what kind of innovative and environmentally friendly technologies (green houses, solar/ wind energy) are being used to support the production of ethnic food?
- * What is the evidence-based findings that will help policy makers and farmers to make ethnic food farming an integral part of the English farming landscape?

WHAT WILL YOU NEED TO DO?

In this study, you will be asked to participate in the questionnaire survey that will help to investigate the pertinent issues relating to the aim of the study that is “Optimising the enterprise potential of the ethnic farming sector in the UK”. Furthermore, will help answering research questions 1,2,3,4 and capturing the attitude, experiences, perceptions and opinions of the UK farmers, identifying their motivations and barriers to support the UK economy in general and ethnic farming in particular. Each survey is expected to take approximately 10-15 minutes and can be conducted face to face or online via MS teams, depending upon the (participants) preferences and availability. It is up to you whether you wants to switch your camera on or not. Any information you provide will remain confidential; no results will be attributed to any individual or organisation.

WHO IS ELIGIBLE TO TAKE PART?

The participants inclusion criteria from the UK (East and West Midland) will only consider British farmers/farm owners/farm managers for this study, hence this study will exclude the farmers settled in other countries such as the USA, Canada, Australia, Europe. Besides, the age of the proposed sample will be in the range of 18-67+ years old from different genders.

HOW LONG WILL THE STUDY LAST?

On average, this study takes 10-15 minutes.

ARE THERE ANY RISKS OF TAKING PART?

During the survey you are allowed to ask questions and express concerns. If you may feel uncomfortable about discussing some events or feel upsetting to answers some questions related to their past and current experience, then they can withdraw any time. Additionally, stringent precautions will be implemented to address the potential spread of viral infections during face-to-face interviews. Face masks and thorough hand sanitization protocols will be enforced, particularly in light of respiratory infections such as the flu and the ongoing COVID-19 pandemic.

In consideration of potential psychological risks, you will be provided with helpline information, such as Health wire's contact details Health wire (<https://healthwire.pk/specialities/psychology> contact number: 042 - 32500989).

WHO TO CONTACT IF YOU ARE AFFECTED BY THE TOPIC OR CONTENT OF THIS STUDY

If you have any complaints regarding this study you can contact to Birmingham City University's ethics team at BLSSethics@bcu.ac.uk or BCU_Ethics@bcu.ac.uk.

Moreover, if you are emotionally affected by this study then please feel free to seek support from

Mind

This service provides advice and support to empower anyone experiencing a mental health problem, you can contact them 24/7.

Website: <https://www.mind.org.uk/>

Helpline: 0300 123 3393

Email: info@mind.org.uk

BCU Mental Health and Wellbeing Team

For BCU Students, you can access support from the BCU Mental Health and Wellbeing Team at any time.

Website:

<https://icity.bcu.ac.uk/student-affairs/health-and-wellbeing/mental-health-and-wellbeing>.

Helpline: 0121 331 5188

Email sa.wellbeing@bcu.ac.uk

ARE THERE ANY BENEFITS OF TAKING PART?

Although there are no direct benefits from taking part, it is hoped that this research will impact on participating farmers/ farming enterprises through reflective processes whilst participating in semi-structure interviews and sharing experiences and practices and change adapted by farming/agricultural enterprises (SMEs) within the sector. The findings will inform policy and practice; enabling farming enterprises to innovate and be part of the wider digital economy. The impact of this research will result from greater home-grown ethnic food that mitigates environmental impact. The research will examine the viability of producing ethnic foods and whether farmers' have skills and technologies to exploit this niche, leading to transformation of the sector in the UK. The study innovates through collaboration with farmers to pilot production of ethnic foods.

YOUR RIGHT TO WITHDRAW AND WITHHOLD INFORMATION

In line with the regulations outlined by the Data Protection Act 2018 you can stop being a part of the research study at any time without explanation. You are still entitled to the same benefits as an individual who completes the study.

During the study, you have the right to omit or refuse to answer or respond to any question that is asked of you. You can also withdraw from the study during the interview by letting the interviewing researcher know that you do not wish to continue.

If after completing the study, you decide you would like to withdraw, please contact the researcher using the email address below until 10 days after your participation when your data will have been analysed and written up, requesting your data to be removed from the dataset.

Since, you (the participants) will be asked in the participant information sheet to generate a unique code at the start of data collection. This distinctive code will enable you to withdraw their participation after engaging in the research while maintaining anonymity. For example: you will be asked to declare the initials of the first name and surname of your favourite celebrity and then the date of the day of your birthday. For example, a participant called Smriti Saxena (myself) would be codified as HP07 as my favourite celebrity is (Harry Potter) and my birthday is on (7 July).

YOUR RIGHT TO CONFIDENTIALITY/ANONYMITY

If you participate in this study, the following personal information will be processed like age, gender; and educational qualification.

Any information, such as your name and signature, that you provide on the consent form, will be kept separately from the main study data, which will be stored confidentially, using a pseudonym: You will be given instructions on how to produce this at the beginning of the study and information will be stored using the last three letter of your street or your favourite colour.

All data will be stored in accordance with the University's data protection policy. If you decide you would like to withdraw your data within one week since your participation in the interview, you will need be asked to provide the pseudonym created at the start of the interview and contact me by email to do so. It might be helpful to write down your pseudonym, so you do not forget this.

WHO IS ORGANISING THE RESEARCH?

Should you have any concerns or questions regarding the study or want to withdraw, please feel free to contact: Primary Researcher: Ms. Smriti Saxena- Smriti.Saxena@mail.bcu.ac.uk C219, The Curzon Building, Birmingham City Business School, Faculty of Business, Law and Social Sciences, Birmingham City University B4 7BD.

If you are unhappy at any point in the study, or if there is a problem, please contact the Faculty of Business, Law, and Social Sciences Research Ethics Committee directly at blssethics@bcu.ac.uk

If you have any questions, comments or concerns about how we use or handle your information please contact the Data Protection Officer at: Data Protection Officer, Information Management Team, Birmingham City University, Joseph Priestley Building, 6 Cardigan Street, B4 7RJ, email informationmanagement@bcu.ac.uk or call +44 (0) 121 202 4597.

Contact details and further information

If you have any questions or concerns about this research project, please email one of the following contacts:

- Primary Researcher: Ms. Smriti Saxena- Smriti.Saxena@mail.bcu.ac.uk
- Doctoral Supervisor: Prof Javed Hussain- Javed.Hussain@bcu.ac.uk
- Doctoral Supervisor: Prof Navjot Sandhu– navjot.sandhu@bcu.ac.uk
- Doctoral Supervisor: Dr Xiehua Ji- Xiehua.Ji@bcu.ac.uk