

**Participant Information Sheet**  
**November 2021**

**Understanding inclusive employment practices for social mobility in Small and Medium-sized enterprises in the West of England.**

You are being invited to take part in a research study about how SMEs in the West of England have approached the issue of social mobility. This study looks at discovering ‘good practice’ case studies from the region. Please take your time to read the following information carefully before you decide whether or not you wish to take part.

<b>Name of Researchers</b>	<b>Affiliation</b>
Dr Katharina Burger	University of Bristol
Jessica Brown (Research Associate)	University of Bristol
Arya Sharma (Research Assistant)	University of Bristol
Samuel Rodda (Research Assistant)	University of Bristol

**What is the study about?**

The study seeks to find out how small and medium sized enterprises (SMEs) in the West of England have approached the issue of social mobility. This research is undertaken to gain insight into innovative approaches used and to form a ‘good practice’ story repository. This research will help other businesses to adopt novel approaches to advancing social mobility in the region. This study is part of the wider Bristol Model Project, a larger project which is involved with developing knowledge exchange between the University of Bristol and the West of England Combined Authority (WECA).

**Why have I been approached?**

You have been approached to take part in an interview because you responded to an open call for participants who have a ‘good practice’ story related to social mobility that they are willing to share.

**Do I have to take part?**

No. You will need to give consent before participating by ticking the boxes below to confirm that you understood and read this text, and that you want to participate. No one needs to participate if they do not want to.

**What will I be asked to do if I take part?**

The study involves taking part in an interview which will last for approximately 45 minutes. This will be either in person or via Microsoft Teams/Zoom to accommodate any concerns regarding in person meetings due to COVID-19.

**Will my data be confidential?**

You choose. You can choose that the information about you is kept confidential, i.e. we remove your name, any organizational names and affiliations and any geographical identifiers (e.g. city/location) from the interview transcript. In this case, please tick box 4a on the consent form. Or, you can choose to allow us to share your story with your details included. If this is your preferred option, please tick box 4b on the consent form. If you choose the option 4b, we will share with you the transcript from the interview by email to give you the opportunity to review it again and for approval before we proceed with the analysis. If we do not hear from you within

10 days after sending you the transcript, your approval will be deemed to have been given for publication.

Regarding the confidentiality of the raw data, e.g. transcripts from the interviews, the data collected in this study will be stored securely. This storage will only be available and accessed by the researcher and, in the case of interview recordings, a transcriber. Data will be stored securely for a minimum of 6 years, as some publishers require data to be kept for this period of time.

**Can I withdraw at any time?**

Yes, you can withdraw at any time during the data collection process without giving a reason. You can opt out of the interview at any time. If you change your mind after the data collection, you can contact us via email within seven days after data collection to notify us of your decision to withdraw your data.

**What will happen to the results?**

The results of the study will be summarised and analysed for research publications. We will also be presenting the ‘good practice’ case studies on our website, showcasing the approaches taken by SMEs in the region. We plan to share the data and findings in academic publications, on the project- and University website, in reports and on social media, e.g. via twitter.

**Are there any risks?**

There are no risks anticipated with participating in this study.

**Are there any benefits to taking part?**

It is hoped that the results from information gained in this study will help display innovative approaches to social mobility that can be implemented in other organisations through knowledge exchange.

**Who has reviewed the project?**

This study has been reviewed and approved by the School of Management Ethics Committee.

**Where can I obtain further information about the study if I need it?**

If you have any questions about the study, please contact:

The Principal Investigator:  
Dr Katharina Burger, University of Bristol  
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Research Associate  
Jessica Brown, University of Bristol  
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**Complaints**

If you wish to make a complaint or raise concerns about any aspect of this study and do not want to speak to the researcher(s), you can contact the School of Management Research Ethics Committee: [management-ethicscommittee@bristol.ac.uk](mailto:management-ethicscommittee@bristol.ac.uk)

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