

THE GREAT SUFFOLK NATURE SURVEY

Participant Information

This research has been approved by Suffolk Wildlife Trust (SWT). Should you have any concerns about the ethics of this research, please feel free to contact the University Researcher and SWT Communications team: s284667@uos.ac.uk & comms@suffolkwildlifetrust.org

Title of Study

Understanding how people in Suffolk engage with nature and establishing a baseline for market research.

Contacts

Researcher: Adeleke Emmanuel – University of Suffolk: s284667@uos.ac.uk

Academic Supervisor: Dr Obinna Ejiogu – School of Business, Arts, Social Sciences and Technology, University of Suffolk: at.o.ejiogu2@uos.ac.uk

Head of Marketing & Communications: Jack Cripps – Suffolk Wildlife Trust:
jack.cripps@suffolkwildlifetrust.org

Introduction

You are invited to participate in a research study being conducted in collaboration with the Suffolk Wildlife Trust. The purpose of this research is to better understand how people engage with nature in Suffolk, their experiences of local wildlife, and their attitudes towards wildlife conservation. Your responses will help inform future conservation initiatives and public engagement activities.

This Participant Information Form will help you decide if you would like to take part. It sets out why we are doing the study, what your participation would involve, what the benefits and risks to you might be, and what would happen after the study ends. We will go through this information with you and answer any questions you may have. You do not have to decide today whether you will participate in this study. If you agree to take part in this study, you will be asked to sign the Informed Consent Form. You will be given a copy of both the Participant Information Form and the Informed Consent Form to keep. Please make sure you have read and understood all the pages of the Participant Information Form.

Purpose of the Study

The purpose of this study is to explore how people engage with nature and understand their attitudes towards wildlife conservation in Suffolk. The research seeks to identify the factors that influence people's connection with the natural environment, participation in nature-based activities, and support for conservation initiatives. The findings will contribute to a better understanding of public engagement with nature and will help inform future

conservation strategies and community engagement activities undertaken by the Suffolk Wildlife Trust.

What Will Happen if You Participate?

If you choose to take part in this study:

- You will complete an online survey, which should take approximately 10 – 12 minutes to complete.
- You will be asked to provide some basic demographic information, such as your age group, gender, and general area of residence.
- You will answer a series of questions about your engagement with nature, including how often you visit natural spaces, your experiences with local wildlife, and your attitudes towards wildlife conservation in Suffolk. Some questions may also ask about factors that influence your participation in nature-based activities and conservation initiatives.

Will I receive payment for your involvement in the study?

No, participation in this study is completely voluntary, and no payment, incentive, or compensation of any kind will be provided.

Potential Risks

There are no anticipated risks associated with participating in this study. Some questions may ask about your experiences of nature, wildlife, and environmental issues, which you may find thought-provoking. If you feel uncomfortable answering any question, you are free to skip it or stop completing the survey at any time without providing a reason. Your participation is entirely voluntary and choosing not to participate or to withdraw will not result in any negative consequences.

Your Rights as a Participant

- Your participation is entirely voluntary.
- You can withdraw from the study at any point without needing to give a reason.
- You may request deletion of your data after completing the study if you feel uncomfortable.

Confidentiality

All data collected will be anonymous. Your responses will not be personally identifiable, and all data will be securely stored in accordance with GDPR.

Benefits of Participating

Although you may not receive any direct personal benefit from taking part, your participation will make a valuable contribution to research exploring how people engage with nature and their attitudes towards wildlife conservation in Suffolk. The findings will help improve understanding of public perceptions, inform future conservation initiatives, and support the work of the **Suffolk Wildlife Trust** in promoting biodiversity and encouraging greater engagement with the natural environment.

Withdrawal of Participation

You are free to terminate your participation in the survey at any point without providing a reason. If you choose to terminate the survey early, your data will be removed automatically.

What happens to my data?

All data collected in this study will be fully anonymised. No names or other personal identifiers will be associated with your data at any point. Your anonymised data will be securely stored on password-protected servers at the Suffolk Wildlife Trust, compliant with UK General Data Protection Regulation (GDPR) standards. Only authorised researchers involved directly in this study will have access to this data. The anonymised data will be securely stored for five years.

following completion of the research project. After this period, it will be permanently deleted from all storage locations. Any published research findings will only report aggregated data, ensuring no participant can be individually identified.

Questions and Concerns: If you have any questions or concerns before, during, or after participation, please contact the researcher (Emmanuel) at s284667@uos.ac.uk. Alternatively, you may contact my supervisor, Dr Obinna Ejiogu, at o.ejiogu2@uos.ac.uk