DM2112: Project Research

**Can ‘reviving’ an unused social space make it active once again?**

Alex Mesnard [2200248]

Word count: Max 4000 (+- 10%)

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## Introduction:

In this case study, the research aims to investigate and comprehend the utilization of social spaces, exploring the possibility of enhancing them through regenerative design to contribute positively to the environment and encourage increased usage. The specific focus of this investigation centres around the Brooks shopping centre in Winchester, with a particular emphasis on the 'soft play area' located on the ground floor. The choice of this location is motivated by the observation that the area within the shopping centre is underutilised, presenting an opportunity for transformation into a more dynamic social space.

The proposed approach involves implementing regenerative design principles to create a socially and environmentally enhanced space. This entails incorporating elements such as "Biophilic architecture," "Vertical farming," and "Pop up architecture" to optimise the available space and promote both social interaction and ecological benefits. The intention is to establish a more engaging and environmentally conscious setting that will serve the Winchester community.

An advantage of the chosen site is its strategic location within the brooks shopping centre, boasting a catchment audience of 400,000 individuals and a diverse range of shops catering to various demographics. Despite these favourable conditions, the current underutilisation of the space prompted the research proposal to explore the potential for revitalisation through the regenerative design.

The overarching goals and objectives of this case study involve conducting an in-depth analysis of the current state of the space and critically evaluating the proposed design intervention. Engaging with the public to gather insights and feedback on these concepts is an integral part of the research process. The primary aim is to ensure that the redesigned space maximizes its potential, addressing both social and environmental considerations. Various research methods will be employed to evaluate and consolidate findings for the RSA project, advancing the understanding and implementation of regenerative design principles in this context.

## Methodology:

In the research it is analysing the social space within the Brooks shopping centre in Winchester, aiming to understand who uses the space, Why people may not be using the space with evidence to show that it is not being used frequently by the public. Additionally aiming to understand is the revival of the space necessary, plus what people would preferably have implemented from this to make it used by the public. In order to find out these understandings the research will be both primary and secondary research within the assignment, for the primary research it will be using a survey, This method is chosen as it is an effective way to get responses to specific questions that need to be answered by the public in as much or as little detail as necessary, with this large groups of people can be asked to all give their opinion on the questions selected therefore leading to an outcome of both qualitative and quantitative data to benefit the research. It’s been decided to produce the survey on google docs to be distributed to the public through publications on social media platforms like Facebook in which I will post to a local Winchester group composed of 8,000 members. Additionally, QR codes will be produced that link to the survey around the site for people to be scanned and used in order to gain their view on the proposal and back up is the space used, and who by in order to gain a more targeted demographic. On top of this, there are frequent visits the shopping centre allowing for photographic evidence of the amount of people using the space. In order to gain a better idea of the popularity of the space, the visitations will be conducting observational studies at varies different times and days of the week as it is possible that due to certain days and times of the week it may be more or less busy.

-What is primary and secondary research?

With an understanding of the collection of the primary research, what is it? Primary research is data collected by yourself through different research methods. These include interviews, surveys and questionnaires which allow you to propose your own questions and ideas to those you are trying to collect data from. Primary data is useful to research as it allows the researcher to find accurate, trusted and up-to-date data which will be directly based on their own research. However there can be issues when it comes to Primary research with areas such as bias and difficulty to gain data, as researchers can push a certain outcome of their research through specific wording and targeting of audiences, in addition to this it may be difficult and time consuming to collect the correct amount of data.

Secondary research will also be conducted in order to understand social spaces and what makes an enticing space to be used by the public. Secondary data is collected from someone else’s research they have done previously, this is useful because it saves time accessing certain data and can provide related data towards your research, though this data must be referenced back to the owner in order to gain credit for their work. However, secondary data is known for lacking in accuracy and relevance as not all data will be able to be directly linked to your research.

-What is qualitative and quantitative data?

The responses gained from the questions chosen will be a combination of both qualitative and quantitative data as there are different ways to analyse them, As mentioned by (Bilardi, E, 2023) qualitative data is data in the form of non-statistical responses this means that each response can be analysed individually and compared against each other individually which is different to quantitative data in which the data is in a numerical form therefore is analysed differently being able to be plotted in graphs and used to compare percentages with data like this, it’s possible to compare the age ranges that use the location and who would like the change therefore targeting the greater audience.

-Survey Questions

(See appendix 3) Why were these questions chosen? It was chosen for several reasons, firstly to make the survey short and simple to completed, therefore, creating a greater chance people will be bothered to complete it, as if the questions were all too long and there was too many questions, people wouldn’t like to spend too much time filling it in hence also, multiple choice options have been used for the simple questions so public can quickly select their choice and move on, though there is one question which the public have the choice to respond in as much or as little detail as they would like as it is a more open ended question that can benefit my design. In addition to this it needed to be easy to access therefore it was produced online as this allows anyone to access it at any point from anywhere on their phone through a link provided or by scanning a QR code directing them to the site.

It also seemed important to know the ages of those completing the survey to understand the differing opinions of the different age ranges when it came to the use of the space and ideal development or if they wouldn’t like anything changed at all.

-Ethics

When conducting Primary research it is important to consider ethical issues in your research as you don’t want to ask any questions that may cause upset and distress to the public, however additionally there are ethical implementations around the keeping of certain data for instance personal data that people may feel uncomfortable about you collecting therefore, the survey on google docs would be anonymously so it cannot be traced back to them.

Additionally, some questions have been phrased in a specific way in order to, avoid upset by asking those filling in the survey for an age range rather than their specific age as some may not be comfortable filling in this information though knowing the age is important in my case to know the feedback based on the generations as an older generation may ask for different needs and wants in comparison to the younger generation like the feedback around the soft play.

Leading on from this there can also be a cause of concern when it comes to the security of data collected therefore as google docs has been chosen to create my survey they additionally will handle the data, leading to them providing the security for it, and this also means as it is digital the data cannot be as easily lost or misplaced as if it was on paper.

In order to show that ethical issues have been thought about and in accordance to the university guidelines ethics forms 1 and 3 provided by the university (See appendix 1&2) were filled out and moderated to make sure they were appropriate. These provide the research with guidance. In order to phrase the questions correctly, as to not offend, cause discomfort or incorrectly gather data.

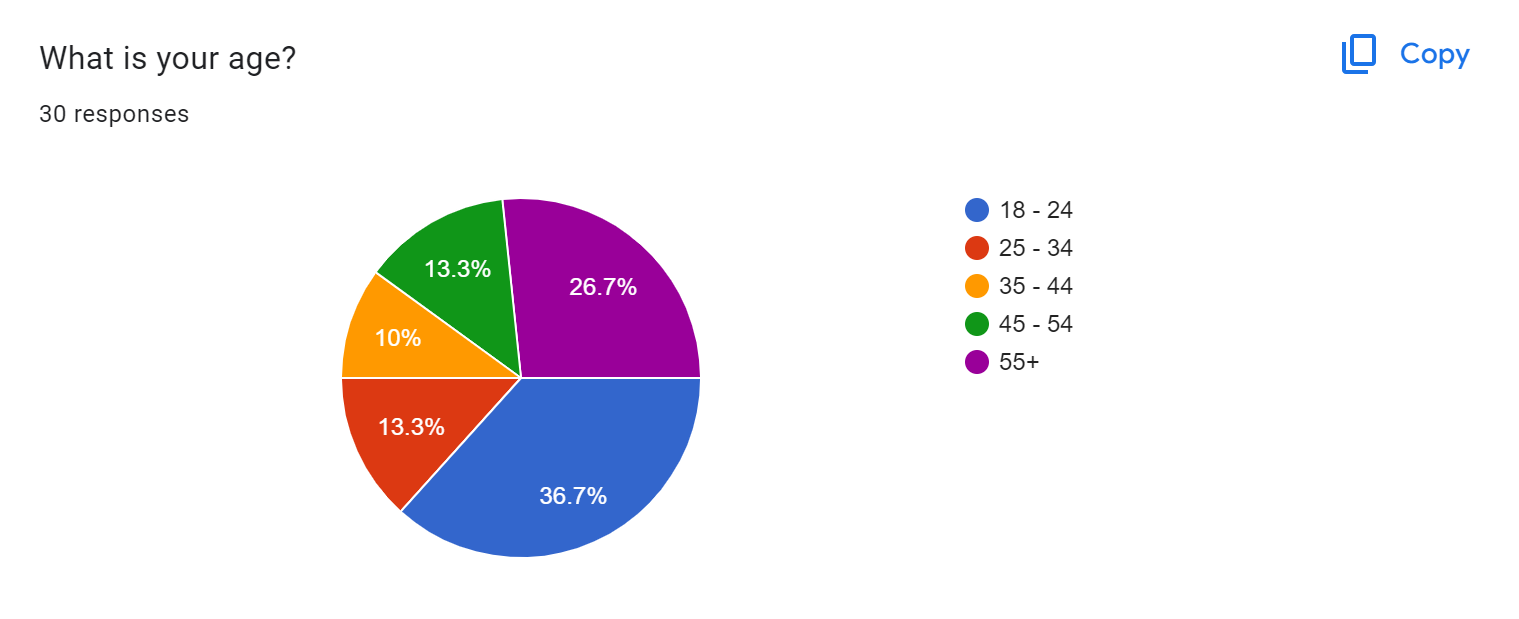
-Limitations

When conducting research it is important to consider some of the limitations your research methods may pose to the data you are collecting in order to analyse it most accurately. In this case the limitations of surveys and observational studies

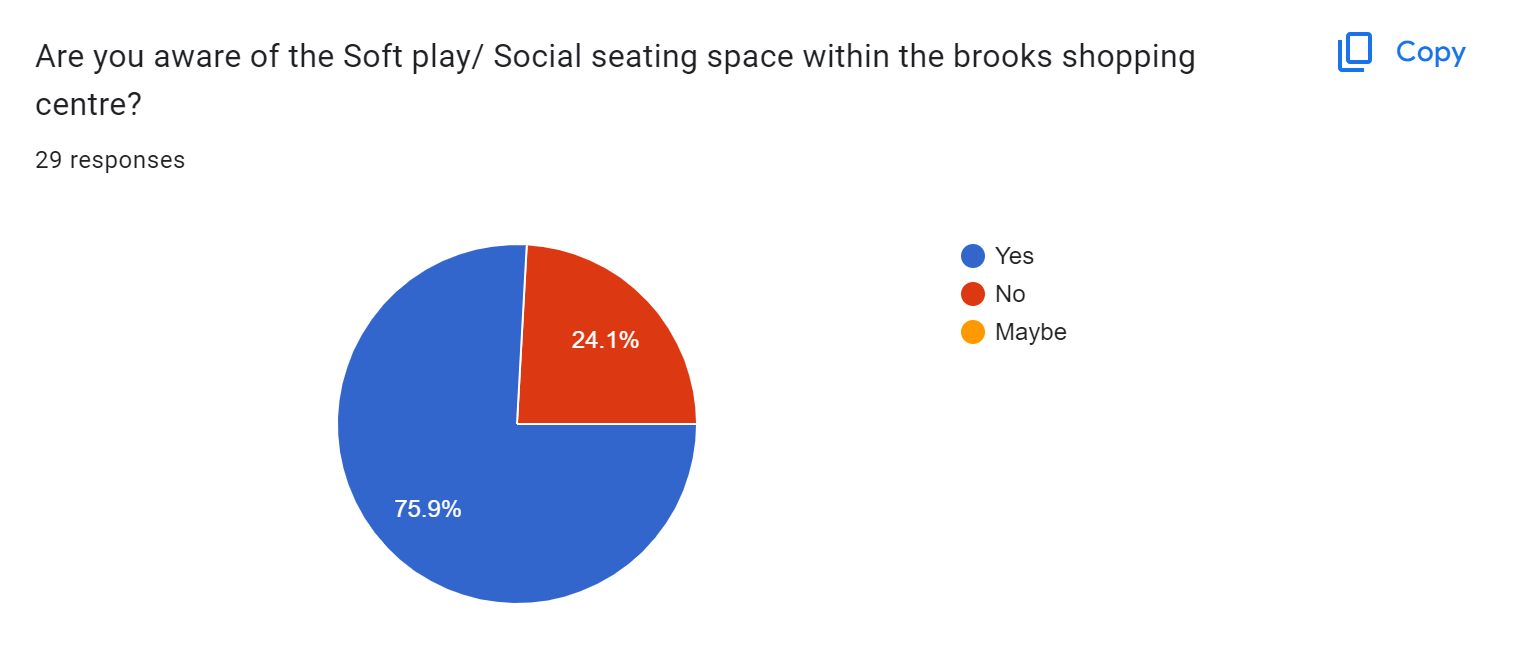
## Findings

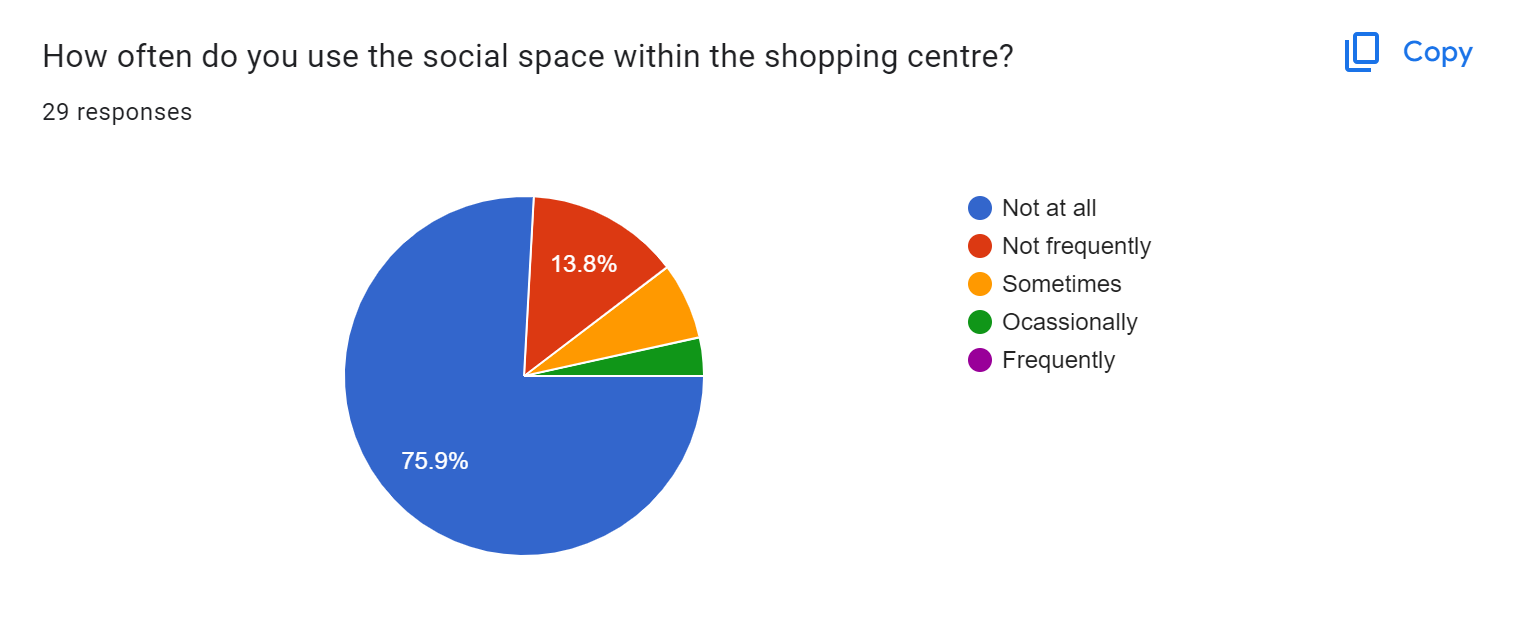
-Primary research

With the primary research gathered it provides a large amount of nomial data to be gathered, This means it provides Quantitative data that can be used to analyse statistics gathered () from this data provided via the survey. The results of the first few questions (See appendix 3) shows that within winchester the majority age ranges of the public are in between 18-24 years of age and 55+ these figures can also be supported by secondary research into the age demographic within winchester, this data shows that the demograhic is mainly between 18-64 years old (*Citypopuluation*, 2023). Therefore with this information the design should be best suited for this demographic in order to make it more appealing to the public.



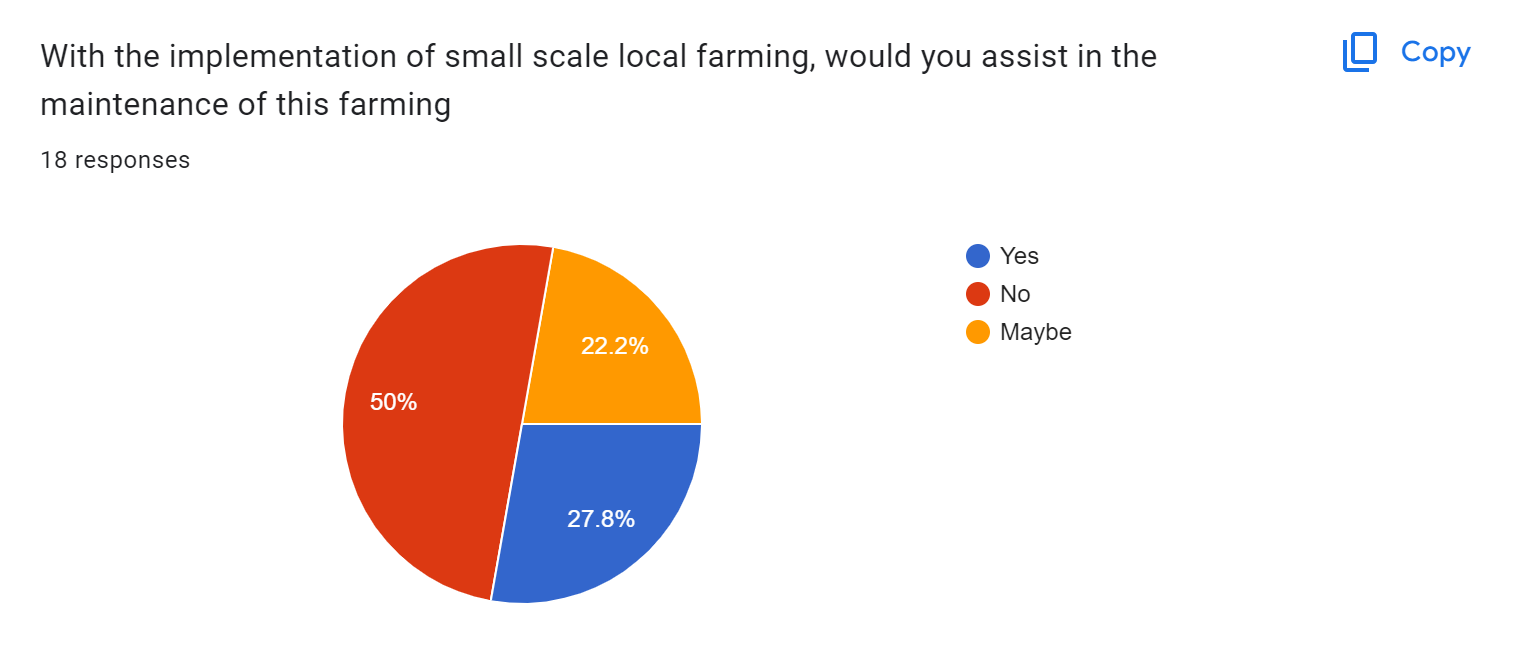
Additionally findings from the survey surround the popularity of the space and the publics use of the space the survey states that 75.9% off the public that have answered the questionnaire are aware of the Brooks shopping centre site, additionally 75.9% of responces state that they do not use the social space provided, with 13.8% of people also not frequently using the social space.



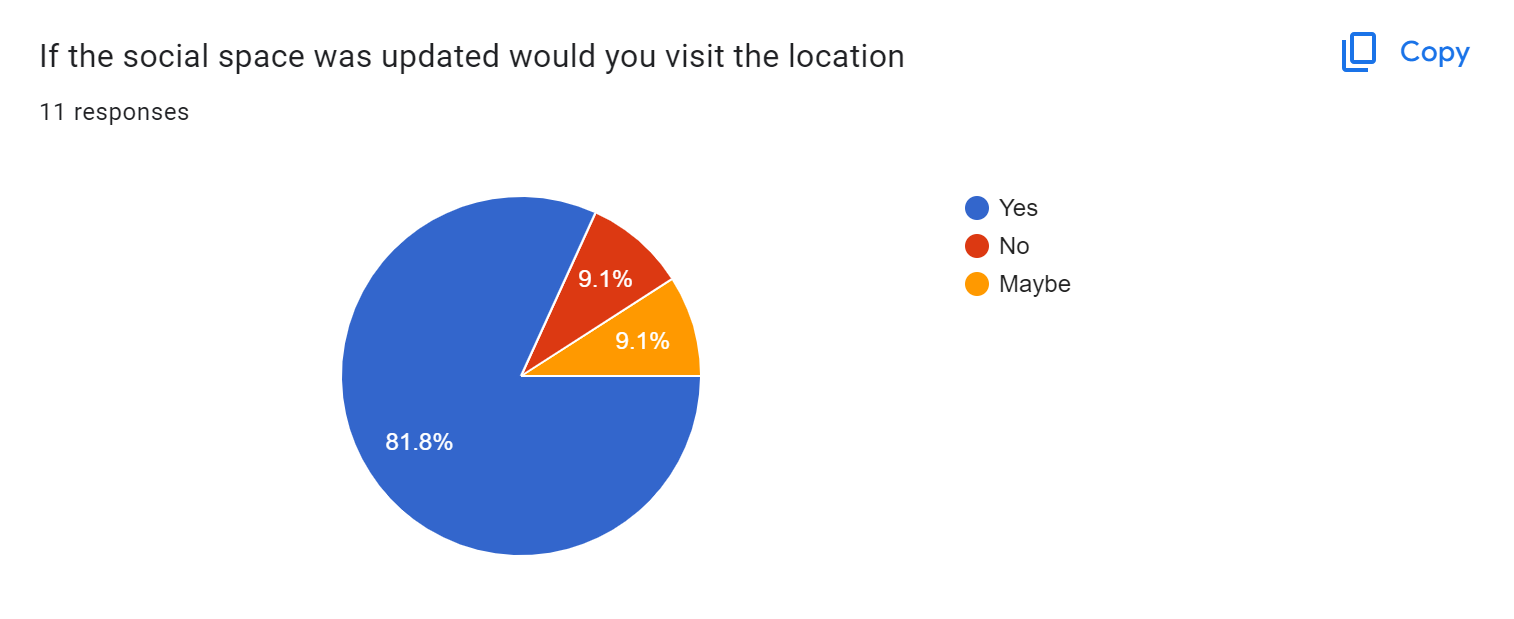


One of the questions asked was directly was their anything people would change about the site in order to gain the posibility off additional design features but also allows priority in what should be included. The main feedback I have gathered from the questionnaire was that it should be made more inviting, which leaves a very broad range of ideas and doesn’t specifiy what they would like to make it more inviting. However, one response to conisder is that the space should become more interactive in order to invite and make sure people return with some provided ideas for this, these include, a fitness area, library, interactive display and community events. I found this to be an important response to be considered moving forward with my RSA projects as it gives the project the best chance of success in revieving the social space.

In order to try bring the community together the idea proposed was to incorporate small scale local farming that the public would need to maintain and benefit from hopefully also causing an increase to local farming in order to benefit the enviroment. However the findings show that 50% of people wouldn’t like to assist in its upkeep, with 27.8% of people who would maintain the space which is a sutable statistic as it wouldn’t need heavy upkeep so with this percentage of the public maintaining it everyday it could be successful and lead to an effective social space therefore reviving the social space to make it used.



The final question in the survey was asking the public if the site was updated would they visit the site, 81.8% of the public would visit the new updated social space which leads me to find people are open to the idea of the site being updated and that they would appreciate and try what I implament therefore giving increase possibility of the space being revived from the state it is currently in.



In conclusion to the primary research it showed that the vast majority of the public within winchester are aware of the brooks shopping centre and the site in which the RSA Project is centred around. In the research there is a clear relationship due to the public opinion of the space being negative it leads them to not use the space for its intended social aspect. As a result of this and the feedback provided from the survey, it means that the design and its implamentations were seen as a positive change towards the space for its social and enviromental goals

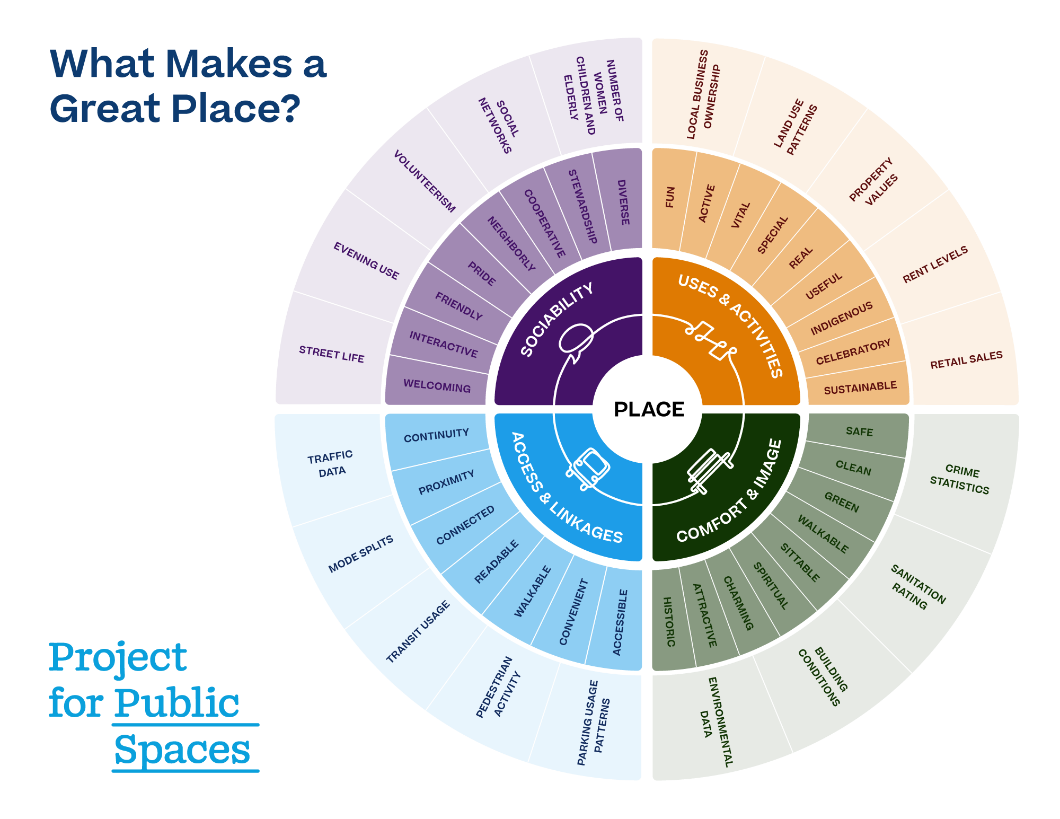
-Secondary research

Architecture improving mental health

This research looks into the effects of design and it effects on peoples health and emotions. In Josephs (Joseph, A. 2006 ) review, it looks at the effects of lighting in a healthcare setting which is linked to the research I want to find in understanding the effects of architecture on peoples mental health. In the reviews findings it shows that light impacts peoples mental health with depression in addition the presenece of windows and exposure to light improves satisfaction and through natural lighting provides vitamin D for the boby. Why is vitamin D import for the body and my research? This is because of the benefits it has to an individual, (Unitypoint, )states that Vitamin D maintains and strengthens bones, supports oragns in the body, Maintains the immune sytem and enhaces your mood keeping personal energy levels up. However it is important to note that “Research suggests there's a relationship between vitamin D and depression, but there isn't enough evidence to support saying low vitamin D levels cause depression.” (Ropte, M. n.d.). This becomes importatnt to my research because if I am able to make people feel more comfortable in my space and provides a legitamite benefits to the public it means they are more likely to use the space therefore ‘reviving’ it.

What makes a social space effective?

In order to help understand what makes social spaces effective it would be beneficial to look at some secondary research around what makes some spaces more effective than others therefore looking at the article by PPS (*Project for public spaces*, n.d.) explains what is best suited for these public spaces. In the article it evaluates that public spaces with these shared qualities are more effective than others. These being, accesibility, usability, sociability and user comfort.



(*Project for public spaces*, n.d.)

Access

In the article it states that a successful social space has good access, it is easy to get to and get through; it is visable and should be accessable by transport such as parking or public transport systems as the easier it is to get to the more likely people will be to visit. Additionally, the edges and space around the public space is important because if they are shops or something more intresting that a blank wall or an open empty space, people will be more intreseted and comfortbale to visit and spend time in.

Uses and activites

PPS mentions that activities are the building blocks for a great space, as they give people a reason to visit and return to those spaces rather than being a one-off stop. Additionally making spaces special or unique if places lay unused it shows that something needs to be changed, this can be linked to the research performed as it shows that not many people visit the chosen site and therefore shows it requires a change.

Sociability

Its believed by the PPS research that sociability is difficult to achieve, however once achieved can be a strong feature for people, additionally this being one of the main aims of the RSA that this project aims to face using these other mentioned features. Sociability allows friends, locals and strangers to meet and greet in that local provided a stronger sense of space and attachment to their community.

Comfort and image

If a space is able to present its self well with a good image it makes people believe its comfortable therefore people will want to visit, a good images provides perceptions around safety, hygeine and space to sit, its found that its important to give people the choice on where to sit however this is generally underestimated by the general public

The impact of light on outcomes in healthca re settings. Concord, CA:

The Center for Health Design. Retrieved from http://www.healthdesign.org/chd/research/

impact-light-outcomes-healthcare-settings/

## Analysis

As an overview for the analysis, it’s going to look over, what has been done, how it’s been done and why it’s been done, additionally looking into the research in greater detail evaluating the sample size, validity, quality and quantity of data and the effects the data provides towards this report and the RSA project it is centred around.

This report has research around an overarching question linked to a personal RSA project under ‘flourishing spaces’, in order to answer the question “Can ‘reviving’ an unused social space make it active once again?” a mixture of both primary and secondary research has been carried out through differing methods, for the primary research a survey was produced in order to ask the public on their opinion of the project and any feedback they have on the current chosen site within the project being the “Brooks shopping centre”. In order to produce a survey it needed to be easily accessible for the users and the data should be able to be easily gathered in order to avoid any being lost or misplaced in order to fulfil these demands it seemed best suited to produce the survey online. The chosen software for this was google forms as this was the simplest to use and had the most capabilities with no financial restrictions as it is free. This allowed for an easy input of questions and design responses to be either closed or opened in the form of multiply choice or a short answer. One of the benefits of using google forms is that for the multiple choice questions are automatically arranged into a pie chart format allowing for easier analysis of the findings. To gather the data, google forms allowed the survey to be made into a hyperlink that users could follow directly to the survey and its questions otherwise there was also the choice to email the survey directly or format it into an embedded HTML.

(“ https://forms.gle/SHUGdwugRkPm63sf7 ”)

Linking on from this the extensive primary and secondary research was carried out in order to find out vital information to be used in the development of an architectural design, centred around the RSA: flourishing places and social spaces based on the space within the brooks shopping centre. This was done by primary research in the form of the online survey which was distributed to community of Winchester in order to gain the public's needs and wants from this social space and if the project had any purpose being produced. After finding out the publics opinion on the space it meant analysing what was the common view in this research and how can it be applied to the chosen RSA project in order to be best suited for the target audience within Winchesters local community.

In order to assist in the development of what makes an effective social spaces as a whole, secondary research was conducted to find out details such as optimal lighting, surrounding, colours and how nature works in architecture in which links where found stating being surrounded and seeing nature can affect people's moods linking back to the flourishing places brief and also increases chance of revival/use as people want to be in a space that makes them feel comfortable. All this gathered information is key in order to find out the driving factors for the RSA project these responses and finding fine tune the direction to go by providing aims and implementations to be included that run alongside the current RSA brief making it user centred, user developed and for user purpose.

The optimal sample size for this project would be of the population of Winchester past 18 years old this being around 38,000 people (*Citypopulation*, 2023) however, within this time frame the gathered sample size was around 0.10 with the methods I have chosen to use, therefore this isn’t necessarily the most sufficient size for my research though it does provide a good statistical analysis of peoples opinion within this smaller group obviously it doesn’t provide guaranteed results but it allows for estimates and statistical analysis. Leading on from this, these statistics show that 75% of people within Winchester do not use my chosen site in the current state it is in. In order to tell how spread the data is the only variable to measure this is with age as that was asked within the survey, the detailed demographic is not known from these responses, this being such as the location of responses as those closer to the town centre are more likely to visit the site than those who are not, additionally ethnic and religious background as it is possible the main target audience could fall under specific religions of ethnic groups therefore increasing the chances of use.

## Conclusion

In conclusion to this case study has gathered vast amounts of data through the uses of primary and secondary research methods in order to answer the underlying question of ‘Can ‘reviving’ an unused social space make it active once again?’. This is in order to assist in the development of the RSA project centred around flourishing places. As a result of this an answer has been developed that the location was in fact ‘dead’/unused as believed by alternate research but back up by the primary research within this case study as figures show that the public of Winchester are aware of the space but do not use it which leads to the reasonable understanding that the ‘revival’ of the public space is in fact viable through the improvement of the space using claims and suggestions made by the target audience further more leading to believe that with their desired changes and improvements they would be more susceptible to visiting the site and allowing for it to be used, therefore making it revived.

However it is important to consider the possibility that even with the user centred design developments, the public might still chose to not visit or use the site leaving to a failed ‘revival’ due to the improvements ranging from needs being inadequately met and users just not liking the space as a whole due to external factors.

## Recommendations

In order to improve the results of the research some changes and recommendations to be proposed are to increase the amount of research performed for instance it would be beneficial to gather more responses from the questions provided in the survey in order to increase the validity of the research, with the possible introduction of asking alternate groups such as those more out of town in order to interest them in going to visit or groups that don’t live in the area but would provide their opinion and feedback on the project.

Leading on from this, it would also be beneficial to suggest a follow up survey with the designs produced for the RSA and show how the feedback has been used with additional requests for feedback on the design and features to make it the most user centred as possible. This therefore can also mean that the design fits the user brief more accurately therefore resulting in the space being used more frequently, leading on to the space being “revived” in comparison to its previous state.

Link to RSA:

The link provided refers to the RSA project in which the data and research is used and provides the information for any recommendations.

https://www.alexmesnard.winchesterdigital.co.uk/?page\_id=281&kubio-preview=saved&kubio-random=ubKa-r5vQ-YgyCZ1EWab

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## Appendices

**Appendix 1- Ethics form 1**

A close up of a sign

Description generated with very high confidence

**ETHICS FORM 1**

**WHAT LEVEL OF REVIEW DO I NEED?**

**GUIDELINES**

**This form is for staff and doctoral students. It will help you identify the level of review needed for your project. Before completing it, you need to:**

1. Read *The University Research Ethics Policy*.
2. If you are a student, discuss the ethical aspects of your project with your supervisor.

It is your responsibility to follow the University’s Policy on the ethical conduct of research and to follow any relevant academic guidelines or professional codes of practice pertaining to your study when answering these questions.

The questions and checklist in this proforma are intended to guide your reflection on the ethical implications of your research. Explanatory notes and further details can be found in the Policy document.

**SECTION 1**

**DETERMINING WHETHER YOU REQUIRE ETHICS REVIEW**

|  |
| --- |
| **YOUR PROJECT** |
| Project title**: Can ‘reviving’ a unused social space make it active once again?** |
| Your name**: Alex Mesnard** |

|  |  |  |
| --- | --- | --- |
|  | **Is the proposed activity classified as Research or Audit /Service Evaluation or similar?** | |
|  | Research | Audit or Service Evaluation |
|  | *Use the Policy to help you answer this question. If the proposed activity meets the definition of* ***research*** *(see the policy), CONTINUE.*  *If the activity is an* ***audit*** *or a* ***service evaluation****, STOP. You do not need to seek ethics approval, but you do need to formally register your project with UREC, along with a project outline. To do this complete Form 2.*  *If you are unclear what type of activity you are undertaking, please refer to the Policy for additional types.* | |
|  | **Does the research involve living human participants, human samples or data derived from individuals who may be identifiable through the data collected?** | |
|  | Yes | No |
|  | *Use the Policy to help you answer this question.*  *If you answer* ***NO****, SKIP to QUESTION 6 and CONTINUE.*  *If you answer* ***YES****, CONTINUE.* | |
|  | **Is the research being conducted for a medicinal purpose?** | |
|  | Yes | No |
|  | *Use the Policy to help you answer this question. See Appendix 2 - FAQs and definitions.*  *If you answer* ***YES****, and think your research comes under the definition of ‘for a medicinal purpose,’ it will need to be scrutinised by the Committee. Please email the Committee Chair (ethics@winchester.ac.uk) for further guidance on what to do.*  *If you answer* ***NO****, CONTINUE.* | |
|  | **Does your research require external ethics approval or review?** | |
|  | Yes | No |
|  | *For example, from the NHS or another overseeing body. Use the Policy to help you answer this question.*  *If you answer* ***NO****, CONTINUE.*  *If you answer* ***YES****, you need to formally register your project with UREC, along with the relevant external ethics approval. To do this complete Form 2.* | |
|  | **Is the project underway and, the researcher or PI, has moved institution to Winchester?** | |
|  | Yes | No |
|  | *If you answer* ***YES****, please read the following:*  *If the research began when the PI was employed at another institution but has subsequently moved to Winchester, and the project has previously been subjected to ethics scrutiny at that institution, then it need not go through ethics review again. The outcome of ethics review by that institution should be communicated to UREC for formal recording. To do this complete Form 2 and include evidence of the previous ethics approval.*  *HOWEVER, if there have been significant changes to the original research design which have ethical implications or recruitment of a cohort of participants will be undertaken through Winchester, then the project will require ethics review and you should apply for approval, CONTINUE.*  *If you answer* ***NO****, CONTINUE.* | |
|  | **Is the research collaborative?** | |
|  | Yes | No |
|  | *If you answer* ***YES****:*   * *where the Principal Investigator (PI) of the research is located at another institution, it is their responsibility to seek ethics approval, including partner research sites. The outcome of ethics review by that institution should be communicated to UREC for formal recording. To do this complete Form 2 and include evidence of the previous ethics approval.* * *where the PI is located at Winchester, then the project will undergo scrutiny as per Winchester’s Ethics Policy, CONTINUE.*   *If you answer* ***NO****, CONTINUE.* | |
|  | **Is the research being conducted in another country?** | |
|  | Yes | No |
|  | *If you answer* ***YES****, please read the following:*  *Where a project is conducted in another country, the researcher should consider if it is possible to obtain ethics review by a local research ethics committee or other relevant body. The outcome of such a review by that institution should be communicated to UREC for formal recording, along with a project outline. To do this complete Form 2.*  *If this is not possible, the project should be reviewed by the University of Winchester, either at Faculty level or Committee depending on the nature of the proposed work, so CONTINUE.* | |
|  | **Does the research involve the use of documentary material(s) for analysis - for example artifacts, papers, historical records, literary works or documents in a public or private archive?** | |
|  | Yes | No |
|  | *Note: Documentary material does not include academic papers or other ‘building block’ literature in the public /academic domain which is used to inform the research context or rationale for the study. Instead, the documentary material would be the ‘data’ for the study, therefore literature reviews or literature critiques are not considered documentary research.*  *If you answer* ***YES****, you need to formally register your project with UREC, along with a project description. To do this complete Form 2. Where materials are in a private archive or closed collection, please include details of the nature of the private archive /closed collection and provide evidence of permission to use this material for research purposes. Please also consider if there may be outcome ethical implications e.g. the subject matter may have a negative impact on those still connected to the materials.* | |
|  | **Does the research involve live vertebrate animals?** | |
|  | Yes | No |
|  | *If you answer* ***NO****, CONTINUE.*  *If you answer* ***YES****, you need to formally register your project with UREC, along with a copy of the relevant licence (if required). To do this complete Form 5.* | |
|  | **Does the research involve environmental interventions?** | |
|  | Yes | No |
|  | *If you answer* ***NO****, CONTINUE.*  *If you answer* ***YES****, you need to formally register your project with UREC, along with a copy of the relevant licence (if appropriate). To do this complete Form 2* | |
|  | **Does the project pose any potential or actual conflict(s) of interest for the researcher and /or stakeholders?** | |
|  | Yes | No |
|  | *If you answer* ***YES****, please ensure you provide information on the form you complete.* | |
|  | **Does the data you will collect contain *any* information that could be linked back to participants or that might identify them (e.g. name, address, photo, voice, email)?** | |
|  | Yes | No |
|  | *If you answer* ***NO****, you need to formally register your project with UREC. To do this complete Form 2.*  *If you answer* ***YES****, CONTINUE.* | |
|  |  | |

☞ Reaching the end of these questions, **either** you will have been directed to complete a specific additional form **or** you should continue to section 2.

If you are still unsure whether you need ethics review or not, please re-read The Policy and email your query to [ethics@winchester.ac.uk](mailto:ethics@winchester.ac.uk) with details of your project.

Appendix 2- Ethics form 3

![A close up of a sign

Description generated with very high confidence](data:image/png;base64,iVBORw0KGgoAAAANSUhEUgAAABMAAAATCAMAAABFjsb+AAAAAXNSR0IArs4c6QAAAARnQU1BAACxjwv8YQUAAAAGUExURQAAAAAAAKVnuc8AAAACdFJOU/8A5bcwSgAAAAlwSFlzAAAOwwAADsMBx2+oZAAAAFRJREFUKFNdy8kRwCAMA8C4/6ajy2CjB0g78CE1g/UaJ+2il3XR+h6isU9qw3VI5smIbI3qy9QYNdE208W2+R1XhlBqYwsS+plilEUQ4WNWHFlJ1Q+hvADbAlIg9gAAAABJRU5ErkJggg==)

**ETHICS FORM 3**

**FACULTY REVIEW**

**GUIDELINES**

**This form is for staff and doctoral students. It will help you set out the ethical aspects of your project that need to be reviewed. Before completing it, you need to:**

1. Read *The University Research Ethics Policy*.
2. If you are a student, discuss the ethical aspects of your project with your supervisor.

It is your responsibility to follow the University’s Policy on the ethical conduct of research and to follow any relevant academic guidelines or professional codes of practice pertaining to your study when answering these questions. This includes providing appropriate information sheets and consent forms and ensuring confidentiality in the storage and use of data.

The questions in this proforma are intended to guide your reflection on the ethical implications of your research. Explanatory notes and further details can be found in the Policy document.

**If any aspect of your project changes during the course of the research, you must notify the Chair of UREC.**

**SECTION 1**

|  |  |  |  |
| --- | --- | --- | --- |
| **YOUR DETAILS** | | | |
|  | Your name**:  Alex Mesnard** | | |
|  | Your department:  DM2112 | | |
|  | Your Faculty:  Digital media & CAD | | |
|  | Your status**:** | | |
|  |  | Undergraduate Student | Staff (Professional Services) |
|  |  | Taught Master | Staff (Academic) |
|  |  | Research Degree Student | Other (please specify below) |
|  |  | |  |
|  | Your university email address**:  A.mesnard.22@unimail.winchester.ac.uk** | | |
|  | Your telephone number**:  07400443986** | | |
|  |  | | |
|  | **For doctoral students only**: | | |
|  | Your degree programme**:  Computer aided design** | | |
|  | Your supervisor’s name**:  Steven northam** | | |
|  | Your supervisor’s department**:  Buisness management** | | |
|  | Your supervisor’s email**:  Steven.Northan@winchester.ac.uk** | | |

**SECTION 2**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **YOUR PROJECT** | | | | |
| **2.1.** | Project title**:**   Can ‘reviving’ a unused social space make it active once again? | | | |
| **2.2.** | Start date**:**  31st October 2023 | | | |
| **2.3.** | Expected completion date**:**  31st November 2023 | | | |
| **2.4.** | Expected location of data collection**:**  Workplace and social media  (*e.g. school, workplace, public place, University premises etc*.) | | | |
| **2.5.** | Has funding been sought for this research**?** | | | |
|  |  | | Yes | No |
| **2.6.** | If so, where have you applied for funding? | | | |
| **2.7.** | Has the funding been granted? | | | |
|  |  | | Yes  No | Pending |
| **2.8.** | Is the research collaborative?  (*e.g. co-investigators from another institution, at or with another organisation or colleagues in another department*) | | | |
|  |  | | Yes | No |
|  |  | | If yes, which? |  |
| **2.9.** | Is Disclosure and Barring Service clearance required for your study?  *It is your responsibility to contact the Disclosure and Barring Service (DBS) to confirm whether or not clearance is needed prior to commencing recruitment or data collection. More information* [*here*](https://www.gov.uk/government/organisations/disclosure-and-barring-service/about) | | | |
|  |  | | Yes | No |
| **2.10.** | Is a risk assessment required?  *It is your responsibility to contact the Health and Safety Office at the University to confirm whether or not a risk assessment is required prior to commencing recruitment or data collection.* | | | |
|  |  | Yes  No | | Pending |
| **2.11.** | Will your research be informed by guidelines from a professional association or specific, agreed standards of practice? | | | |
|  |  | | Yes | No |
|  |  | | If yes, which? |  |
|  | | | | |

SECTION 3

|  |
| --- |
| **PROJECT DESCRIPTION** |
| *Please provide a brief description of your project in non-technical language (between 500-1000 words). This should include details of the research rationale, aim(s), research question(s), context (linking to some relevant literature), and methods (including details of participants, data collection (including examples /descriptions of any audio or visual stimuli to be presented to participants), data analysis) to be used. You should state any ethical issues that you have identified and how these will be dealt with. This overview should contain sufficient information to acquaint the reader with the principal features of the proposal. A copy of the full proposal may be requested if further information is deemed necessary.*  *Please use this section to list documentation that may be relevant to your application and append it to the submission (e.g. consent forms, information sheets, questionnaires etc.).*    *In my research I am analysing the social space within the Brooks shopping centre in Winchester, I aim to understand who uses the space, Why people may not be using the space with evidence to show that it is not being used frequently by the public. Additionally I aim to understand is the revival of the space necessary and what people would preferably have implemented from this to make it used by the public. In order to find out these understandings I will be doing both primary and secondary research within my assignment, for my primary research I will be using a questionnaire I have produced on google docs this will be given to the public through publications on social media and producing QR codes around the site for people to scan and use in order to gain their view on my proposal and back up is the space used and who by in order to gain a more targeted demographic. In addition, frequent visits to the shopping centre allow for photographic evidence of the amount of people using the space. In order to gain a better idea of the popularity of the space I will be visiting it at a variety of different, times and days in the week as it is possible due to certain days and times it may be more or less busy.*  ***Proposed questions are as below:***  *What is your age?*  *Under 12*  *12 - 17 years old*  *18 - 24*  *25 - 34*  *35 - 44*  *45 - 54*  *55+*  *Are you aware of the Soft play/ Social seating space within the brooks shopping centre?*  *Yes*  *No*  *Maybe*  *How often do you use the social space within the shopping centre?*  *Not at all*  *Not frequently*  *Sometimes*  *Occasionally*  *Frequently*  *Is there anything you would change about the shopping centres social space*  *…………….*  *I aim to update this space by creating a more comfortable environment through updating the design and incorporating nature. Does this interest you?*  *Yes*  *No*  *Maybe*    *Would updating the social space, incorporating children's play into my design and leaving space for the soft play where possible meet some of your requirements of my design.*  *Yes*  *No*  *Maybe* |

**SECTION 4**

**REFINING THE LEVEL OF ETHICS REVIEW REQUIRED**

|  |  |  |  |
| --- | --- | --- | --- |
| *Please mark with an*  *as appropriate* | | **YES** | **NO** |
| 1 | Does the research involve members of the public in a research capacity as co-researchers? (I.e. as in participant research where involvement extends beyond data collection) |  |  |
| 2 | Is there a risk of over-disclosure that may put the participants at risk or cause them any anxiety? |  |  |
| 3 | Will tissue samples (including blood) be obtained from participants? |  |  |
| 4 | Will the study require the co-operation of a gatekeeper for initial access to participants? (E.g. to students at school, to members of self-help group.) |  |  |
| 5 | Is the right to withdraw from the study withheld at any time, or not made explicit? |  |  |
| 6 | Is there any reason participants may feel obliged to participate in the study against their will? |  |  |
| 8 | Will the research involve administrative or secure data that requires permission from the appropriate authorities before use? |  |  |
| 10 | Will financial inducements (other than reasonable expenses and compensation for time) be offered to participants? |  |  |
| 11 | Are there payments to researchers /participants that may have an impact on the objectivity of the research? |  |  |
| 12 | Is there any cause for uncertainty as to whether the research will fully comply with the requirements of the General Data Protection Regulation (GDPR) (2018)? |  |  |
| 13 | Does any part of the project breach any codes of practice for ethics in place within the organisation in which the research is taking place? |  |  |
| 14 | Are drugs, placebos or other substances (e.g. food substances, vitamins) to be administered to the study participants? Please note: for fast track review, it is expected that the study will not involve invasive, intrusive or potentially harmful procedures of any kind. |  |  |
| 15 | Is pain or more than mild discomfort likely to result from the study? |  |  |
| 16 | Could the study induce psychological stress or anxiety or cause harm or negative consequences beyond the risks encountered in normal life? (E.g. involve prolonged or repetitive testing.) |  |  |
| 17 | Does the project pose any potential or actual conflict(s) of interest for the researcher and /or stakeholders? |  |  |

**If you answer YES to *any* of these questions, please use the next section to indicate which question you have said yes to, describe the ethical issue in the context of your study and how you will address it. If you have answered NO to all questions, complete section 6.**

**SECTION 5**

|  |
| --- |
| **ADDITIONAL INFORMATION AND AMENDMENTS** |
| *Use this space to address ethical issues highlighted by the checklist in section 4, or to amend an original submission.* |

**SECTION 6**

|  |  |
| --- | --- |
| **DECLARATION** | |
| I have read and understood the University of Winchester Research Ethics Policy and confirm that adequate safeguards in relation to the ethical issues raised by this research can and will be put in place. I am aware of and understand University procedures regarding Health and Safety. I understand that the ethical aspects of this project may be monitored by the University Research Ethics Committee.  I understand my responsibilities as a researcher as described in the University of Winchester Research Ethics Policy.  I declare that the answers above accurately describe the research as presently designed and that a new application will be submitted should the research design change in a way which would alter any responses given in Form 1 or here. | |
| I confirm that if a Risk Assessment is required I will complete it and have it co-signed by my Supervisor or Head of Department before data collection takes place. | |
| I confirm that, if DBS clearance is required for my project, then I will seek it before the start of my project. | |
| I confirm that my research does not include risks that might cause it to be excluded from coverage by the University’s insurers. | |
| I confirm that I have appropriate insurance for this research. | |
|  | |
| Researcher’s signature:  A Mesnard | Date:  31/10/2023 |
|  | |
| In addition, for **students** (research):  The student has the skills to carry out the proposed research. I undertake to monitor the student’s adherence to the relevant research guidelines and codes of practice. | |
| Supervisor’s signature: | Date: |
|  | |

**Please submit this form along with Form 1 to your nominated Ethics Lead.**

*Please remember to append any forms or documents that may be relevant to your application (e.g. consent form, information sheet, questionnaire(s) etc.). Your form cannot be considered unless it is submitted with the required supporting documentation. Omitting to do so will delay the ethics review process.*

**SECTION 2**

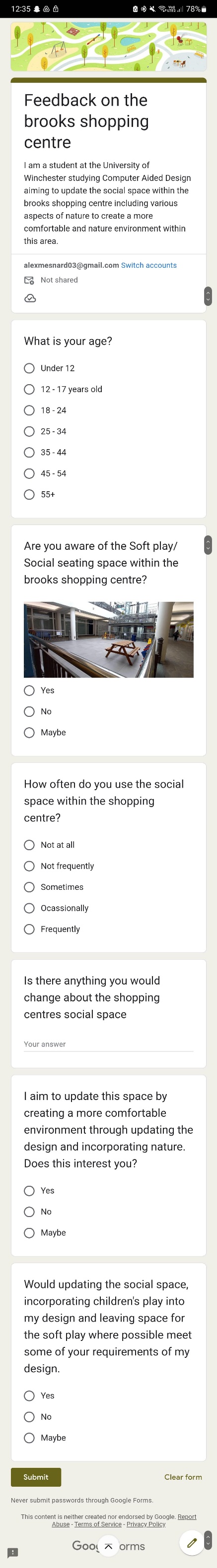
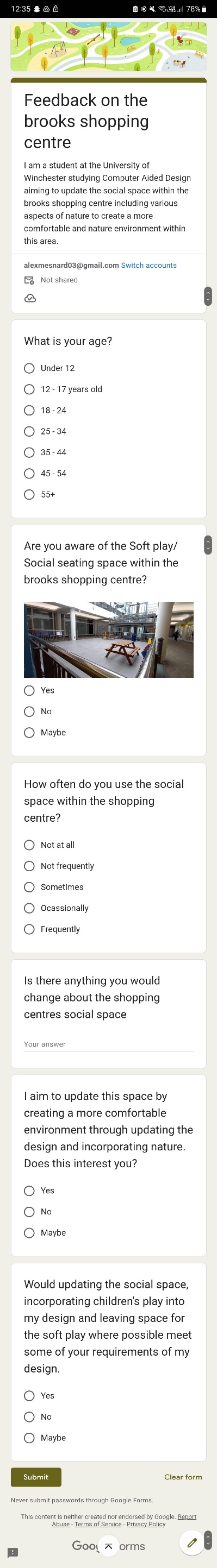
**DETERMINING THE LEVEL OF ETHICS REVIEW REQUIRED**

|  |  |  |  |
| --- | --- | --- | --- |
|  | *Please mark with an*  *as appropriate* | **YES** | **NO** |
|  | Does the research involve individuals who might be considered vulnerable?  *For example: vulnerable children, over-researched groups, people with learning difficulties, people with mental health problems, young offenders, people in care facilities, including prisons. For a note on research with children, see Appendix 2 of the Policy.* |  |  |
|  | Does the research involve individuals in unequal relationships e.g. your own students?  *Please note:*   1. *students recruited via SONA are not considered ‘your own students.’ If you intend to recruit widely across the University or your Faculty (e.g. through snowball sampling or a mail shot) you do not need to consider such students as your own, even if some participants may be students you are directly involved with. Only tick “yes” if you are targeting your own students specifically.* 2. *if you are an undergraduate or postgraduate student carrying out research with children in either a school or early years setting, these DO NOT come under the category of your ‘own students*.’ |  |  |
|  | Will it be necessary for participants to take part in the study without their knowledge and consent at the time?  *For example: covert observation of people in non-public places, use of deception. See Appendix 2 of the Policy.* |  |  |
|  | Will the study involve discussion of sensitive or personal topics?  *For example: (but not limited to) participants’ relationships, emotions, sexual behaviour, experience of violence, mental health, gender, race / ethnicity status or experience, political or religious affiliations. Please refer to the Policy.* |  |  |
|  | Is there a risk that the highly sensitive nature of the research topic might lead to disclosures from the participant concerning their own involvement in illegal activities or other activities that represent a threat to themselves or others which may need onward reporting?  *For example: sexual activity, drug use, illegal activities or professional misconduct.* |  |  |
|  | Might the research involve the sharing data or confidential information beyond the initial consent given? |  |  |
|  | Might participant anonymity be compromised at any time during or after the study?  *For example: will the research involve respondents using the internet, social media, or other visual /vocal methods where respondents may be identified?* |  |  |
|  | Is the study likely to induce severe physical harm or psychological distress? |  |  |
|  | Does your research involve tissue samples covered by the Human Tissue Act (2004)? |  |  |
|  | Is there a possibility that the safety of the researcher may be in question?  *For example: research in high-risk locations or with high-risk groups.* |  |  |
|  | Does the research involve creating, downloading, storing or transmitting material that may be considered to be unlawful, indecent, offensive, defamatory, threatening, discriminatory or extremist?  *If you answer* ***YES*** *to this question, you must also contact the Director of Library and IT Services, who must provide approval for the use of such data.* |  |  |

Answering **NO** to ***all*** these questions means your project is eligible for Faculty level ethics review. You now need to complete Form 3.

Answering **YES** to ***any*** of these questions means your project will require Committee ethics review. You now need to complete Form 4.

**Appendix 3- Online Survey Questions**



**Appendix 4- Site visitation Photos**



Sunday- 17:00pm 8th October

Tuesday- 9:30am 10th October

Wednesday- 16:00pm 4th October



Wednesday- 15:30pm 1st November

Thursday- 12:00pm 12th October

**Appendix 5- Online Survey Results**

