



Study Title: *Culture, Well-being and Economics: A rural touring story*

Investigators: Dr Vishalakshi Roy as Principal Researcher
Dr Melanie Stavrou as Research Assistant

Introduction

You are invited to take part in a research study. Before you decide, you need to understand why the research is being done and what it would involve for you. Please take the time to read the following information carefully. Talk to others about the study if you wish. Please ask us if there is anything that is not clear or if you would like more information. Take time to decide whether or not you wish to take part.

Who is organising and funding the study?

This study is organised and carried out by its investigators as part of the Centre for Cultural and Media Policy Studies, at the University of Warwick. The research is funded by the Policy Support Fund 2025-26, University of Warwick.

What is the study about?

In partnership with the National Rural Touring Forum (NRTF) and supported by Arts Council England (ACE), this study explores how arts touring supports rural economies and well-being, key priorities in ACE's 2020-30 strategy. By surveying and interviewing rural touring schemes, promoters, and volunteers, the project aims to assess impact and identify areas for development. The study's aim is to provide evidence to inform policy and investment in rural arts.

What would taking part involve?

- This survey will involve questions regarding your experiences of rural and community touring and your participation.
- Some demographic information will also be asked in understanding who are the key stakeholders and participants (i.e. promoters and volunteers) in UK rural touring.
- The surveys will approximately take 10 to 15 minutes to complete.
- Participation in this study is one-time only. Although you may be asked to take part in a follow-up interview if interested.

Note: Promoters who are invited to partake in the interviews will be offered a £25 gift card to Amazon as a donation towards either themselves or their venue(s) in appreciation of their additional time spent as part of the research.

- Pseudonymised verbatim quotations will be used.

Do I have to take part?

No. Participation in this study is completely voluntary and choosing not to take part will not affect you in any way. You can also choose to stop the survey by simply closing the browser or you may withdraw your participation without giving a reason by contacting one of the research team. Further details about withdrawing from the study are provided later on in this document.

What are the possible benefits of taking part in this study?

By participating, you will contribute to research aimed at ensuring the future sustainability of UK arts rural touring. Your input will:

- Help collect primary evidence on the economic and well-being impacts of rural touring.

- Aid the assessment of existing structures, support mechanisms, and training resources available for rural touring promoters and volunteers.
- Inform arts policy through recommendations based on motivations for involvement and barriers to participation.
- Contribute to the development of a practical training toolkit designed to assist schemes, promoters, and volunteers.

Ultimately, your participation will play an important role in shaping rural touring policy and support.

What are the possible disadvantages, side effects or risks, of taking part in this study?

- Participation will require your own time and may involve personal costs (e.g., travel or other commitments).
- You will be asked to reflect on your experiences of rural touring, which may feel personal or require thoughtful consideration.

Expenses and payments

No financial payments or incentives will be offered by the research team from the University of Warwick for participation in this study.

Will my taking part be kept confidential?

- Survey data will be collected using the University of Warwick's approved survey platform, Qualtrics.
- Your data will be processed solely for scientific analysis related to the research project *Culture, Well-being and Economics: A Rural Touring Story*.
- Demographic information will be collected from both interviewees and survey respondents. Once collected, all data will be pseudonymised and coded.
- All data will be stored securely on University of Warwick systems in a password-protected online database and will only be accessible to members of the research team included above.
- Codes and consent forms will not form part of the research dataset and will be stored separately in a secure folder on the University of Warwick system.
- Analysed data will be circulated in the form of a report for policy and industry recommendations. Summaries may also be presented at conferences and included in scientific publications. Verbatim quotes may be used, but these will be pseudonymised.

Data will be reviewed and retained in line with the University of Warwick's data retention policy.

What will happen to the data collected about me?

As a publicly-funded organisation, the University of Warwick have to ensure that it is in the public interest when we use personally-identifiable information from people who have agreed to take part in research. This means that when you agree to take part in a research study, such as this, we will use your data in the ways needed to conduct and analyse the research study.

We will be using information from you in order to undertake this study and will act as the data controller for this study. We are committed to protecting the rights of individuals in line with data protection legislation. Information about you for ten years after the study has finished.

Research data will be **pseudonymised** as quickly as possible after data collection and it will not be possible to withdraw your data after this point. Withdrawal will be possible only up to four weeks after the data has been collected.

Data Sharing

Your rights to access, change or move your information are limited, as we need to manage your information in specific ways in order for the research to be reliable and accurate. The University of Warwick has in place policies and procedures to keep your data safe.

This data may also be used for future research, including impact activities following review and approval by an independent Research Ethics Committee and subject to your consent at the outset of this research project. The data collected in this study may be used beyond the scope of the collaborative report between the University of Warwick, NRTF, and ACE, and its presentation at the 2026 NRTF conference. The research team also intends to publish findings as part of a journal article focused on rural touring review.

For further information, please refer to the University of Warwick Research Privacy Notice which is available here:

<https://warwick.ac.uk/services/idc/dataprotection/privacynotices/researchprivacynotice> or by contacting the Legal and Compliance Team at infocompliance@warwick.ac.uk.

What will happen if I don't want to carry on being part of the study?

Your **participation** is entirely voluntary, and a decision to withdraw participation from the study without giving a reason, would not affect you in any way. You may withdraw by email to the principal researcher or research assistant once data collection has been completed. Contact details for both are provided below.

Please note that it will not be possible to withdraw your data after four weeks from the data collection, after which point the data will have been pseudonymised. To safeguard your rights, we will use the minimum personally-identifiable information possible and keep the data secure in line with the University's Information and Data Compliance policies.

What will happen to the results of the study?

The findings of this study will be shared to inform both academic research and sector practice. Planned outputs include:

- A peer-reviewed journal article focusing on rural touring review.
- A collaborative report produced by the University of Warwick, NRTF, and Arts Council England (ACE).
- Presentation of findings at the 2026 NRTF Conference.

Following dissemination for academic and policy purposes, sector-specific toolkits and training resources will be developed subject to funding, with support from NRTF. While these resources will be informed by the study's findings, they will be independently produced by external bodies.

Who has reviewed the study?

This study has been reviewed and given favourable opinion by the University of Warwick's Humanities and Social Science Research Ethics Committee (HSSREC): HSSREC 85/25-26.

Who should I contact if I want further information?

If there are any questions or need support in completing this survey, please contact the researchers (details included below) or NRTF team at projects@nrtf.org.uk

Research Project email: touringresearch@warwick.ac.uk

Principal Investigator

Dr Vishalakshi Roy
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Who should I contact if I wish to make a complaint?

Any complaint about the way you have been dealt with during the study or any possible harm you might have suffered will be addressed. Please address your complaint to the person below, who is a senior University of Warwick official entirely independent of this study:

Head of Research Governance

Research & Impact Services
University House
University of Warwick
Coventry
CV4 8UW
Email: researchgovernance@warwick.ac.uk
Tel: 02476 575733

If you wish to raise a complaint on how we have handled your personal data, you can contact our Data Protection Officer who will investigate the matter: DPO@warwick.ac.uk.

If you are not satisfied with our response or believe we are processing your personal data in a way that is not lawful you can complain to the Information Commissioner's Office (ICO).

Thank you for taking the time to read this Participant Information Leaflet