



PRIFYSGOL CYMRU

Y Drindod Dewi Sant

UNIVERSITY OF WALES

Trinity Saint David

E3 FORM – Sports Research Project

APPLICATION FOR ETHICAL APPROVAL – BA level

CAIS AM GYMERADWYAETH MOESEGOL – Lefel BA

Mae'r ffurflen hon i'w chwblhau gan bob BA myfyrwr. Rhaid i bob ffurflen gael ei ystyried gan diwtor y modiwl. Dylai un copi o'r ffurflen yn cael ei roi ar y ffeiliau Gyfadran ac un copi cadw ar y ffeil myfyrwr.

This form is to be completed by all BA students conducting research, projects or productions. This form should be completed by the student. All forms must be considered by the Module tutor. A copy of the form must be kept centrally and on the student file.

ADRAN 1 – MANYLION MYFYRIWR

SECTION 1 - STUDENT DETAILS

Enw Llawn Full Name	Rhys Surringer		
Ysgol/Cyfadrn/ School/Faculty	UWTSD Swansea	Rhif Myfyriwr Student Number	P149723
Cydllynydd prosiect / Tiwtor Module Tutor/ Programme Co-ordinator	Andrew Thomas	Enw'r Gradd Name of Degree	BA HONS SPORTS MANAGEMENT

Teitl dangosol yr Traethawd Hir:

Indicative Title of Dissertation:

Critical analysis of the promotion and retention strategies at Neath Sports Centre

**ADRAN 2 – MANYLION CYFRANOGWYR /
CYNULLEIDFA**

**SECTION 2 - PARTICIPANT / AUDIENCE
DETAILS**

Pwy yw'r cyfranogwyr arfaethedig?	Who are the intended participants?	Ydw / Yes	Na / No
Myfyrwyr / staff Y Drindod Dewi Sant	Students / staff of Trinity Saint David		x
Oedolion (dros oed 16 ac yn gymwys i gydsynio)	Adults (over the age of 16 and competent to give consent)	x	
Plant a phobl ifanc dan oed	Children / legal minors		X
Cleifion neu gleientiaid gweithwyr proffesiynol	Patients or clients of professionals		x

Rhywun sy'n cael ei gadw yn y ddalfa neu y mae'r llys wedi cymryd cyfrifoldeb amdano	Anyone in custodial care or for whom the court has assumed responsibility		x
Aelod o unrhyw sefydliad lle mae'n bosibl bod angen i unigolyn arall hefyd gydsynio.	A member of any organisation where another individual may also need to give consent.	x	
Eraill: Nodwch: / Others: please identify:			

Nifer, Oed a Ffynhonnell y Cyfranogwyr Rhowch fanylion yr demograffeg y cyfranogwyr / gynulleidfa.		Participant / Audience Number and Age Provide details of the demographics of the participants / audience.	
Nifer o Gyfranogwyr / yn y Gynulleidfa	Participant/ number	Audience	20-40
Grŵp oedran y Cyfranogwyr/y Gynulleidfa	Participant/ group	Audience age	18-65 Years

ADRAN 3 – GWEITHGAREDD YMCHWIL

SECTION 3 – RESEARCH ACTIVITY

1.	Ydy'r prosiect yn cynnwys:	Does the project include:	Ydy / Yes	Nac ydy/No
	Defnyddio holiadur neu offeryn ymchwil tebyg	Use of questionnaire or similar research instrument	X	
	Defnyddio prawf ysgrifenedig neu gyfrifiadurol	Use of written or computerised test		X
	Cyfweliad (cysylltwch gwestiynau posibl)	Interview (attach provisional questions)	X	
	Dyddiaduron	Diaries		X
	Arsylwi ar gyfranogwyr a hwythau'n ymwybodol o hynny	Participant observation with their knowledge		X
	Arsylwi ar gyfranogwyr a hwythau ddim yn ymwybodol o hynny	Participant observation without their knowledge		X
	Recordio fideo neu sain	Video or audio-taping		X
	Mynediad i wybodaeth bersonol neu gyfrinachol heb gydsyniad penodol y cyfranogwyr	Access to personal or confidential information without the participants specific consent		X
	Defnyddio unrhyw gwestiynau, ysgogiadau prawf, cyflwyniad y gallai rhai cyfranogwyr eu profi fel rhywbeth sy'n achosi niwed / tramgwydd corfforol, meddyliol neu emosiynol	Administration of any questions, test stimuli, presentation that may be experienced as physically, mentally or emotionally harmful / offensive		X
	Cyflawni unrhyw weithredoedd allai achosi embaras neu effeithio ar hunan-barch	Performance of any acts which may cause embarrassment or affect self-esteem		X

Ymchwilio i gyfranogwyr sy'n ymwneud â gweithgareddau anghyfreithlon	Investigation of participants involved in illegal activities		X
Gweithdrefnau lle defnyddir twyll	Procedures that involve deception		X
Gweini unrhyw sylwedd, cyfrwng neu blasebo	Administration of any substance, agent or placebo		X
Dull arall o gasglu data neu fformat cyflwyno (esboniwch)	Other method of data collection or presentation format (please explain)		X

2. Restr eich dull o gasglu data	List your method of data collection:
- Self-administrated Questionnaire for 80-100 existing customers. - Semi structured research interviews for Leisure Centre Managers. - Self-administrated Questionnaire for 80 – 100 members of the public.	

3. Risg Posibl: (corfforol, seicolegol, cyfreithiol, cymdeithasol neu economaidd)	Potential Risk: (physical, psychological, legal, social or economic)
A oes unrhyw risg bosibl i:	Is there any potential risk to:
	Ydw / Na / Yes / No /
A Cyfranogwyr?	Participants?
B Ymchwilydd?	Researcher?
C BrifYsgol/Cyfadrn?	University?
	x
	x
	x

4. Rheoli Risg: Os oes, beth yw'r risg a sut y bydd yn cael ei reoli?	Management of Risk: If yes, what is the risk and how will it be managed?
The risk to the participants is confidentiality, so that they remain anonymous and that the data they provided is protected and kept safe and not given out. For the researcher, so the researcher works ethically, and all the data collected is accurate. For the university to ensure the student researcher is working in an ethical manner.	

5. Os ydych yn delio â phlant a / neu oedolion agored i niwed, rhaid i chi gyflwyno eich tystysgrif DBS i'ch tiwtor goruchwylio i'w cymeradwyo cyn i unrhyw gysylltiad â cyfranogwyr hyn.	If you are dealing with children and/ or vulnerable adults, you must present your DBS certificate to your supervising tutor for approval before any contact with these participants.
	Ydw / Na / Yes / No /

6.	A fyddwch yn cael cydsyniad gwybodus ysgrifenedig gan eich cyfranogwyr?	Will you obtain written informed consent from your participants?		
			Ydw / Yes	Na / No
A	Os na fyddwch, pam hynny?	If no, why not?	X	
B	Os byddwch, sut byddwch yn sicrhau cydsyniad gwybodus?	If yes, how will you secure informed consent?	X	
Rhowch eglurhad / Please explain:				
All participants will be ask to give consent before filling out any information.				
Cynhwyswch gopi o'r ffurflen gydsynio os ydych yn defnyddio un.			Please include a copy of the consent form if you are using one.	

ADRAN 4	SECTION 4
CEFNOGWYD /APPROVED	NIS CEFNOGWYD/ NOT SUPPORTED
Datganiad Mae'r wybodaeth a gynhwysir yma yn gywir, hyd eithaf fy ngwybodaeth a'm cred. Rwyf wedi ceisio dynodi unrhyw risgiau a phroblemau sy'n gysylltiedig â'r prosiect / ymchwil neu gynhyrchiad ac rwyf yn cydnabod f'ymrwymadau innau a hawliau'r cyfranogwyr.	Declaration The information contained herein is, to the best of my knowledge and belief, accurate. I have attempted to identify any risks and issues related to the project/research or production and acknowledge my obligations and the rights of the participants.

Llofnodau Dylai'r ffurflen hon gael ei chwblhau a'i llofnodi gan y myfyrwr a'r Cydlynnydd y prosiect /Twitor	Signatures This form should be completed and signed by the student and the Module tutor/Programme Co-ordinator.
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Myfyrwr / Student 	Dyddiad: / Date: 31/1/19
Cydlynnydd y prosiect /Twitor Project co-ordinator / Tutor 	Dyddiad: / Date: 31/1/19
Sefydliad / Organisation M. Bendyln	Dyddiad: / Date: 31/1/19



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Cyfranogwr Rhif Adnabod:
Participant Identification Number:

CWESTIYNAU CYFWELIAD SAMPL

SAMPLE INTERVIEW QUESTIONS

TEITL Y PROSIECT: / PROJECT TITLE:

Critical Analysis of the promotion and retention strategies at Neath Sports Centre

1	What are the current promotion and retention strategies at Neath Sports Centre?
2	Do you feel the current strategies work? How could they be improved?
3	How does it compare to the competition in the area?
4	How do you review the strategies? How often?
5	What resources are used in regard to promotion and retention?
6	How do they compare within the industry?
7	What is the role of the staff with regards to promotion and retention?
8	How are the staff trained for promotion and retention of customers? Initial training? Ongoing training?
9	What methods are currently being used to motivate staff?
10	Is there a focal point within the membership package that concentrate more on such as gym, fitness classes etc? Are different members of staff required to help promote and retain customers? Such as gym staff, sales team etc

ENW A CHYFEIRIAD YR YMCHWILYDD

NAME & ADDRESS OF RESEARCHER

Rhys Surringer
54, Harle St, Neath, SA11 3DL



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SAMPLE CURRENT MEMBERS SURVEY QUESTIONS

TEITL Y PROSIECT: / PROJECT TITLE:

Critical analysis of the promotion and retention strategies at Neath Sports Centre

1	What's your age? 18 - 21 22 - 24 25 - 29 30 - 34 35 - 44 45 - 59 60 +
2	Where do you live?
3	How long have you been a member?
4	How often do you visit the facility?
5	What activities do you participate in?
6	What encouraged you to join Neath Sports Centre?
7	Would you change the opening times?
8	Do you use the Celtic Leisure app from bookings and information?
9	Would you like to see any new facilities or activities at Neath Sports Centre?
10	

ENW A CHYFEIRIAD YR YMCHWILYDD

NAME & ADDRESS OF RESEARCHER

Rhys Surringer

54, Harle St, Neath, SA11 3DL



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Participant Identification Number:

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GENERAL PUBLIC SURVEY QUESTIONS

TEITL Y PROSIECT: / PROJECT TITLE:

CRITICAL ANALYSIS OF THE PROMOTION AND RETENTION STRATEGIES OF NEATH SPORTS CENTRE

1	AGE?
2	GENDER?
3	DO YOU ATTEND THE GYM OR ANY KIND OF FITNESS ACTIVITIES? IF YES WHY? IF NO WHY?
4	HAVE YOU BEEN A MEMBER OF ANY OTHER FITNESS, GYM OR LEISURE CENTRES BEFORE? IF YES WHERE?
5	WHAT ARE YOUR BARRIERS TO PARTICIPATE IN USING THE GYM OT EXERCISE CLASSES?
6	WHAT MOTIVATES YOU TO GET FIT AND HEALTHY?
7	WHAT TIME OF DAY WOULD YOU PREFER TO TRAIN?

ENW A CHYFEIRIAD YR YMCHWILYDD	NAME & ADDRESS OF RESEARCHER Rhys Surringer 54, Harle St, Neath, SA11 3DL
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Trinity Saint David

Cyfranogwr Rhif Adnabod:
Participant Identification Number:

FFURFLEN GANIATÂD CYFRANOGIAD

PARTICIPATION CONSENT FORM

TEITL Y PROSIECT: / PROJECT TITLE:

CRITICAL ANALYSIS OF THE RETENTION AND PROMOTION STRATEGIES AT NEATH SPORTS CENTRE.

Name of Researcher:

Please initial box

1. I confirm that I have read and understand the information sheet dated 1/2/19 for the above study. I have had the opportunity to consider the information, ask questions and have had these answered satisfactorily.

2. I understand that my participation is voluntary and that I am free to withdraw at any time, without giving any reason.

3. I understand that any information given by me may be used in future reports, articles or presentations by the research team.

4. I understand that my name will not appear in any reports, articles or presentations.

5. I agree to take part in the above study.

Name of Participant

Date

Signature

Researcher

Date

Signature

You may decline to participate in this study. You may end your participation in this study at any time. If you decide to remain anonymous, maintaining your anonymity will be a priority and every practical precaution will be taken to disguise your identity. If you prefer anonymity, there will not be any identifying information on audiotapes or transcripts of this or any interview. No-one will hear any audiotapes or see any transcripts without your prior consent. All materials generated from this or any interview will remain confidential.

**When completed, please return in the envelope provided (if applicable). One copy will be given to the participant and the original to be kept in the file of the research team at:
UWTSD BUSINESS SCHOOL CAMPUS**

ENW A CHYFEIRIAD YR YMCHWILYDD

NAME & ADDRESS OF RESEARCHER
Rhys Surringer
54, Harle St, Neath, SA11 3DL



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Cyfranogwr Rhif Adnabod:
Participant Identification Number:

FFURFLEN GANIATÂD CYFRANOGIAD

SAMPLE PARTICIPANT INFORMATION SHEET

TEITL Y PROSIECT: / PROJECT TITLE: CRITICAL ANALYSIS OF THE PROMOTION AND
RETENTION STRATEGIES AT NEATH SPORTS CENTRE

Dear Participant:

My name is Rhys Surringer and I am studying in the School of Sport, Health, outdoor and Education. (SHOE).

I would like to invite you to participate in my research project. This project will 'Critical Analysis of recommended best practice framework for promotion and retention of the customers at Neath Sports Centre.

*Attached to this letter is a short questionnaire developed by Rhys Surringer which will assess the recommended best practice framework for promotion and retention of the customers, staff at Neath Sports Centre and also members of the public. I believe your opinions will be extremely helpful to me.

Through your participation in the questionnaire and interviews, I hope to ascertain information on the recommended best practice framework for promotion and retention of the customers and staff at Neath Sports Centre and also members of the public.

All questionnaires will be kept strictly confidential to the researchers involved and at **NO** time will individual questionnaires be released to the general public. This gives you a chance to express your views on your programme a confidential and anonymous forum and still be able to make a difference. Your participation in this study is completely voluntary so you can withdraw from the questionnaire at any stage.

Our questionnaire should take about five minutes to complete, but there is no time constraint. There are also no right or wrong answers. Attached to this letter along with the questionnaire is a consent form. As this is a new project, your feedback is also important to us and we would be much obliged if you could also complete the feedback sheet along with the questionnaire. We understand that your time is at a premium, but your opinions are very valuable to us.

After careful and precise analysis of the data obtained from this questionnaire, I will be happy to provide you with a copy of the findings at your request. The results of this questionnaire will hopefully enhance my understanding of the recommended best practice framework for promotion and retention of the customers, staff at Neath Sports Centre and also members of the public and will be

stored on UWTSD System. The results of the research will be fed back to UWTSD Lecturers and Neath Sports Centre Management if required.

We thank you in advance for your time and participation. If any questions do arise, feel free to contact me at your convenience.

ENW A CHYFEIRIAD YR YMCHWILYDD	NAME & ADDRESS OF RESEARCHER Rhys Surringer 54 Harle Street, Neath SA11 3DL
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