# **Participant Information Sheet: The Golf Blueprint**

# You are invited to participate in a research project that will help shape the development of "The Golf Blueprint" - a web-based system designed to help golfers improve their scoring at the Kendleshire Golf Club in Bristol. This research is being conducted as part of a final year software engineering project at UWE Bristol. The proposed system aims to provide golfers with data-driven insights about how to play each hole effectively, creating what could essentially become a strategic guide to playing better golf at the Kendleshire.

# Before you decide whether to take part, it is important for you to understand why this research is being conducted and what your participation will involve. Please read the following information carefully, and if you have any questions or would like more information, please contact Sion Hayward at [sion2.hayward@live.uwe.ac.uk].

# What is the aim of this research?

Golf course management and shot selection are crucial elements in improving a player's performance, and for scoring well in a round of golf. Whether you are an aspiring professional, or simply a casual weekend player who is trying to beat their friends, course management is an incredibly powerful tool for improving. Currently, golfers around the world, such as those at the Kendleshire Golf Club rely primarily on personal experience, course guides or advice from friends or professionals to make strategic decisions during their rounds. While valuable, these methods don't capture the wealth of data that could be gathered from analysing thousands of shots from different players played across a golf course.

When watching a professional tournament on the PGA Tour or DP World Tour, fellow golfers can often be left amazed at how well professionals are able to play. However, a commonly overlooked factor is that the professionals spend hours before the tournament even starts, analysing the golf course and working out how to best play it. Even at the highest level, golf is a game of misses and knowing where and where not to miss your shots on certain holes plays a massive role in how well you are able to score during your round.

The aim of this research is to gather feedback from golfers at the Kendleshire about a proposed interactive web-based system that would allow players to record and analyse their rounds. I want to understand whether golfers would find value in a system that could show the most successful strategies for playing each hole through detailed heatmaps and data visualisation. This feedback will help ensure that if developed, the system would genuinely benefit golfers of all skill levels.

Through this questionnaire, I would like to understand:

* What features would be most valuable to you as a golfer
* How you would prefer to interact with such a system
* What specific insights would help improve your course management
* Whether you would use this type of system during or after your rounds
* How this could complement your existing approach to course management

As a participant in the study, I will also be looking for you to submit data from your rounds of golf, once the website has enough functionality. By collecting this data over time, I can create detailed heatmaps showing the most successful strategies for playing each hole. This could help golfers make more informed decisions about club selection, shot placement, and overall course management.

The kind of data I will collect is:

* Shot locations for each hole (where your ball landed)
* Scores for each hole
* Number of shots taken
* Club Selection
* Final hole score
* Overall round score

I would like to discover if meaningful patterns emerge from collecting this shot data, and whether these patterns can help identify optimal playing strategies for different holes. By analysing data from multiple players over time, I hope to create visual representations that show the most successful approaches to each hole.

By collecting feedback from a diverse range of golfers, I hope to understand whether this type of system would be beneficial to the members of the Kendleshire. Your insights will help determine if and how this project should be developed to best serve both new members learning the course and experienced players looking to improve their course management. Data collected from your future rounds of golf would also be incredibly useful, as this would allow

Be assured that all data collected will be anonymised, ensuring that individual participants cannot be identified. The anonymised data will be stored securely and used solely for research purposes. The findings will help inform whether to proceed with development of this system and, if so, what features and capabilities would be most valuable to include.

# Why have I been invited to take part?

# As a fellow golfer at the Kendleshire Golf Club, your views and experiences are valuable for understanding how this proposed system could benefit players of all skill levels who also play at the Kendleshire. I am interested in gathering feedback from golfers like yourself about whether a shot-tracking and analysis system would be useful, and if so, what features would be most helpful for improving course management.

# Through this research, I'm seeking to understand your perspective as someone who plays the course regularly. Your insights about what information would be most valuable when making strategic decisions on each hole will be crucial in determining if this system should be developed and what capabilities it should include. Whether you're a low handicapper who regularly shoots under par or a beginner still learning the game, your input is equally valuable to this research.

# The research will simply ask for your opinions and preferences - no personal identifying information will be collected beyond what is necessary for the research, and your responses will be completely anonymized.

# Do I have to take part?

You do not have to take part in this research. It is entirely up to you to decide whether you want to be involved. If you do decide to take part, you will be given a copy of this information sheet to keep and will be asked to sign a consent form.

If you do decide to take part, you are able to withdraw from the research without giving a reason up until the point at which your data is anonymised and can therefore no longer be traced back to you. This anonymisation will take place 14 days from the date you signed your consent form. If you want to withdraw from the study within this period, please write to Sion Hayward at [sion2.hayward@live.uwe.ac.uk].

Deciding to not take part, either before or after data is provided will not affect you in any way, and the choice remains entirely your own.

# What will happen to me if I take part and what do I have to do?

If you agree to take part in the research, you will be given a questionnaire to complete. The questionnaire will be a simple Qualtrics form, and will be easy to complete, and will not require any special device access. Secondly, once created The Blueprint will give you access to a web-based system that allows you to record your shots and rounds at the Kendleshire Golf Club. This will be accessible through any web browser on your mobile phone, tablet, or computer. The system is designed to be simple to use with minimal instruction and should not significantly impact your pace of play if you do opt to complete it during a round.

The questionnaire will ask about:

* Your thoughts on tracking golf shots and rounds digitally
* What features would be most valuable to you
* How you would prefer to record your round data
* Whether you would use such a system during or after your rounds
* How this type of analysis might help improve your game

For The Blueprint website, either during or after your round, you will be required to:

* Sign in using your account details
* Start a new round on the website
* Click on an interactive map of each hole to show where your shots finished
* Select which club you used for each shot
* Enter your score for each hole

You can participate whenever you play a round at the Kendleshire, and there is no minimum number of rounds required. The process of recording your round should take approximately 5-10 minutes if done after your game or can be done hole-by-hole during play.

Your data will be stored securely within a database. For 14 days after you provide data to the website, it will remain traceable back to you. After this period, your data will be fully anonymised and analysed alongside data from other participants to create heatmaps and identify optimal playing strategies for each hole. I hope that as more and more rounds of golf are entered into the database, the data given to the users about the Kendleshire will become more and more accurate, and in turn useful.

In return for your participation, you will have access to the resulting heatmaps and analysis through the same web platform while the resource is being developed. Having access to this data may help you with your own golf game and will hopefully allow you to improve your scores.

# What are the benefits of taking part?

By participating in this research, you will play a valuable role in shaping a potential tool that could benefit many of the members at the Kendleshire, and potentially all golfers in the future. Your feedback will have a direct impact and influence on what features it includes

If the system is developed based on the research findings, participants of the research will:

* Have first access to the platform during its development
* Help create a comprehensive database of playing strategies for the course
* Gain insights into optimal ways to play each hole
* Contribute to a resource that could help both new and experienced golfers improve their course management
* Be part of creating something unique to the Kendleshire that could enhance the golfing experience for all members

Additionally, your participation helps support student research at UWE Bristol, providing valuable real-world feedback that helps bridge the gap between academic study and practical applications. This project represents an opportunity to combine modern technology with the traditional game of golf in ways that could benefit the whole golfing community at the Kendleshire.

# What are the possible risks of taking part?

I do not foresee any risks in you taking part in this study. The questionnaire simply asks for your opinions about the proposed golf analysis system, and you can skip any questions you don't wish to answer. If you later participate in recording your rounds, this would be done during your normal golf activities and would not require any changes to how you play.

All data collected will be handled securely and confidentially, with any personal information being removed after the 14-day withdrawal period. If at any point you feel uncomfortable or wish to stop participating, you can do so immediately without giving any reason.

If you have any concerns or questions during the research, you can contact me directly at [[sion2.hayward@live.uwe.ac.uk](mailto:sion2.hayward@live.uwe.ac.uk)], and I will aim to respond quickly and resolve any issues or address any concerns that you may have.

# What will happen to your information?

# All information collected through this research project will be treated with strict confidentiality. The questionnaire responses and any future golf round data will be stored securely and handled according to data protection guidelines.

# During the initial 14-day period after you provide data, your information will be stored with a unique identifier that allows you to withdraw if you wish. After this period, all personal identifying information will be removed, and your data will be fully anonymised. Only myself and my academic supervisors will have access to the non-anonymised data during this period.

# The anonymised data will be used for:

# Analysing the potential value of a golf shot tracking system

# Understanding golfer preferences and requirements

# Informing the development of the proposed system

# Academic research purposes as part of my final year project

# All findings will be presented in an anonymised format that cannot be traced back to individual participants. The results may be used in my project report and other academic publications, but no personal information will ever be shared.

# Where will the results of this research study be published?

A Report will be written containing our research findings. This Report will be available on the University of the West of England’s open-access Research Repository. The project funder is the College of Arts, Technology and Environment. The report will be made available to all research participants who would like to see it, please just ask.

# Who has ethically approved this research?

The project has been reviewed and approved by the CATE Faculty Research Ethics Committee. Any comments, questions or complaints about the ethical conduct of this study can be addressed to the Research Ethics Committee at the University of the West of England ([researchethics@uwe.ac.uk](mailto:researchethics@uwe.ac.uk)).

# **Privacy Notice for Research Participants –**

# **The Golf Blueprint**

# Purpose of the Privacy Notice

This privacy notice explains how the University of the West of England, Bristol (UWE Bristol) collects, manages and uses your personal data before, during and after you participate in ‘The Golf Blueprint’ project. ‘Personal data’ means any information relating to an identified or identifiable natural person (the data subject).

This privacy notice adheres to the General Data Protection Regulation (GDPR) principle of transparency. This means it gives information about:

* How and why your data will be used for the research;
* What your rights are under GDPR; and
* How to contact UWE Bristol and the project lead in relation to questions, concerns or exercising your rights regarding the use of your personal data.

This Privacy Notice should be read in conjunction with the Participant Information Sheet and Ethical Consent Form provided to you before you agree to take part in the research.

# Why are we processing your personal data?

UWE Bristol undertakes research under its public function to provide research for the benefit of society. As a data controller we are committed to protecting the privacy and security of your personal data in accordance with the (EU) 2016/679 the General Data Protection Regulation (GDPR), the Data Protection Act 2018 (or any successor legislation) and any other legislation directly relating to privacy laws that apply (together “the Data Protection Legislation”). General information on Data Protection law is available from the Information Commissioner’s Office (https://ico.org.uk/).

# How do we use your personal data?

We will only process your personal data when the law allows us to. In addition, we will always comply with UWE Bristol’s policies and procedures in processing your personal data. Our lawful basis for using your personal data for research purposes is fulfilling tasks in the public interest, and for archiving purposes in the public interest, for scientific or historical research purposes.

We will always tell you about the information we wish to collect from you and how we will use it. We will not use your personal data for automated decision making about you or for profiling purposes.

Our research is governed by robust policies and procedures and, where human participants are involved, is subject to ethical approval from either UWE Bristol’s Faculty or University Research Ethics Committees. This research has been approved by CATE Faculty Research Ethics Committee,ethics application **reference number FET-2122-131.** Any comments, questions or complaints about the ethical conduct of this study can be addressed to the Research Ethics Committee at the University of the West of England at: Researchethics@uwe.ac.uk

The research team adhere to theprinciples of the General Data Protection Regulation (GDPR). For more information about UWE Bristol’s research ethics approval process please see our Research Ethics webpages (www1.uwe.ac.uk/research/researchethics).

# What data do we collect?

The data we collect will vary from project to project. Researchers will only collect data that is essential for their project. The specific categories of personal data processed are described in the Participant Information Sheet provided to you with this Privacy Notice. The only personal information we collect about you is your consent.

# Who do we share your data with?

We will only share your personal data in accordance with the attached Participant Information Sheet. Any data that can be linked to you personally will only be seen by the research team. Only once it has been anonymised will it be available more widely.

# How do we keep your data secure?

We take a robust approach to protecting your information with secure electronic and physical storage areas for research data with controlled access. Access to your personal data is strictly controlled on a need to know basis and data is stored and transmitted securely using methods such as encryption and access controls for physical records where appropriate.

Alongside these technical measures there are comprehensive and effective policies and processes in place to ensure that those who process your personal information (such as researchers, relevant University administrators and/or third-party processors) are aware of their obligations and responsibilities for the data they have access to.

By default, people are only granted access to the information they require to perform their duties. Mandatory data protection and information security training is provided to staff and expert advice available if needed.

# How long do we keep your data for?

Your personal data will only be retained for as long as is necessary to fulfil the cited purpose of the research. The length of time we keep your personal data will depend on several factors including the significance of the data, funder requirements, and the nature of the study. Specific details are provided in the attached Participant Information Sheet. Any information that could be used to identify you will be destroyed or deleted before the end of the project.

Anonymised data that falls outside the scope of data protection legislation as it contains no identifying or identifiable information may be stored in UWE Bristol’s research data archive or another carefully selected appropriate data archive.

# Your Rights and how to exercise them

Under the Data Protection legislation, you have the following **qualified** rights:

1. The right to access your personal data held by or on behalf of the University;
2. The right to rectification if the information is inaccurate or incomplete;
3. The right to restrict processing and/or erasure of your personal data;
4. The right to data portability;
5. The right to object to processing;
6. The right to object to automated decision making and profiling;
7. The right to complain to the Information Commissioner’s Office (ICO).

We will always respond to concerns or queries you may have. If you wish to exercise your rights or have any other general data protection queries, please contact UWE Bristol’s Data Protection Officer (dataprotection@uwe.ac.uk).

If you have any complaints or queries relating to the research in which you are taking part please contact either the research project lead, whose details are in the attached Participant Information Sheet or UWE Bristol’s research governance manager (researchgovernance@uwe.ac.uk.).