

---

## University Ethics Form Version 3

---

## **Applicant Details (922)**

### **Is this approval for a: (11240)**

Type: (list-dropdown)

A2 - Student Project

### **What type of degree programme is being studied? (11319)**

Type: (list-dropdown)

A2 - Postgraduate Taught (e.g. MSc / MA)

### **Name of Principal Researcher (11241)**

Type: (text-short)

Tejas Satish Navalkhe

### **Please enter your email address (11258)**

Type: (text-short)

t.s.navalkhe2@newcastle.ac.uk

---

**Please select your school/academic unit (11242)**

Type: (l/list-dropdown)

A1 - School of Computing

**Please enter the module code (11243)**

Type: (S/text-short)

CSC8639

**Please enter your supervisor's email (11259)**

Type: (S/text-short)

alma.cantu@newcastle.ac.uk

**Please select your supervisor's school/unit: (11244)**

Type: (l/list-dropdown)

A1 - School of Computing

---

## Project Details (923)

### Project Title (11245)

Type: (S/text-short)

Optimising Car Sharing Profitability with a Regional Pricing Strategy

### Project Synopsis (11257)

Type: (T/text-long)

Deliverable: A usable pricing tool to help us model the effects of different pricing options on profitability.

Background: Car share is price sensitive and seasonal as many B2C journeys are for social/discretionary use such as shopping or leisure trips. Company has traditionally charged one fixed price across all locations even though demand and local economies vary enormously.

Purpose of this project: Company wants to know how best to use their company data on usage and demand patterns to better inform their pricing tool where they could input all costs – including variables such as fuel/electricity – and output options for hourly and daily pricing based on locations, demand, seasonal variations or potentially time of the day (eg cheaper overnight hire). Company wants this to give them a very clearer idea of profitability in locations and the potential outcomes if they adopted different pricing options and what the impact of this might have on utilisation.

### Project start date (11260)

Type: (D/date)

22/04/2024

---

**Project end date (11261)**

Type: (D/date)

13/08/2024

**Is the project externally funded? (11262)**

Type: (I/list-dropdown)

A3 - No

**Does your project involve collaborators outside of the University? (11265)**

Type: (Y/yes-no)

Yes

**Please provide a list of the collaborating organisations. (11266)**

Type: (T/text-long)

CO-WHEELS UK LIMITED



---

**Existing Ethics, Sponsorship & Responsibility (930)**

**Has ethical approval to cover this proposal already been obtained? (11267)**

Type: (Y/yes-no)

No

**Will anyone be acting as sponsor under the NHS Research Governance Framework for Health and Social Care? (11270)**

Type: (Y/yes-no)

No

---

**Do you have a Newcastle upon Tyne Hospitals (NUTH) reference? (11272)**

Type: (Y/yes-no)

No

**Will someone other than you (the principal investigator) or your supervisor (for student projects) be responsible for the conduct, management and design of the research? (11274)**

Type: (Y/yes-no)

No



---

**Animals (I) (924)**

The [Animals \(Scientific Procedures\) Act](#) defines protected animals as: 'any living vertebrate other than man...in its foetal, larval or embryonic form.....from the stage of its development when:

(a) in the case of a mammal, bird or reptile, half the gestation or incubation period for the relevant species has elapsed; and

(b) in any other case, it becomes capable of independent feeding'.

Using this definition, does your research involve the observation, capture or manipulation of animals or their tissues?

**(11246)**

Type: (Y/yes-no)

No

---

**NHS, Health & Social Care: Facilities, Staff & Patients (I) (925)**

**Will the study involve participants recruited by virtue of being NHS patients or service users, their dependents, their carers or human tissues or the use of NHS & Health/Social Care Facilities or otherwise require REC approval? (11247)**

Type: (Y/yes-no)

No

---

## **Human Participants in a Non-Clinical Setting (I) (926)**

**Does the research involve human participants e.g. use of questionnaires, focus groups, observation, surveys or lab-based studies involving human participants? (11249)**

Type: (Y/yes-no)

No

---

**Data (I) (927)**

**Does the research involve the viewing, usage or transfer of sensitive data or personal data as defined by the [General Data Protection Regulation \(GDPR\)](#) or data governed by statute such as the [Official Secrets Act 1989](#) / [Terrorism Act 2006](#) , commercial contract or by convention e.g. client confidentiality? (If you are unsure please tick YES and complete the sub-questions).**

**(11251)**

Type: (Y/yes-no)

Yes

---

**Will the study involve any of the following? (11252)**

Type: (M/multiple-opt)

a. The study involves sharing of sensitive or personal data outside the UK or [European Economic Area](#) . **(11367)**

b. The study involves collection or analysis of sensitive data which will be identifiable within the project outputs and could potentially cause harm. **(11368)**

c. The study involves collection or analysis of personal data without explicit consent. **(11369)**

d. The study involves collection or analysis of information covered by the [Official Secrets Act 1989](#) , [Terrorism Act 2006](#) , commercial contract or licence? **(11370)**

e. The study involves the collection, viewing or dissemination of materials which could be considered; extremist, sensitive, or terrorism related? **(11475)**

---

**Environment and Responsible Research Innovation (I) (928)**

**Will the study potentially cause a direct or indirect negative impact on local communities, cultural heritage or the environment? (11253)**

Type: (Y/yes-no)

No

---

**International Projects (I) (929)**

**Will the research be conducted outside of the UK or [European Economic Area \(EEA\)](#) , or will it involve international collaborators outside the EEA? (11255)**

Type: (Y/yes-no)

No

---

## **Next Steps (931)**

**Based on your responses your project has been categorised as (ethically) low risk and no further review is required before you start work. You will receive a formal approval email on submission of this form. Should your project change you may need to apply for new ethical approval. (11282)**

Type: (X/boilerplate)



---

## **Supporting Documentation (940)**

**Please upload any documents (not uploaded elsewhere in the application) which you think are relevant to the consideration of your application. (11308)**

Type: (/upload-files)

---

## Summary and Submission (941)

Thank you for completing the University's Ethical Review Form. Based on your answers the University is satisfied that your project has met its ethical expectations and grants its ethical approval.

Please be aware that if you make any significant changes to your project then you should complete this form again as further review may be required. Confirmation of this decision will be emailed to you.

Please complete the declaration to submit your application.

### Declaration

I certify that:

(11314)

Type: (M/multiple-opt)

the information contained within this application is accurate. (11441)

the research will be undertaken in line with all appropriate, University, legal and local standards and regulations. (11442)

---

**I have attempted to identify the risks that may arise in conducting this research and acknowledge my obligation to (and rights of) any participants. (11443)**

**no work will begin until all appropriate permissions are in place. (11444)**

**Projects with low risks. All. Confirmation email.**

**(11338)**

Type: (S/text-short)

Based on your answers, the University Ethics Committee grants its approval for you to start working on your project. Please be aware that if you make any significant changes to your proposal then you should complete this form again, as further review may be required. This confirmation may be used within a research portfolio as evidence of ethical approval. Please note: this confirmation will be the only correspondence you should expect to receive as evidence of ethical approval. There will be no other confirmation provided. You may now proceed with research. If you have any queries, please review the internal and external ethics FAQ pages before contacting [res.policy@ncl.ac.uk](mailto:res.policy@ncl.ac.uk).