

CONDUCT OF FOCUS GROUPS

Main Aim

To identify questions which need to be included in the Second Questionnaire:

1. In order to expand on the information received from the Analysis of the First Questionnaire.
2. Which arise during the Focus Group discussions or were mentioned in the Section Comments of the First Questionnaire and which relate to the Focus group topic.

Subsidiary Aims

3. To increase participation and interest in the preparation of the NDP.
4. To contribute to the audit trail of discussions which have been held with the residents of the CP.

Method

1. Explain the Aims of the Focus Group.
2. Inform members of the Analysis results relating to the Focus Group subject to be discussed.
3. Inform them that if members of the group do not agree with the Analysis findings their disagreement and reasons will not be topics for discussion.
4. Point out that the Second Questionnaire will, ideally consist of 'Yes, No. or Don't know' questions rather than ones on preferences.
5. Stimulate discussions on the top three choices or preferences shown in the Analysis in order to identify questions for the Second Questionnaire.
6. Stimulate discussion to identify whether there were questions missed out of the Section of the First Questionnaire under discussion, which need to be included in the Second Questionnaire.
7. Concentrate on Planning and Development matters in preference to Parish Plan matters.
8. At the end of the Focus Group, sum up the main points which have arisen from the discussions but do not give any guarantee that any particular question or other matter will definitely be addressed in the Second Questionnaire.
9. On completion, produce a written report for the Steering group containing:
 - a. Brief comments on how the discussion went but, for Data Protection reasons, do not mention the names of any attendees who made particular points.
 - b. A list of questions, sorted into similar groupings, which need to be included in the Second Questionnaire.
 - c. Any questions which as a result of the discussions, you would like to be included.
 - d. A list of Parish Plan questions if raised.
 - e. A list of the names of those who attended.
- 10 Finally, throughout the discussions, be ruthlessly objective in sticking to the Aims.