

## TEMPLATE 5: FOCUS GROUP FORMAT

Running a focus group or group interview requires some planning and consideration that is different from an interview.

To make it easy, we've prepared a simple outline of a focus group including the set up.

Topic	Time	Activity
<b>Set up</b>		<b>Equipment</b>
Prepare the resources		Participant lists Session templates Recording device Note paper and pens Flip charts and felt pens Koha Refreshments
Prepare the space	30 minutes prior to start	Seating, tables, whiteboard
<b>Focus Group</b>		<b>Facilitator</b>
<b>Welcome and Intros</b>	7 minutes	The purpose of this section is to put people at ease with one another and help them be productive contributors to the session.
Thanks		Thank people for participating.
Introduction		Introduce yourself and the purpose of the session.
Purpose of the session		Find out about the value of this club/facility/etc.. to its members and users, local community and beyond. Why people think [club/facility/etc..] is a really good club/facility/etc.. , and what is not so good.
Process and housekeeping		Introduce the process that you're going to use - questions and answers, recording notes, If providing refreshments let them know when this will be. Interview will be finished in [20 mins - 60 minutes]
Group rules		No right or wrong answers.

Topic	Time	Activity
		<p>Let people have their say – it's a discussion not a set of questions.</p> <p>Confirm consent to record.</p>
Checkpoint		Any questions.
<b>Part A - Background and warm up</b>	<b>10 minutes</b>	<b>The purpose of this section is to give you some background to the project and find out a little bit more about you and what you do with this club/facility/etc...</b>
<b>Part B - Value</b>	<b>20 minutes</b>	<b>The purpose of this next section is to find out what you, and others in your community see as the benefit of [club/facility/etc..] to your community</b>
<b>Part C - (Cost) What are the downsides or negatives of [club/facility/etc..]?</b>	<b>10 minutes</b>	<b>The purpose of this section is to find out about any downsides to this club/facility/etc...</b>
<b>Part D - Closure</b>	<b>5 minutes</b>	<b>The purpose of this section is to conclude the session.</b>
Final comments		Any further comments?
Next steps		Talk about the next phases of the project.
Thanks		Conclude with thanks and a koha if appropriate.
Farewell		Close

## MENU OF FOCUS GROUP TOPICS

There are a range of topics that can be covered in a focus group. The following list is useful to stimulate your own thinking.

Topic	Activity
<b>Context</b>	
Involvement	What is your involvement in [relevant sport/recreation]?
	Do you do other sports/recreation? Which ones?
	Background/history with the [club/facility/etc..]
	Why did you choose [club/facility/etc..]? Was it a choice or no option.
<b>Children and young people</b>	
About you	What school do you go to?
Background/history with the club/facility/etc..	What team/activity are you in/you do?
	Why did you decide to play/join/use [club/facility/etc..]?
	Do you play other sports/do other recreation? Which ones?
<b>Value</b>	
Benefit to community	What are the key factors that make [club/facility] a benefit to you/your community?
Value to you/individuals	Why is [club/facility] important to you/your family?
	What are some of the great things about [club/facility]?
	What do you think of the [people]?
	What do you think of the [location/venue]?
	Has [club/facility] got a good reputation? Is it successful?
	IMAGINE if you had to stop playing/using [club/facility] how would you feel? What would you miss the most?

Topic	Activity
<b>Value</b>	
Value to others	What about other people? What do those (not at [club/facility]) get out of it?
	Do your friends know about [club/facility]?
	What do they think of [club/facility]?
	Do they get anything from [club/facility] (learn skills, use facilities...)?
Value to your city/area	Why is [club/facility] important to your city/area?
	Why is [club/facility] important?
	How is having [club/facility] in this community a positive?
People and families	In what ways does it help people or families?
Community services Colleges	What do community services/colleges get out of [club/facility] being here?
Impact on your organisation?	What is the effect of [club/facility] on you/your role/your organisation?
Other organisations? local businesses, other clubs/ venues or sports/recreation types, other organisations,	What do other organisations get because [club/facility] is here? What are the wider benefits for the city? What about other clubs/venues, other organisations, etc. What do they get because [club/facility] is here?
In the absence of the organisation?	If [club/facility] wasn't here, what would things be like for you in your role, and for your organisation? What would it mean for your [members, clients, students, constituents]? Which groups would be affected the most? DESCRIBE.
<b>Costs</b>	
Discussion questions	What are the main downsides of [club/facility] being in your community?
	Are there any (other) negatives/downsides for you?
	Are there things that make members/families not come to/use [club/facility]? OR to leave [club/facility]?
	Does being at [club/facility] make it harder to do other things you want? Which things?

Topic	Activity
<b>Costs</b>	
	Is [club/facility/etc..] a good place for everyone or do some people miss out? Why? Who?
	Are there downsides for other clubs, sporting codes/types of recreation, organisations because [club/facility/etc..] is here? (pulls members; unfair share of community resources or council funding/attention).