



Wivelsfield Parish Neighbourhood Plan



Focus Groups

What is a Focus Group?

A focus group is a targeted group made up of individuals mainly residents set up to carry in-depth discussions on certain topics, obtain information concerning people's opinions and concerns and recommend appropriate interventions. They form a fast driven qualitative survey and are a means for collecting information and points of view quickly and effectively. Steering groups rely on focus groups to obtain feedback on opinions and suggestions.

Use of Focus Groups

These groups are useful in:

- Understanding how residents view an idea /concept.
- Understanding how residents in a particular category think.
- Providing input on publicity.
- Generating ideas on how to solve a problem
- They involve stakeholders with different points of views and eases the expressions and explanations of discrepancies.
- They are able to concentrate and give their attention to the topic at stake with little chance of digressing.
- They ensure all aspects of a project/plan have been adequately researched and examined independently.
- They are able to identify specific target groups or beneficiaries.
- They are able explain the concept and reasoning for the project or plan.
- They collect information and carry out in-dept examinations on their topics.

Advantages of using a Focus Group

- They provide feedback on ideas, design concepts etc
- They may suggest changes to an idea or proposal
- They may help the steering group target or identify potential stakeholders.
- They may express their likes and dislikes regarding a project or proposal.
- They may say if a proposal or policy is likely to be popular.
- They are likely to suggest best methods of publicising the plan.