

# The 99

## Example Observation & Focus Group Guide

### 1. Welcome Script

Hello and thank you for coming along. I'm <insert name(s)> - as you know, we're conducting research about events in Torbay. Today is an opportunity for you to visit this place and share your valuable feedback with us. If you haven't already, please fill-in a pre-event survey, and then you'll have <insert number of hours> to make your visit.

<Insert tailored info relevant to venue / event. For example; You can pick up a venue map and ask questions at the welcome desk. You'll also find facilities like toilets and a café inside too>

During your visit, you may see <insert names> observing your visit and taking a few notes - this is so we remember what you did and capture immediate reactions to the experience across the group - feel free to ignore us.

Please meet back here at <insert time> and we'll take you to a meeting space where we'll have an informal group chat about what you all thought about this place and the specific event. You will also receive a gift voucher too - we have a selection for you to choose from.

If you have any questions, please do come and speak to me, otherwise, enjoy yourselves and see you at <insert time again>.

### 2. Observation Notes

Capture notes about the participation experience under these 4 consistent headers:

Like	Criticisms
Questions	Ideas

### 3. Focus Groups Guide

Start by offering everyone refreshments and giving everyone a name label. Then participants should complete the paper based post-event survey. Once everyone has handed back their completed survey form, focus group to commence, as follows:

#### Scripted introduction

Welcome again and thank you for coming along today. This final part of your visit will be an informal group chat facilitated by <insert name> and observed by <insert name>. We're holding this discussion because we want feedback from local residents like you about arts and heritage venues and events throughout Torbay.

We'd like for you to share your genuine feedback with us and for you to be really open about what you think about today's experience. You might all have the same opinions or different opinions and that's perfectly fine. You can agree or disagree with what's said - we're interested in everyone's feedback. From time to time, I may ask specific people their opinion to ensure we hear from everyone in the room today.

It's worth highlighting that we're independent researchers that adhere to high standards of data protection. We will be audio recording this group conversation, so that afterwards we can remember what everyone has said and draw out key findings. We may use quotes from the recordings in our finding reports, but they won't be linked back to you, everything you say will remain anonymous. Any questions?

#### Example topic guide

Let's begin with some introductions. Let's go around the room.. say your name and your favourite thing to in the summer in Torbay.

Before we contacted you, what had you heard about <insert venue and event name>?

We're going to hand out leaflets about this venue/event and you're welcome to also take a look at their website/social media on your phone. Please spend a few minutes looking through them before giving some feedback:

- > What are your first impressions?
- > What kind of place does it seem like from these materials?
- > How reflective is it of the experience you've had today?

What were your thoughts about <insert art form> as a thing to attend before today?

Did attending today change your feelings about <insert art form> in any way?

How comfortable did you feel at this event? And amongst the other audiences?

What might stop or put off people like you from coming to this event/venue?

What, if anything, might have enhanced the experience? (Welcoming, satisfying, entertaining, rewarding)

How much would you have paid for the experience today?

It's actually <insert cost> - what do you think about that?

Where and how should this venue reach local people to advertise these types of events?

From everything we've discussed today, what's the one thing <insert venue/event name> needs to do to appeal to and attract more local people like you?

#### End of session

Give thanks. Get signatures as hand out gift vouchers

Remind participants about the next set of events

Back-up all audio recordings