**Before you begin**

Discuss the aims and objectives of your research with a small team.

Keep these in mind when developing your questions – it’s always good to do this with others.

Test out your questions on colleagues are they answering how you would expect? If not adjust your questions.

If you have any questions, please contact [research@essex.gov.uk](mailto:research@essex.gov.uk)

 **DISCUSSION GUIDE FOR ON-STREET RESEACH**

**Why would I use a discussion guide?**

It helps to:

* Provide informal but consistent questions for research.
* Cover all the questions you need to, so you don’t miss anything.
* Provides space for you to capture your answers.

**When would I use on-street research?**

Please refer to our My Learning ‘on-street research’ module for more information, and hints and tips on what to wear and how to intercept when people pass by.

**Is there anything important I should know?**

Yes, for on street research:

* Make sure you have completed a research governance application in time for you to act on comments before you intend on starting the research. Guidance can be found on the intranet: [Research\_governance\_process\_overview.pdf (essex.gov.uk)](https://intranet.essex.gov.uk/Documents/Research_governance_process_overview.pdf)
* Keep the discussion guide short, people won’t want to give their time for lengthy research when stopped in the street.
* Print out copies of the discussion guide to take with you and fill in as you’re talking to the participants – take a clip board and pen too!

**Structure**

The structure of the on-street discussion guide is:

* a few closed followed by open questions to get more depth
* demographic questions.

The example below is a based-on a on-street research for park and ride.

**Section 1 – Introduction**

We are seeking to find information relating to thoughts and behaviours towards Colchester Park and Ride. We want information to feed into new opportunities for passenger experience and potentially shape commercial activity in the near future.

If you have a few minutes, please tell us your thoughts and feelings about Park and Ride by answering these questions below!

**Section 2- Questions**

**Knowledge of Colchester Park and Ride**

* Did you know about Colchester Park and Ride?
* Have you used Colchester Park and Ride?
* How do you usually get into Colchester?
* Whereabouts do you live?

**If yes** (they have used the Colchester Park and Ride)

* What do/did you use it for?
* What do you like about it?
* What could be improved?

**If not** (they haven’t used the Colchester Park & Ride)

* Why is this?
* What would encourage you use it?
* What improvements, if any, could be made?

 **DISCUSSION GUIDE FOR ON-STREET RESEACH**

 **DISCUSSION GUIDE FOR ON-STREET RESEACH**

**Demographic**



Only ask demographic questions which are relevant to your research. These are sometimes used to ensure that you are talking to a range of people.

It’s best to use tried and tested standard questions.

Standard demographic questions can be found on Citizen Space (the tool the Council uses for surveys and consultations).

**Section 3 – Demographic information example**

The questions below are common examples for illustration only. Do not use these directly but consider what’s appropriate to ask to monitor that you have collected a range of people’s views. For example, if you have low numbers of people with a disability you may wish to seek more views out from this group.

**About you (Demographic Form)**

To ensure the continued development of our Diversity and Equality practices, everyone that we talk with is asked to complete the information below. You do not have to answer any of the questions, but the more information you supply, the more effective our monitoring will be. If you choose not to answer questions, it will not affect your participation. The information you supply below is confidential and will be used solely for monitoring purposes.

Age:

Gender:

Status:

 Married  Single

 Widowed  Other (please state) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Ethnicity:

 White British

 White Irish

 White Other

 Gypsy / Roma

 Traveller of Irish Heritage

 Black or Black British African

 Black or Black British Caribbean

 Mixed White/Black African

 Mixed White/Black Caribbean

 Black Other

 Asian or Asian British Pakistani

 Asian or Asian British Indian

 Asian or Asian British Other

 Mixed White/Asian

 Asian Other

 Chinese

 Mixed Other

**** Not Known

 Prefer not to say

 Other (please state)

Where you live (district):

 Basildon

 Braintree

 Brentwood

 Chelmsford

 Colchester

 Epping Forest

 Harlow

 Maldon

 Rochford

 Tendring

 Uttlesford

 Other (please state) \_\_\_\_\_\_\_\_\_

Do you consider yourself to have a disability?

 No

 Yes

Details: \_\_\_\_\_\_\_

 Prefer not to say

Do you consider yourself to have an impairment?

 No

 Yes

Details \_\_\_\_\_\_\_

 Prefer not to say

**Further research**



If you intend on further research e.g. focus groups around this project (only) you can ask people whether they wish to participate and if so to provide their contact details.

It’s worth letting them know that you may not be able to contact everyone but if how long it will be if you do e.g., 2 months.

 **DISCUSSION GUIDE FOR ON-STREET RESEACH**