



Participant information sheet

At Voice 21 we are always looking to ensure that our digital content and resources are as informative, useful and engaging as possible for our audiences. By taking part in the Voice 21 Audience Analysis you will be helping to share our digital content going forward and assisting in our understanding of our audience.

This project is being conducted by the Voice 21 External Relations team. We will be assisted as part of the project by our Learning and Impact Team to understand the data collected throughout the project.

We will be talking to a range of different stakeholders about their experiences engaging with Voice 21 online and via our digital platforms, including our website, newsletters and social media. The overall aim of this project is to understand who our online audience is and how best we can produce content that is useful and insightful for them.

One of the activities of the project is to collect information through focus group discussions with stakeholders. These discussions will contribute to creating audience archetypes and enhancing our understanding of user habits. We will also conduct an anonymous survey for people to share their experiences engaging with us via our digital channels at Voice 21.

2. Why have I been asked to participate?

You have been chosen because you belong to one of the groups of people that we want to talk to.

3. Do I have to take part and options for withdrawal?

Participation is voluntary and you can withdraw at any point. If you do not wish to take part it will not affect how we provide our advice and information services to you in any way.

4. What do I have to do?

You can take part in our Audience Insights survey which should take no more than 10 minutes to complete. At the end of this survey you will be asked to attend a focus group organised and delivered by Voice 21 staff. The group will last about 1 hour and will involve up to 8 other participants.

The group will be asked to share views and experiences on a range of issues relating to your experiences engaging with Voice 21 digital content. We will be taking notes and audio recording the event and only the research team will listen back and transcribe key themes from the audio recording.

5. What are the risks associated with this project?



Your cooperation in this research will take up some of your personal time.

6. What are the benefits of taking part?

You will be part of a larger project that is aiming to enhance our understanding of our audiences. Your contributions will help us create innovative content that is most useful for our audiences.

7. Data protection & confidentiality

All information you provide will be securely kept on a password protected computer. No names or organisations will be identified within the research process unless you specifically consent to this. Data from any focus groups will be kept securely and fully anonymised. Names and other identifying features will not be used in any reports. Any demographic information we collect and use will be used purely to provide context to any quotations in the report. Any personal and sensitive data (for example, names, ethnicity, age, gender) will not be kept with the data collected from the focus groups.

8. What if things go wrong? Who to complain to

If you have any query about the focus group you can speak directly with Amy Pearson (Marketing and Communications Lead) via email: amyp@voice21.org

9. What will happen with the results of the study?

All data used directly from participants will be fully anonymised and used to create audience archetypes and inform content we share going forward.

11. Further information/Key contact details

Amy Pearson, Marketing and Communications Lead, amyp@voice21.org