

INFORMATION NOTE: REVIEW OF GREEN SPACE MANAGEMENT STRATEGY

How ORS selected members of the green space focus groups to ensure a representation of different demographic and socio-economic groups were selected.

NHDC commissioned three focus groups (one in Hitchin, one in Letchworth and one in Royston) from members of its Citizens' Panel to discuss its Green Space Management Strategy. The use of this methodology was adopted over an open questionnaire approach because it allowed for more considered opinion and the ability to obtain different perspectives and points of view from a broad spectrum of residents who could interact and discuss their opinions freely. The groups included a total of 29 people: they were recruited by ORS through its social research call centre, with quota controls to ensure a relatively proportional representation of different demographic and socio-economic groups. Focus group members were selected based on their geography (the towns and surrounding villages) and were asked about their occupation, qualifications, age, gender, their ethnicity and whether they had children. Care was taken to ensure that no groups were disadvantaged in the recruitment process.