### **Consumer Group Ground Rules**

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| Please read this document in preparation for the focus group for the  [insert project] on [insert date/time]  This document lists the ‘ground rules’ for the focus group.  Please think about anything else we should agree on at the beginning of the focus group. |

**Respect**

* There aren’t any right or wrong or silly answers – just ideas, experiences and opinions that are all valuable.

**Confidentiality**

* Any personal experiences that are shared should be kept confidential.

**Preparation**

* Everyone needs to have read any information/references (sent in reasonable time) prior to the meeting.

**Speaking in a group**

* Only one person should talk at a time and contributions must be relevant to the session objectives.

**Inclusion**

* Everyone’s ideas and opinions need to be heard. People who are more confident about speaking should remember to hold back at times and give others a chance.

**Agree to disagree**

* It is important for us to hear all sides of an issue. If people have different views, it means we are capturing a variety of opinions and experiences.

**Disclosure**

* We can learn a lot from each other by sharing experiences, but no one should feel obliged to disclose anything they don’t feel comfortable with.

**Stick to the topic**

* As we may discuss issues that are close to people’s hearts and experience, it’s natural that we will all have lots of things to say. As we only have a limited time, we agree to focus on the objective of each session and to park ideas for later discussion.

**Jargon**

* We need to think about the language and acronyms we use to make sure everyone understands. Please ask if anyone uses a term you don’t understand.

**Time keeping**

* We have a lot to get through so it’s important we all come back on time after any breaks.

**Technology**

* Everyone should agree to keep their mobile phones switched off or on silent. If you need to use your phone, please excuse yourself from the group to avoid distracting anyone.
* If the focus group is being conducted via zoom, please keep your microphone ‘muted’ while others are talking and ‘unmute’ yourself when you would like to contribute.

After the focus group meeting, if there are any issues raised or if you would like to provide additional feedback you are welcome to email the research team.