



Keeping Excellence
in Training Standards

MARCH 2023

EQUALITY MATTERS

KEITS Training Services Ltd

THIS ISSUE:

Focus Groups and their
importance

Wider World - What is
Prevent?



Focus groups are one of the most effective and popular research methods available. They are used to gather qualitative data and in-depth insights. They also enable researchers to collect information on anything from products and services to beliefs and perceptions in order to reveal true attitudes and opinions on a specific topic.

Have you ever been a part of a focus group? If so, what was it? How did you find it?

If you're not sure what a focus group really is, no problem!
You're in the right place..



What is a focus group?



A typical focus group usually involves 6 to 10 people (but there's no rules!) brought together with a group lead, to take part in a planned discussion.

The group will then be asked a series of pre written questions to discover their thoughts and feelings about a particular topic, product, or area of interest.

Some questions may be added/changed depending on how the meeting goes, but it should end up in lots of open-ended, free-flowing discussions that will then be used to help the business/company/group lead make informed decisions on the topics covered.

In this newsletter, we look at the differences between online and traditional focus groups, the benefits of them and some examples of when actually, they might not be so useful.

KEITS are looking to set up a new Focus Group with our learners in 2023. If you'd like to be involved, email info@KEITS.co.uk





Online or Face-to-Face?



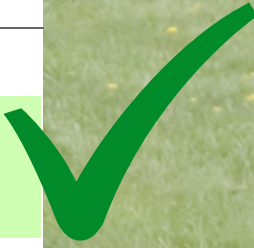
Traditionally, focus groups take place in person, usually at an easy location for all members. However, thanks to advancements in technology, and also Covid-19, it's becoming increasingly popular for focus groups and well, all types of business tasks, to take place online rather than face-to-face.

In an online focus group, users login to a secure site (normally Teams or Go To meetings) where they are seen via webcam - but of course, there are pros and cons to both options.

One of the biggest benefits of online focus groups is that there are no geographical restrictions because people don't have to travel to a specific location to take part. This means not only less planning, but also a wider geographical range of people can take part. Also, younger people (just like most of our learners) will be more confident in using this technology.

Sometimes, face-to-face meetings can encourage more free flowing discussion but one benefit of the pandemic is that it forced many people to get 'up to date' with technologies and therefore more people post-pandemic are using online platforms.

Pros of Focus Groups

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Allows people to easily build a rapport and give in-depth opinions and insights

Less planning - allowing group leads to 'go with the flow' ask more in-depth questions only if needed.

Develops new ideas with 'co-creation' from both sides of the business. In KEITS' case, both learners and staff!

Allows a wide audience to give feedback and their own personal experiences.

Cons of Focus Groups

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Statistically, focus groups are only a small number and may not represent a larger audience. For example makeup users are in their millions, does 6 people cover all their opinions on a new foundation? In this scenario - a questionnaire might be a better tool.

If you have lots of, or very specific questions you need answering quickly, you may not get a chance to cover them all in a Focus Group due to long discussions on topics





The Prevent Duty - Safeguarding from Radicalisation

What is it?

From July 2015, the Counter Terrorism and Security Act placed a statutory duty on specific authorities including: local authorities, police, education and health to have 'due regard to the need to prevent people from being drawn into terrorism' and to address this with a proportionate response.

The Prevent Duty is one element of the UK's national counter-terrorism strategy called "Contest".

It has three key objectives:

- To respond to the ideological challenge of terrorism and the threat we face from those who promote it
- Prevent people from being drawn into terrorism and ensure they are given appropriate advice and support
- Work with sectors and institutions where there are risks of radicalisation that we need to address

The full Prevent Duty guidance is available from GOV.UK: [Statutory guidance Prevent duty guidance Prevent duty guidance for England, Scotland and Wales.](#)



The Prevent Duty - Safeguarding from Radicalisation

Continued..

Radicalisation is the process by which a person comes to support terrorism and extremist ideologies. If you are worried someone close to you is being radicalised, act early and seek help. The sooner you reach out, the quicker the person you care about can be protected from being groomed and exploited by extremists.

Anyone can make a Prevent referral if they have concerns about someone being radicalised. Friends and family are best placed to spot the signs, so trust your instincts and share your concerns in confidence.

When a referral is made, Prevent officers gather information to look at the context surrounding concerning behaviour changes and conduct a vulnerability assessment. In most cases, referrals are signposted to other services, but if there is a relevant concern, then they may be put forward for support from Channel. Channel is a multi agency approach aimed at combatting radicalisation.

There are many factors that could make someone vulnerable to radicalisation. For further information about spotting the signs, seeking advice and support available visit Action Counters Terrorism: [ACT Early](#).