**Research on [Insert name]**

We are visiting 12 community businesses to understand what helps make the business a success and how they overcome any challenges.

We would like to talk to customers of [Insert name] so we can better understand what works well and less well about the business and what difference it makes to the community.

This research is being carried out by NatCen Social Research and WPI Economics. We are independent research organisations who ask people questions about their lives. You can find out more about us by visiting our websites: [**http://www.natcen.ac.uk/**](http://www.natcen.ac.uk/) **and http://wpi-strategy.com/**

Power to Change has asked NatCen and WPI Economics to carry out the research to help them with their work to support community businesses across England. You can find out more about Power to Change here: <http://www.thepowertochange.org.uk/>

**What will taking part involve?**

We would like you to attend a focus group with other customers to discuss your views and experiences of [Insert name]. We would like to know what you like about [Insert name], what you think could be better and the difference it has made to the community.

The discussion will last no more than 1.5 hours and you will receive £10 for your time.

We will ask your permission to audio record the discussion so nothing is forgotten. The recording and full written version of the focus group will be kept securely by the research team so that no one else can use it.

It may not be possible to speak to everyone who would like to take part.

**Do I have to take part?**

No, taking part is completely voluntary. If you agree to the focus group, you do not have to answer all the questions and you can stop answering questions at any time. You can change your mind about taking part in the research without giving a reason by contacting Malen Davies on 020 7549 7162 or [Malen.Davies@natcen.ac.uk](mailto:Malen.Davies@natcen.ac.uk) by **6th March 2017**.

**How will the research team use the information I give?**

We will produce reports about the issues that you and others have spoken about. This includes a report focused on [Insert name] and reports that present the findings of the research from all 12 community businesses. The researcher will tell you if [Insert name] has chosen to be named in a report.

When we talk about the research and write the report we may include some words you have said, but we will not use your name. While we will take other steps to keep what you say confidential, it is possible that some views may be identifiable in reports due to the small size of the study and as some businesses have chosen to be named as case studies. The researcher will discuss this with you.

We will not share your contact details with anyone else.

The only time we may have to tell someone else what you have said is if we believe that you or someone else has been seriously harmed or may be seriously harmed in the future.

**How will the information I give be used by other people?**

With permission the written version of your focus group will be shared with Power to Change and/or stored in the UK Data Archive so it can be used for future research.

The researchers will try to delete information from the transcript that could identify you. However, it is possible that your views may be identifiable due to the small size of the study and as some community businesses have chosen to be named as a case study.

The researcher will discuss this with you and check you are comfortable with what you have said. You do not have to agree to share your transcript.

You can find out more about how your transcript may be shared by reading the ‘Data Sharing’ information leaflet.

**What should I do if I am happy to take part?**

You should speak to the person who gave you this leaflet or get in touch with the research team at NatCen using the contact details below.

**If you would like any more information please contact:**

Helen Porter, Researcher at NatCen, on 0207 549 7077 or [Helen.Porter@natcen.ac.uk](mailto:Helen.Porter@natcen.ac.uk)

Malen Davies, Senior Researcher at NatCen, on 020 7549 7162 or [Malen.Davies@natcen.ac.uk](mailto:Malen.Davies@natcen.ac.uk)

Mehul Kotecha, Senior Researcher at NatCen on 0207 549 8541 or [Mehul.Kotceha@natcen.ac.uk](mailto:Mehul.Kotceha@natcen.ac.uk)