

Qualitative Insight Toolkit

Section 1 Templates for:



PLANNING YOUR APPROACH

This document includes templates to support you to plan your qualitative insight project.

Qualitative insight is information gathered from people that describes their experiences, opinions, and motivations. This insight can be used to help us understand people's behaviour and influence decision making to better suit the needs of people and communities.

Appendix 1: Qualitative Insight Plan Template

Use this template to plan your insight gathering.

1. What do I already know about this topic or community?

2. What do I want to find out?

3. What capacity do I have?

4. Who will I engage with?

5. How will I gather my insights?

6. What potential risks could occur?

7. How will I bring my findings together?

8. What will I do with my insights?

Looking for more information on the Qualitative Insight Toolkit?

The Qualitative Insight Toolkit provides guidance and templates to support people to gather their own qualitative insight. To access the full toolkit guidance and additional toolkit templates that you can print and use, see:

<https://www.wirralintelligenceservice.org/local-voice/qualitative-insight-toolkit/>

Contact

If you have questions or feedback about this resource, please email the Qualitative Insight Team at qualitativeinsightteam@wirral.gov.uk.

About us

Qualitative Insight is a type of research that listens to people to gather their thoughts, experiences, and ideas on particular subjects. The Qualitative Insight Team at Wirral Council work with residents to ensure that their voices are heard when informing council policy and decision making. The team supports the delivery of the Health and Wellbeing strategy, in which residents' voices are a key strand.

Acknowledgements

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