

Qualitative Insight Toolkit

Section 1 of 5:

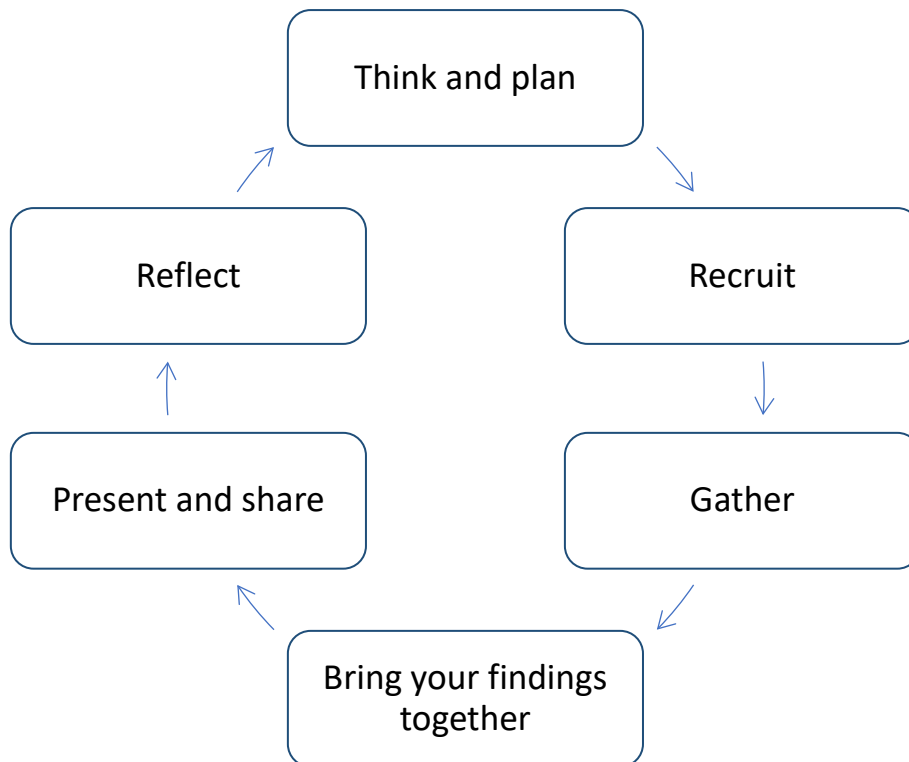


PLANNING YOUR APPROACH

This is the first of five sections of the Qualitative Insight Toolkit. This section helps you to think about the different stages of your approach to capturing qualitative insight. This can help you to identify strengths you have and challenges you may need to consider before starting your work.

Section 1: Planning Your Approach

Before you start to gather insight, it is useful to think about the different stages of your work in advance. This will help you establish your goals and make decisions that are guided by them. It may be helpful to think of qualitative insight gathering as a cycle:

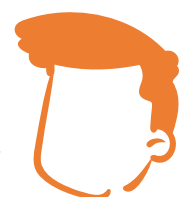


Qualitative Insight Plan

The Qualitative Insight Plan shown on the next page provides suggested questions and prompts you can ask yourself to guide your planning. This can help to identify strengths you and your team have and challenges you may need to consider before starting your work.



As you begin to gather insight, it can be tempting to take on more than you planned. Keep referring to your plan to stay on track with your goals.



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

- What insight have others gathered?
- What presumptions do I have?

2. What do I want to find out?

- What are my broad questions?
E.g., Why do people access my organisation?
- What gaps could my insight fill?

3. What capacity do I have?

- What are my timelines? Will I gather insight as part of my everyday work, or dedicate additional time?
- Do I have the resources and training needed?

4. Who will I engage with?

- Who might have experience or views on my topic?
- Am I overlooking anyone?
- How can I access the people I need?

5. How will I gather my insights?

- Where will I gather insights?
- What methods will I use?
- What questions will I ask?
- How will I capture the insights?

6. What potential risks could occur?

- How can I reduce the likelihood of risks occurring?
- What do I need to do to keep myself and my participants safe?

7. How will I bring my findings together?

- What time, people, skills, and resources will I have to read or listen to my insight?
- How will I identify themes?

8. What will I do with my insights?

- How will I present my insights?
- Who will I share my insights with?

For a blank template of the Qualitative Insight Plan that you can use to respond to the questions above, see Appendix 2 in the *Toolkit Appendices'* document on:

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

Looking for more information on the Qualitative Insight Toolkit?

This guidance is the first of five toolkit sections in the Qualitative Insight Toolkit. The five sections of the toolkit are:

1. Planning Your Approach
2. Gathering Your Insight
3. Bringing Your Insight Together
4. Presenting and Sharing Your Insight
5. Reflecting on Your Work

To access the full toolkit guidance, toolkit templates that you can print and use, or guidance and templates for the specific sections above, 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.

Document information

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