

Focus group 2 - Discussion guide

This guide was created not as direct questions but prompt to stimulate discussion of the Rose Hill community

Consent for recording

Hello and thank you for taking part in this focus group

Firstly Is everyone happy for me to record this session

I just need to run through the consent:

The purpose of this session is the same as the first focus group, You are participating in a feasibility study for high density deployment of heat pumps in the Rose Hill area, for a government funded project called the Clean Heat streets part of the government's Heat pump ready program. The project is lead by Samsung with partners, Oxford University, Oxford brookes, and the companies Boxt, SMS and Gengame

This focus group will be recorded and only shared with the team member directly involved with research

All data (including personal data) received during this trial will be anonymized when shared beyond the teams

You are under no obligation to take part in the study, have the right to withdraw from this study at any stage for any reason, and will not be required to explain my reasons for withdrawing.

Are you happy to continue?

Introductions

- In the previous session we spoke about your experience in the community through the other projects, LEO all the information you have gained in the community for low carbon technologies
- Also, how we could engage with the community for this project there was some interesting ideas
 - Events in the community
 - Heat pump champion home - access to a home in your area that has a heat pump installed and running. An opportunity to see a heat pump working in a real home and talk to the owner about using and living with a heat pump.
- Are there any other ways to engage residents in this project
 - A mobile demo trailer - visit a trailer containing a working heat pump parked in your area. See and experience a heat pump and receive advice from a heat pump specialist.
 - Leaflets posted to your door - A body of information about heat pumps with contact details to find out more
 - Social forums / social media- connect with people in your area to discuss heat pump ownership and share experiences
 - Peer to peer mentoring - link up with someone in a similar situation but is further down the process of owning a heat pump.
 - Access to a website containing general information, property suitability information targeting your relevant situation, useful links, FAQs and case studies.

Engagement and community

- Are you involved in other groups in the community?
 - - any groups that are interested in transforming the local area?
 - In your experience, how important are the local institutions to the community e.g. school, Church and community centre in spreading information in the community?
 - What is your level of trust in the information local institutions, groups and clubs offer?
 - and in your experience of engaging with the community what is the level of trust of these institutions of the residents)?
 - If you are looking for information, advice, or support, do you prefer interacting with social groups?
 - Examples -
 - Direct interaction with family friends and neighbours
 - Community social groups
 - Wider social groups beyond the community
 - How important are the opinions of neighbours?
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- What would be your social media preferences
 - Examples -
 - Facebook
 - Whatsapp
 - Instagram
 - Twitter
 - Neighbourhood network e.g. nextdoor
 - Other

What would be important to you if you were seeking information and advice about heat pumps?

For example:

- Accuracy
- Reliability
- Official sources
- Friendly advice and support
- Technical information
- Easy to understand information

Heating systems and heat pumps

- What did you think about the heat pump information in the first session,
 - How helpful was it?
 - Did you trust the information?
- Who would you trust to give you the information you required?
- Examples -

- Neighbours, family, and friends
 - The installer
 - Energy companies
 - Consumer champions
 - Academics
 - Tradesperson
 - Heat pump specialist
 - Landlord, if you rent your property
 - Housing association
 - Government
- What would increase the likelihood for you to consider installing a heat pump?
 - Examples -
 - If my neighbours already had one installed
 - Learning more information of how heat pumps work
 - Not having to pay a large upfront cost
 - Other

Close the session