

## Topics to discuss with non-bookers of community halls

### Aims and objectives

The aim of this round of research is to understand more about the reasons why people who book other spaces do not use community halls.

### Research aims to explore

- Their experiences of booking spaces for hire
- What factors influence their decisions to book (E.g. cost, facilities, venue provider, locality, personal connections etc)
- Their motivations and barriers to booking venues for their event(s)
- What do non-bookers think about the community halls
- What we could do to improve our services and attract more users

### Introduction

- Introduce self and Hackney Council
- Briefly explain:
  - The purpose of the research

We're conducting research with people who book spaces within the borough to find out about their experiences.

The plan is to go through a series of questions which should take about **30** minutes.

Before we start, there are a few things to let you know:

- Your participation is voluntary
- My colleague is going to take notes
- We would like to record this session - but please feel free to tell us if you would rather we didn't
- You can ask me questions at any time
- Your answers are kept confidential

We may also share anonymised results of our research with colleagues across other teams within the council, other local councils and government agencies. However, none of the data we share with these groups will be linked back to you.

You may change your mind at any time and ask us to delete any notes we've made of the session.

Do you have any questions? If consent is given, continue.

**Tell me a bit about yourself**

- What a typical weekday looks like
- Whether they are employed and/or volunteer
  - Description of organisation
    - Size
    - History
  - Description of role

**Tell me about the reasons why you need to hire space**

- Reason(s) for hiring space
- How often spaces are needed
  - One off vs regular use
- Times spaces are needed

**Where do you normally book for your events?**

- Why did you pick that space?
  - Size, facilities, cost, location, quality of the venue, etc
  - Reputation of the provider

**Where did you first find out about the space?**

- Search online?
- Venue provider website? E.g. <https://hirespace.com>
- Saw an advertisement?
- Word of mouth/personal contact?
  - How was that?
    - Were you able to find everything you wanted first time?

**Do you know about community halls available for hire?**

[If Yes] Could I ask the reason why you choose not to book a community hall?

- Size (not big enough/too big - what size would you want?)
- Facilities (need things like WiFi, sound systems etc - if halls had that, would you use them?)
- Cost/payment (too expensive, terms of payment not flexible, have to pay a deposit/deposit too much - what could we change to make it more attractive? Would that be enough to book a space?)
- Location
- Quality of the venue, etc
- Reputation of the provider

[If No and:

- Face to face - show them the community halls booklet (could also ask them to compare the halls with their chosen venue)
- Over the phone, read out: XXXX

**What are your first impressions?**

- Tell me what you think about
  - How they sound to you
  - The cost
  - The variety of venues
  - The quality of the space