

Interpreting and Writing up Qualitative Research

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WORKSHOP 1: ORGANISING KEY THEMES AND PULLING OUT CONCLUSIONS / IMPLICATIONS

On your own

- Review aims of study: Barriers to the receipt of dental care: a qualitative research study (below)
- List barriers
- List incentives
- Identify factors that can act as barriers or incentives

In a group

- Pull out key themes and work on a higher-level abstraction
- Consider narrative arc, typology, personas, structure and agency, interpretive process, or other
- Outline some policy implications: how barriers might be overcome
- Prepare some conclusions to present as a group

Report back and discussion

Barriers to the receipt of dental care: a qualitative research study

Funded by Department of Health and conducted by NatCen in collaboration with the Birmingham University Dental School (1988)

Objectives of the study

- to examine the range of factors which inhibit people from seeking dental treatment
- to generate ideas on ways in which
 - barriers to seeking dental treatment might be overcome
 - dental delivery might be changed to help overcome these barriers

Design and methods

40 in-depth interviews and 8 focus groups among men and women aged 16 – 59. Members of the dental profession were excluded.

Exploratory, policy-oriented rather than theory-led study.

Key themes identified and categories of response

1. Anxiety and apprehension

Generalised dislike of the whole process

- anticipation of pain or discomfort
- being passive and submissive

Fear of pain

- from past experience
- anticipated

Anxiety about aspects of the treatment

- needles
- drills

Fear of reprimand

Distrust of dentists

- excessive drilling
- unnecessary treatment eg replacing fillings

2. Cost

High cost of actual treatment expensive even on the National Health Service

Resentment at paying twice – taxes and then for treatment

High cost of family attendance

Other financial priorities

- can't afford
- rather spend money on other things

Confusion over rates and the way they were calculated

Eligibility for free treatment - young people, students, pregnant women, those on low income

3. Aspects of the dental visit

Finding a 'good' dentist – importance of reputation and skills

Getting an appointment

- convenience
- having to wait adds to apprehension

Inconvenience of surgery hours

The receptionist's manner

- welcoming
- cold

The waiting room

- welcoming
- cold

The dentist's manner

- friendly

- cold

The sensory experience

- unpleasant smells
- unpleasant noises eg the drill
- bright lights
- frightening instruments
- uniforms, masks, gloves

Vulnerability in the chair

4. *The image of dentists*

General association with pain or discomfort

Impersonal attitude – *'you are just a mouth'*

Their concern with making money and rushing treatment

Lack of awareness of improved techniques and treatments

Awareness of improvements

5. *Reasons for regular dental attendance*

A general preventative measure

A preventative measure to allay a specific fear

A reaction to a particular need

A habit – been brought up to go regularly

Setting an example to children

The 'done' thing among middle class people

6. *Dental attendance at different times of life*

Memories of the school dentist

- fear
- pain
- gas
- needles
- anxious waiting

Children's accounts of going to dentist

- dentist explains things
- dentist demonstrates the chair
- given badges and stickers as a reward

Dental attendance after leaving school

- no one to make you go
- inertia
- low priority /sense of need if no obvious problem

- other financial preferences
- lack of routine in lifestyle

Resuming dental attendance

- life course events
 - o unemployment – eligibility for free treatment
 - o marriage - a partner encourages
 - o pregnancy
 - increased need for check-up
 - eligibility for free treatment
 - o parenthood
 - caring responsibility
 - setting an example
- an immediate obvious need for treatment

Dental attendance in middle age

- fear of false teeth
- slower rate of decay

WORKSHOP 2. WRITING QUALITATIVELY WITHOUT RESORTING TO NUMBERS OR INCIDENCE

READ the examples of quantitative and qualitative writing style, below

In twos or threes

- **See Workshop 2 further below: DWP Report Automatic Enrolment**
- **Discuss how some of the more quantitative terminology here could be improved**
- **Pull out some of the themes the report raises rather than the numbers or quantities**
-

Feedback/discussion in whole groups

EXAMPLES of quantitative and qualitative writing style (please try to read in advance)

WRITING IN A MORE QUANTITATIVE STYLE

[Example of a first draft of a piece of descriptive writing, without any obvious theoretical perspective at this point]

'Proper food'

Meanings and definitions

When discussing their shopping and cooking habits, women in this study referred to preparing a 'proper meal' or cooking 'proper food'.

Proper food is in the type of ingredients

Three quarters of the women interviewed thought that a proper meal was nutritionally balanced, containing a range of ingredients from all the main food groups. For example, Margaret, in her thirties and a mother of two young children, commented

You've got your meat, your carbohydrates, your vegetables, everything's there, then that's a proper meal. Like my five a day.

'Meat and two veg' was frequently referred to as a proper meal and five of the twelve women mentioned vegetables as an essential component.

The quality of the ingredients used was also a major consideration for about half of the sample, for whom quality meant fresh and, for two women, also organic or free range. Four of the twelve women were concerned that the ingredients came from a known and trusted source.

A proper meal to me .. is some meat or fish, bought from the butcher or the fishmonger, not the supermarket, some veg that I've washed and chopped myself. (Janet, in her forties, living with her partner and teenage children.)

One woman would even like to be able to grow and rear everything herself,

I think for me the idealistic sort of proper food would be to have your own smallholding where you can rear everything. That's the only way you would ever know exactly what has gone into the vegetables, or if you had your own animals for slaughter... that whole self-sufficient, you know, but in London that, well it isn't a reality for me. So, if I think about 'proper', that's what I think about, when you've been involved at ever single stage. (Sally, in her twenties and living with her partner.)

A few of the women thought that proper food was healthier because it was made with fresh ingredients rather than ready-prepared items, which might contain high levels of salt, fat, or additives of various kinds.

I go through phases that I want to eat properly, you, know, healthily and I feel that Aunt Bessie's cottage pie will have preservatives and things in and I'd rather go to the butcher's and buy the meat, and buy the potatoes from the greengrocer's. (Sharon, in her forties and living with her husband and two children.)

Proper food was also traditional food. Several women used the term 'traditional' in the sense of a particular cuisine, for example an English roast dinner, a few used the term to mean familiar: the kind of food their mothers cooked. One woman described her husband's view on traditional food as follows:

Well, you see, my husband was brought up with very plain cooking. He hates what he calls 'messed about' food. ... A proper meal for him is something that's very plain, he's a real traditional meat and two veg man.

Proper food is in the preparation

In addition to the kind of ingredients used, proper meals were defined in terms of the way they were prepared and the extent to which they were 'made from scratch'. Three quarters of the women thought that proper food had to be home-made, so that each ingredient used in the meal or dish must be fresh and raw, and the preparation and cooking of these ingredients must be carried out in the home, by the person serving the dish.

The meat was fresh and all the vegetables were fresh, and I did the whole lot, dirtied my oven ;cos it was lamb and that spits everywhere. Even did the mint sauce, and that wasn't out of a jar. (Stella, in her fifties, living with her husband)

By contrast, two women felt that a proper meal could include ready-made ingredients, as long as some personal effort had been expended by the cook. In some cases, it was a matter of putting your own print on a dish, for example by adding fresh ingredients to a bought pasta sauce, customising a pizza by adding extra toppings, or preparing fresh vegetables to go with other ready-prepared ingredients.

Well, I make it properly, you know, a real, proper, hearty meal, proper food. I usually buy a tin of vegetable soup, you know, the sort of orange vegetable soup, put a lamb stock cube in with some big chunky chops and just put loads and loads of vegetables on it and cook it for two or three hours. And then, right before it is cooked, put lots of very thin potatoes on the top with a bit of grated cheese, bit of parsley if I've got it. Barbara, in her forties, living with her partner and two children)

For one woman, proper food was a matter of assembling a number of ready-made ingredients, rather than buying a complete ready meal.

Yeah I like to make proper home-made sausage rolls. But it's not home-made pastry, you know, it's the fresh, off the fresh chilled counter, and I just roll that out. Like when I make my own chicken pies. I buy chicken and Campbell's chicken soup, pour that it, pour in sweet corn. But I'm making my own, aren't I? Rather than buying these frozen or Mark's and Spencer's, I make my own. That's what I call proper food, when you know what's gone into it. (Tanya, in her late thirties and living with two young children)

From this discussion, it is clear that, for a few women, ready-prepared food can be considered proper food or, at least, can play a role in a proper meal. We return to this theme in our discussion of convenience food in section 4, and in particular to evidence from research among food manufacturers and supermarket buyers, that the concept of 'self-assembly' is one that has shaped the development of many new products, in particular the rapidly expanding range of cook-chill dishes.

Proper food is eaten with others

Finally, the context in which a meal is eaten is also part of the definition of proper food. For a few women in the study, proper food was associated with sociability: a proper meal is one that is eaten with others, usually other family members, rather than something eaten alone or 'on the go',

My mother always made proper meals ... We all sat down together, had a meal together every evening but, now, I think people seem to eat separately, all rushing in and out and never sitting down together and talking. I think it's a real shame, actually. (Janet)

[Perhaps refer here to recently published cross-cultural research on children and happiness, where one of the indicators used was whether or not children ate meals with their parent(s)]

For two women, special occasions, such as having people round for a meal, were also associated with proper food, not just because of the communal aspect, but because the occasion demanded that proper food be served. It was expected that you would produce a home-made meal.

Well, if you have someone round for a meal, you've got to make a bit of an effort, haven't you? I mean you've got to give them a proper dinner. You want them to think that you've made a bit of an effort, so I wouldn't cheat and serve something out of a jar or a packet and try to pass it off as my own. (Diana, in her fifties, living with her partner)

WRITING QUALITATIVELY

[Example of a first draft of a piece of descriptive writing, without any obvious theoretical perspective at this point]

'Proper food'

Meanings and definitions

When discussing their shopping and cooking habits, women in this study referred to preparing a 'proper meal' or cooking 'proper food'. From their descriptions we discovered that proper food had a number of different connotations, including: the kind of ingredients used, the way the food was prepared, and the circumstances in which it was eaten.

Ingredients

One meaning attributed to proper food was nutritional balance, the idea that a meal should contain a range of ingredients from all the main food groups. For example, Margaret, in her thirties and a mother of two young children, commented

You've got your meat, your carbohydrates, your vegetables, everything's there, then that's a proper meal. Like my five a day.

Linked to this was the view that vegetables, in particular, were an essential component and, by adding a salad or cooked vegetables, you were 'turning it into a proper meal'.

However, the quality of the ingredients used was also a consideration: proper food meant fresh ingredients and, for some, this also meant organic, or free range. An added bonus was if the ingredients came from a known and trusted source.

A proper meal to me .. is some meat or fish, bought from the butcher or the fishmonger, not the supermarket, some veg that I've washed and chopped myself. (Janet, in her forties, living with her partner and teenage children.)

Sally, in her twenties and living with her partner, would like to be able to grow and rear everything herself,

I think for me the idealistic sort of proper food would be to have your own smallholding where you can rear everything. That's the only way you would ever know exactly what has gone into the vegetables, or if you had your own animals for slaughter... that whole self-sufficient, you know, but in London that, well it isn't a reality for me. So, if I think about 'proper', that's what I think about, when you've been involved at every single stage.

Proper food was also seen as healthy food because it was made with fresh ingredients rather than ready-prepared items, which might contain high levels of salt, fat, or additives of various kinds.

I go through phases that I want to eat properly, you, know, healthily and I feel that Aunt Bessie's cottage pie will have preservatives and things in and I'd rather go to the butcher's and buy the meat, and buy the potatoes from the greengrocer's. (Sharon, in her forties and living with her husband and two children.)

Finally, for some women, proper food was traditional food. This could be traditional in the sense of a particular cuisine, for example a roast dinner, or traditional in the sense of what people were used to from their childhood: the kind of food their mothers cooked, which they found homely and comforting. As Sharon explained,

Well, you see, my husband was brought up with very plain cooking. He hates what he calls 'messed about' food. ... A proper meal for him is something that's very plain, he's a real traditional meat and two veg man.

Preparation

In addition to the kind of ingredients used, proper meals were defined in terms of the way they were prepared and the extent to which they were 'made from scratch'. Views on this as a defining characteristic of proper food varied among the women we interviewed, as Figure 3.1 shows.

Making from scratch	Adding your own touch	Self-assembly
Proper food must be made from fresh, raw ingredients	Proper food can include adding home-prepared ingredients, such as vegetables, to ready-prepared components	Proper food can include putting together ready-made ingredients as long as some personal effort is involved in the preparation of the dish / meal

Figure 3.1 Preparing proper food

For some, proper food has to be home-made, so that each ingredient used in the meal or dish must be fresh and raw, and the preparation and cooking of these ingredients must be carried out in the home, by the person serving the dish. Stella defined a proper meal as 'something you have made yourself, from scratch, not junk food'. She considered the roast dinner she served her husband the previous Sunday a case in point,

The meat was fresh and all the vegetables were fresh, and I did the whole lot, dirtied my oven ;cos it was lamb and that spits everywhere. Even did the mint sauce, and that wasn't out of a jar.

By contrast, other women felt that a proper meal could include ready-made ingredients, as long as some personal effort had been expended by the cook. In some cases, it was a matter of putting your own print on a dish, for example by adding fresh ingredients to a bought pasta sauce, customising a pizza by adding extra toppings, or preparing fresh vegetables to go with other ready-prepared ingredients. Barbara, a busy social worker who lived with her partner and two children, described her casserole as 'proper food'; even though her recipe involved tinned soup and a stock cube, the dish involved time and effort to prepare.

Well, I make it properly, you know, a real, proper, hearty meal, proper food. I usually buy a tin of vegetable soup, you know, the sort of orange vegetable soup, put a lamb stock cube in with some big chunky chops and just put loads and loads of vegetables on it and cook it for two or three hours. And then, right before it is cooked, put lots of very thin potatoes on the top with a bit of grated cheese, bit of parsley if I've got it.

In other cases, however, proper food was a matter of assembling a number of ready-made ingredients, rather than buying a complete ready meal. Tanya, in her late thirties and living with two young children, recounted how she liked to make 'proper food' when she had time.

Yeah I like to make proper home-made sausage rolls. But it's not home-made pastry, you know, it's the fresh, off the fresh chilled counter, and I just roll that out. Like when I make my own chicken pies. I buy chicken and Campbell's chicken soup, pour that in, pour in sweet corn. But I'm making my own, aren't I? Rather than buying these frozen or Mark's and Spencer's, I make my own. That's what I call proper food, when you know what's gone into it.

From this discussion, it is clear that, for some women, ready-prepared food can be considered proper food or, at least, can play a role in a proper meal. We return to this theme in our discussion of convenience food in section 4, and in particular to evidence from research among food manufacturers and supermarket buyers, that the concept of 'self-assembly' is one that has shaped the development of many new products, in particular the rapidly expanding range of cook-chill dishes.

Social context

Finally, the context in which a meal is eaten is also part of the definition of proper food. Proper food is associated with sociability. A proper meal is one that is eaten with others, usually other family members, rather than something eaten alone or 'on the go',

My mother always made proper meals ... We all sat down together, had a meal together every evening but, now, I think people seem to eat separately, all rushing in and out and never sitting down together and talking. I think it's a real shame, actually. (Janet)

[Perhaps refer here to recently published cross-cultural research on children and happiness, where one of the indicators used was whether or not children ate meals with their parent(s)]

Special occasions, such as having people round for a meal, were also associated with proper food, not just because of the communal aspect, but because the occasion demanded that proper food be served. It was expected that you would produce a home-made meal. As Diana, in her fifties, living with her partner, explained,

Well, if you have someone round for a meal, you've got to make a bit of an effort, haven't you? I mean you've got to give them a proper dinner. You want them to think that you've made a bit of an effort, so I wouldn't cheat and serve something out of a jar or a packet and try to pass it off as my own.

Incentives and barriers

In practice, however, ideals and expectations about proper food were not always easy or possible to uphold. Women were keen to provide proper food because they believed it was a better quality, healthier, and more nutritious option, or because it gave them a sense of achievement to make food from scratch, or because they felt it was part of their nurturing role as a wife and mother and they wanted to avoid feeling guilty about 'cheating' and using ready-prepared foods.

However, the women also described a range of problems they faced that could make it difficult for them to prepare proper food. These included: lack of time and energy, the fact that it was 'not worth' it for just themselves, or for themselves and their partner, there was a risk of wasting food as children would not always eat home-made food, and, in some cases, the women did not know how to make certain dishes, or their efforts had ended in failure.

[Describe each of these incentives and barriers in some detail, as for the section on meanings]

[Possible examples and quotes for

Time

Sharon described her dilemma when she was late back from an all-day shopping trip, but had promised her daughter she would make a roast dinner

Actually, I felt guilty about my roast dinner last night. I said to my daughter and her boyfriend, I said, 'Well look, make sure you're in, I'm cooking a roast tonight, I'm cooking a roast dinner and make sure you're in.' Well my roast dinner, now this doesn't often happen, 'cos I usually always have fresh meat, I'm quite a stickler, but Iceland had this bit of pork, stuffed pork, frozen, on special offer, so I'd got that out of the freezer. And that came in a tin thing so that's bunged in the oven. All I had to do was brush that with a bit of olive oil, wrap it in foil so it doesn't splash the oven. Then it was Aunt Bessie's roast potatoes. It was – oh I did make something, Paxo's stuffing, I

had to mix that with water and make my stuffing balls. Then it was frozen carrots and frozen French bean things, gorgeous. They're in a lovely pack now, I can't remember whose – Findus, green beans. They were frozen. So two lots of frozen veg. Gravy granules and then Iceland's Yorkshire pudding on the top. When I sat down they said, 'Oh mum this looks really good,' you know, and Laura [daughter] sat and said to her boyfriend, Paul, who's Australian, 'Oh my mum makes a wicked roast dinner.'

Knowledge / skills

TO BE CONTINUED

I normally buy Aunt Bessie's roast potatoes because mine never turn out right. I do feel guilty, because I should make my own, especially when I'm making a proper meal, you know, with a nice roast and lots of veg.]

WORKSHOP 2 CONTINUED

DWP Report: Automatic enrolment: Qualitative research with small and micro employers

(ADAPTED FROM:

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/643581/automatic-enrolment-qualitative-research-with-small-and-micro-employers.pdf)

Employers' awareness of automatic enrolment

Most small and micro employers had initially become aware of automatic enrolment as a result of DWP's media campaigns. They **usually** recalled hearing about automatic enrolment via television or radio, and typically felt this had happened around 18 months before their staging date. However, employers did not always attribute their initial awareness of automatic enrolment solely to the DWP's advertising campaign; rather they tended to remember hearing about the reforms from a variety of sources.

'I get all sorts of information come through from various newsletters from accountants. I am a member of the Association of Accounting Technicians so I get a lot of information about all sorts of things. Also television. I saw it on there, newspapers, emails. I was bombarded basically. I got it from every possible direction you could imagine. I don't know how actually anyone out there cannot know about it!' (Employer, Manufacturing)

As a result of hearing about automatic enrolment through these various channels, **many** employers were already aware of it when they first received communications from the regulator. However, a **small number** of employers only became aware of the reforms and what it meant for them when they received a letter from TPR.

Small and micro employers reported a range of emotional reactions in response to finding out about automatic enrolment. Although **many** initially tended to see it as a burden, they also acknowledged that the reforms would be beneficial for society at large.

'[Automatic enrolment is] a necessary evil ... Is it another task for businesses? Yes. Do we sit there and think, "What an absolute and complete waste of time"? No, because I think that end result is something that needs to happen.' (Employer, Professional activities)

At this early stage – just after finding out about automatic enrolment – **many** small and micro employers were worried about the cost and time implications of preparing for and implementing it, expecting the process to be onerous. **Some** employers reported initially feeling anger and resentment towards the Government, given that they felt 'forced' into compliance. **Others** were emotionally neutral and simply viewed automatic enrolment as something that 'needed to be done'.

Employers' use of information and advice after hearing about automatic enrolment

After learning of their duties, **some** small and micro employers felt anxious and began seeking out information and advice about automatic enrolment. However, it was **more typical** for employers not to take any action until several months after learning their staging date. **Typically**, employers reported feeling that they had been given ample time to prepare ahead of their staging date, and for that reason they **often** did not think it was necessary to do anything immediately.

'The Pensions Regulator certainly gave me enough notice that this was coming on, so I thought it was good. I didn't have to go looking for information. Everything was sent to me in plenty of time and I just had to read up on it and do it then.' (Employer, Other Service Activities)

The extent to which employers sought out information or advice varied greatly. **Many** employers looked for information online, and **many** also received advice from financial advisers or accountants. **More rarely**, employers networked with other employers, watched webinars, or attended seminars. **Most** employers visited the regulator's website after receiving the letter informing them of their staging date, and most found it clear, and easy to navigate. Only **a few** made use of TPR webinars or the helpline, and those who did also tended to be positive about their experiences.

'The information was useful, yes. I think we found all the information that we needed to be able to implement automatic enrolment.' (Employer, Financial and Insurance Activities)

Employers who made use of professional advisers and intermediaries used them for guidance on approaching the process of implementation, or for help in choosing a provider. Employers tended to seek out professional advice in the early stages of preparation. **Many** of these employers had an existing, ongoing professional relationship with the adviser or intermediary they consulted. Less commonly, employers engaged a professional that they had not previously worked with. Employers tended to refer to intermediaries, whether independent financial advisers (IFAs), payroll providers or accountants, as 'advisers.' Pension scheme providers were another important source of information and advice for **many** employers, even before they had chosen which provider they would go with. Employers made use of their websites, webinars, seminars, and helplines and **many** felt they provided concrete information that was very useful in guiding them through the process of implementing automatic enrolment.

'I Googled quite a bit online and went through a lot of articles on Sage. The final thing which was quite helpful and which I wasn't aware was there at the time was

Sage actually do a lot of webinars. It is like YouTube but for pension things. That was very helpful ...' (Employer, Other Service Activities)

When asked about the kind of information and support that would have helped them in preparing for automatic enrolment, **some** employers said that they wished the Government had offered face-to-face seminars, though they understood that this would be difficult to implement in practice. **Some** employers disliked having to read information and would have preferred the information in an alternative format, such as video or audio. 'I don't know if they have organised any kind of online workshop or anything like that, or maybe a podcast. Especially in a digital place, you would think that perhaps instead of relying on people doing their research and reading a lot, maybe pushing more some kind of video or a podcast type of material and maybe using more social media would probably be a little bit more aligned to technological advances.' (Employer, Manufacturing)

.....

Communicating automatic enrolment to workers

Employers **typically** described three key stages in communicating the reforms to employees. The first stage, for many employers, consisted of having informal chats with workers around six months before staging, to raise awareness of the reforms and to let them know that automatic enrolment was coming. Due to their small size, speaking to all staff face-to-face was the most natural and easy option for many employers.

'We are a small enough company that we could have general chit-chat during coffee breaks and stuff like that. Then when the time actually came, I printed out the template letters.' (Employer, Professional services)

Once employers had made a decision, the second stage was to inform employees of their choice of pension provider and their reasons for that choice. Again, they often did this face-to-face, but in a more formal setting than their preliminary conversations: a typical example being in a routine staff meeting.

'I just had a very quick meeting with them prior to the staging date to say this is what is happening next month. Be warned. You will have one per cent removed from your wages and also there was no alternative in the beginning. They all had to be opted in and they had to opt out themselves. They couldn't just give me a note that said "I am opting out."' (Employer, Manufacturing)

The final stage was typically the statutory letter they gave to workers on staging. They described using the templates provided by TPR, or by their payroll or pension provider, which they perceived to be very useful and easy to use.

'We did look at [another provider] as well but opted for NEST ... [it was] the ease with which we could do it [...] having templates for letters to send to staff. That was extremely useful.' (Employer, Financial and Insurance Activities)

Small and micro employers' typical information journey began on TPR's website. For **some** employers, the information they accessed here was initially daunting: they had not dealt with TPR before, and were unfamiliar with the regulator as an organisation. However, employers went on to explain that TPR's communications and website provided them with useful guidance during their preparations. **Many** described being able to see the process mapped out for them as very useful, because it allowed them to understand the process from start to finish more easily.

'It was useful for keeping it on the radar. In everybody's busy business lives it is another task that is on the list. So from that point of view it was helpful and the checklist was quite good. Have you done that? Yes. Have you done that? Yes.'
(Employer, Professional, Scientific and Technical Activities)

Having looked at TPR's website, **some** employers went on to speak to an adviser or accountant, either with a view to engaging them to help them throughout the implementation process, or to secure their support in choosing a pension scheme provider. **Other** employers continued the process alone, gathering the majority of their information online, and moving from TPR's website to Google searches and pension providers' websites. A **few** spoke to other employers, through either the Federation of Small Businesses (FSB) or their own network.

Once employers had chosen their provider, either alone or with help from an adviser or accountant, their main information source usually became that provider's website. **Often**, they found all the information and materials they needed there.

'It all started to become easier when I looked at the [provider's] website ... It made it straightforward and then everything I needed to do started to click into place. It told you on there what to do, and when to do it.' (Employer, Farming)