



## **Proposal & Costing for Place Survey**

**Prepared by The Halo Works Ltd**

**May 2008**

## Background

This costing covers projected costings to conduct the 2008 Place Survey and is based on the 12pp questionnaire as seen in April 2008.

Our experience with this type of survey goes back to 2000 and since then all the surveys we have conducted have been completed in accordance with the extensive guidelines supplied by the ODPM or DCLG over these years. We only seek to work with authorities within the southeast as this allows us to visit each one prior to the start of the survey and where required run results workshops once the process is complete. Whilst we aim to be very competitive on price we offer a full service to our clients and this is very important to both our clients and ourselves.

The emphasis of the Place Survey has changed to measuring what people feel about their local area rather than individual services provided by local authorities. One result of this change is that the relevance of large scale benchmarking across local authorities drops as the survey focus moves to local areas with local issues rather than about any specific organisation.

Over the last five years we have also been focusing on measuring outcomes or the benefits an organisation delivers rather than simply the transactions or the things an organisation does and we call this approach Halo. If local authorities want to measure the impact they and their partners have on local communities we will help them by including a series of tried and tested outcomes based measures in the survey. These could include measures around trust or integrity and reflect outcomes, which determine the extent to which local authorities are impacting on resident's lives as well as presenting a series of stepping stones as to how these could change.

**Over the last few years we have built up an extensive database of universe data, which we will use to enable a single local authority and their partners to determine how effective they are at delivering benefits or outcomes to local resident's compared to other organisations including local authorities. This benchmarking data will include public sector as well as private sector organisations and is unique to The Halo Works.**

Halo is underpinned by the idea that every organisation follows its measures and therefore the measures need to be in the right area, motivating and going in the same direction as the customers' needs or in this case the resident's needs, managers' responsibilities and the staff's desire to do a good job.

Our work has clearly shown that organisations go in the direction of their measures and most organisations have measures, which they follow which are either too small, or poorly aligned to the benefits they aim to provide. We will use our vast experience in this area to help our customers deploy a Place Survey which assists local councils to meet the needs of local residents and the demands of Central Government.

## Methodology

Our approach to working with a single authority or consortium will be:

### 1. Pre Survey

- Initial briefing meeting with each local authority
- Each authority will be responsible for providing the relevant data sample in PAF format.

### 2. Fieldwork Period

- Regular updates will be provided on the overall response rates
- Reminder letters will be issued promptly to non responders

### 3. Data input and analysis

- Immediate feedback of the results by ward and/or postcode or any other criteria, which is appropriate to you and your district.
- Written summary report including charts showing comparisons with the results from your last survey. These are likely to be based on unweighted data.

### 4. Feedback Process

- Each authority will receive a written report and if required a talk through or formal presentation of the key results, which can be delivered direct to your Management and/or Councillors.
- Where benchmarking is available we will provide comparative data from other authorities in your consortia enabling you to quickly identify how your results compare with those of neighbouring districts. We will also offer access to our unique Halo universe data which offers benchmarking against other public and private sector organisations.
- We will organise the supply of the data to the DCLG as necessary once the reporting stage is complete as well as individual datasets to the individual authorities in either excel or other formats as specified. We are experienced in doing this and have been fully compliant in each of the surveys we have conducted in the last eight years.
- The Halo Works is able to offer a 100% guarantee about the quality of our work. We can make available our annual Client Survey which shows we are a top deliverer of service and outcomes.

## Costings

*The following assumptions have been made*

- All questionnaires will be printed in a single colour 12pp booklet format
- Separate initial and reminder survey letter to be used
- Questionnaires charges based on draft version as April 2008
- Survey outer envelope will include local authority logo
- Postage charges are estimated based on expected weight of mailings

Activity	Cost
<b>Pre Survey</b>	
Initial project meeting with each authority	Included
Assistance with design of any additional questions	Included
Authority to supply LOGO in Solid Black BMP file	Authority
Authority to supply PAF data file	Authority
<b>Design, print and fulfilment</b>	
Design and print of questionnaires and covering letters	See table
Data preparation/ fulfilment of initial mailing plus reminders	See table
Supply undersize A5/DL Freepost pre-printed reply envelopes	Authority
Outbound Mailsort postage charges (recharged at cost)	See table
<b>Data input and analysis (1100 responses)</b>	
Compile and send list of survey responders £100 per list	See table
Data input and coding of surveys per 1100 and part thereof	£850
Specify and design data tabulations for report writing	£350
Submission of data file in required format to DCLG	Included
Freepost reply postal charges	Authority
<b>Reporting</b>	
Written report in format as specified	£975
<b>Survey Total Cost for Local Authority</b>	<b>See Table</b>

Initial Sample	2500	3000	2500	3000
Reminders	1	1	2	2
Mailings	4150	5000	5500	6500
Printing/Fulfilment/Postage Costs	£3250	£3725	£4095	£4700
<b>Survey Total Inclusive Cost</b>	<b>£5525</b>	<b>£6000</b>	<b>£6470</b>	<b>£7075</b>
Less % Discount	-	-	-	-
6 Councils	8%	8%	8%	8%
8 Councils	9%	9%	9%	9%
10 Councils	10%	10%	10%	10%
11 Councils	10%	10%	10%	10%

### **Terms of Business**

- All costs exclude VAT and deliveries
- Payment terms 30 days unless otherwise stated
- Postal charges will be applied as per the tariffs at the time of each survey
- Estimated postage charges for all mailings to be paid in advance
- Freepost reply address service can be supplied at an additional cost
- There would be no additional charge for extra closed questions assuming the questionnaire length remains unchanged. For any additional open ended responses the charge would be 25p per survey or £275 per 1100.

### **Additional Information**

- The outer envelopes come from a paper mill that is ISO 14001 certified. The production process is free from Chlorine gas. The envelopes are 100% recyclable.
- The prices above are based on using paper stock from sustainable sources and printed on recycled paper.

### **Quality Control**

Every project will be personally managed by one of the Directors from The Halo Works Ltd (previously ABA Research Ltd) a Surrey based research consultancy. This attention to detail at every stage of the consultation project ensures that we achieve the highest possible levels of service and quality control as well as offering complete ownership of the overall project.

All work is carried out in accordance with the requirements of the MRS and/or BMRA, our professional standards authorities and in addition we conduct random monitoring of all work carried out to ensure that our clients can have complete satisfaction and confidence in our results.

In terms of the data analysis tabulations will be provided by normal demographics and as specified. All completed questionnaires will be kept for a period of two years after which they will be recycled. Raw data is kept on site indefinitely plus backed up electronically to a remote site each day.

All work will be carried out in accordance with the industry quality control standard BS7911:2003, which includes 5-10% verification or double entry of data, and 10% of coding. In addition to these checks we will provide several additional layers of quality control.

### **Confidentiality**

All work carried out by The Halo Works Ltd is conducted in accordance with the Code of Conduct laid out by the Market Research Society (MRS) and BMRA ensuring the confidentiality of respondents at all times. In addition the company is registered (regn. no. Z9332972) in accordance with the Data Protection Act (1998).

For further details about us and our work in local government please visit:

[www.thehaloworks.com/public-sector.aspx](http://www.thehaloworks.com/public-sector.aspx)