

Consultation

...taken care of



Surveys for
Parish, Town and
Neighbourhood
Plans



Consultation Solutions from



Importance of the Consultation Process

You have the idea of a Parish, Town or Neighbourhood Plan approved by your local Council.

You need to start thinking about the consultation process.

So now you contact SDC's Consultation & Customer Insight Unit who provides a low-cost "One-Stop Shop" service for all your market research needs.

The questionnaire stage of the Plan process is potentially the most important as results will underpin the development of the Plan.

Questionnaires provide everybody with the opportunity to have their say and carefully planned surveys give you the answers you need.

Who we are

The Consultation & Customer Insight Unit at Stratford-on-Avon District Council provides a service within the Council, but also offers its services as a market research agency to other District Councils, Parish and Town Councils, the private sector, and other public bodies.

All work undertaken by the Unit is done in line with the Market Research Society's Code of Conduct.

We have extensive experience of survey design from draft questionnaire to the final report.

An advantage of using us is our independence from the Parish, Town or Neighbourhood Plan process in your area.

Some of the Parish Councils we have worked for include; Bidford-on-Avon, Bishops Tachbrook, Coughton, Gaydon, Harbury, Hockley Heath, Preston-on-Stour, Radway and Wellesbourne.

We are not confined to working within the Stratford District Council boundary; we will work for any Parish or Town Council in the country.

How we do it and what we can do for you

- Have an initial meeting to discuss your requirements for creating the survey including the correct methodology to use;
- Working with you to create a paper questionnaire or an online version. We use the Snap Survey software package, the most widely used system in the UK;
- Print the questionnaire using SDC's Print Unit;
- Provide a comprehensive list of all known addresses in your parish or town;
- Questionnaires are collected or posted back – you could use our postal service where we supply you with FREEPOST envelopes for return of the questionnaires directly to us at the Council offices;
- Data entry of your returned paper questionnaires – it is important that the data processing is via an unconnected and unbiased third party with anonymity assured;
- Produce headline results for each question in a summary report;
- Produce a detailed report which includes full analysis of each question, illustrated with graphs and tables, including the coding of open ended questions or the typing of all literal results. This can also include a presentation of the results to the Parish or Town Council and/or the public.

You do not have to undertake every element with us, as we offer a "Pick and Mix" approach on all the above. Our service is totally flexible, we give you as much help as you need either for the whole process or just a part.

COMMENTS ABOUT OUR WORK

***"Just wanted to say a big thank you
for doing a cracking job on our village survey"***

***"Again thanks to you and your staff
for a professional job – and lots of patience!"***

About the Consultation Unit

Simon Purfield has over 23 years' market research experience having worked previously for public bodies such as the Heart of England Tourist Board and West Midlands Police, plus in the private sector for a research agency where he worked for blue chip clients such as Tesco's and Esso. Simon has a Master of Social Science Degree, is a member of the Market Research Society, and holds the Consultation Institute Certificate of Professional Development.

With over 27 years' marketing experience, predominantly in the private sector, Claire Haines, Assistant Consultation Officer at Stratford-on-Avon District Council, has a BA Honours degree in Modern European Studies (Economics, French and German) from Loughborough University. Subsequently, she gained the Diploma in Marketing of the Chartered Institute of Marketing. She has worked in marketing, including market research, across a diverse range of industries, including engineering and service companies.

Get in touch now to find out how we can help you

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