

Burnley Council

**Long Term Plan for Towns:
Early Community Engagement**

Quote: 22 February 2024



ps research

Overview.

Burnley Council, on behalf of the Burnley Town Board, needs support with some initial community engagement as part of the process for developing a Long Term Plan for the Town.

Based on initial discussions we understand:

- It would be 'wide' rather than 'deep' engagement initially, meaning an online survey is the most realistic and pragmatic option to reach as many people as possible in a short timeframe
- Whilst the mechanism would be an online survey, it needs to be simple and feel different, using a range of projective techniques to engage people on the future of the town
- The survey would also act as a method of recruiting / collecting details of residents who would like to take part in future research and engagement as part of this work, e.g. discussion groups, online communities, community panel, etc
- To ensure the initial engagement is inclusive, particularly for those who are digitally excluded, it is anticipated that there would be some form of community 'pop up', whether that is in the town centre or a community space (library, community centre, etc)
- Emerging findings will be shared at the board meeting on 19 April (shortly after the close of the initial engagement period), with the expectation that this will be in a 'co-analysis' format that encourages discussion, explores the feedback and looks at what next
- After the board meeting, an engagement report will be produced with detailed analysis which can be used to inform the next stages of the project

Expectations.

Given the pressing timescales, it is important to be clear on our expectations at this stage:

- We can support with developing activities and a format for any pop-up, but we wouldn't have the capacity to attend. We're happy to explore other alternatives too, e.g. creating a simple 'one big question' survey as a paper version.
- We assume the council, college and other partners on the Board will be responsible for sharing the survey with their networks and distribution lists.
- There's currently no incentive or prize draw built-in – happy to add this on. They can help boost responses but also from experience with other clients we've found that it can drive 'fake' responses from bots.
- We would need to have an early discussion about information governance (sorry...) if we want to collect contact details for future engagement, i.e. who would be the data controller, who would we send those to at the end, how would we use them, etc.
- Our approach to analysing open-text feedback will depend on the level of response and number of open-ended questions. We would typically code comments into themes but may use a sampling technique to review a cross-section of comments if the response level is high. All comments would be provided as part of the final analysis outputs and wrap-up.



Cost breakdown.

	Cost (£)
Planning – project familiarisation / desk research, prepare ideas and examples for questions/format, online meeting to firm up plan	£1,000
Design – develop and sign off 'survey' and suggested pop-up activities	£1,500
Prepare – finalise build, testing and create sharing links, QR code and design paper-friendly PDF	£750
Engagement period support – response updates and weekly infographics to help promote the public engagement	£500
Board feedback session – prepare and deliver with emerging findings	£1,500
Detailed analysis and produce engagement report	£1,750
Project management – including calls, general advice and consultancy	£700
	£7,700 + VAT

We would invoice 50% on survey launch, 50% on sign-off of final report

Suggested timeline.

	When
Plan - share ideas and examples, online meeting to firm up plan / who needs to do what	26 Feb – 1 Mar
Develop – develop and agree ‘survey’ and pop up activities	4 Mar – 8 Mar
Prepare – testing, create sharing methods (online links, QR code, paper-friendly PDF)	11 Mar – 15 Mar
Engage – provide weekly response updates and range of infographics to encourage responses	18 Mar – 14 Apr (4 weeks)
Feedback - prepare and deliver Board session	15 Apr – 19 Apr
Report – detailed analysis and engagement report	22 Apr – 3 May

Introducing PS Research.



We're Adam Pearson and Emma Slater. Two award-winning research consultants helping organisations to ask the right questions, understand and evidence impact, identify service improvements and discover gaps and hidden needs.

Adam brings his data skills and strategic thinking. Emma uncovers the stories that the numbers don't tell you.

Adam would be leading on this project.



Relevant experience.

Public consultations

Analysis and reporting for Fylde Council on a range of consultation topics, including a number of different PSPOs. Wide-ranging consultation for Pendle Council's Corporate Plan, working with community partners to engage young people and residents of South Asian ethnicity. We're currently working on a climate action consultation for Wyre Council, consulting on a work and skills needs assessment (with a health and wellbeing focus) for Tameside Council and developing consultations for other local authority clients on leisure services and community governance.

Survey design and hosting

We design and host online surveys across a wide-range of sectors for clients including Lancashire Fire & Rescue Service (Emergency Cover Consultation), Bristol City Council (Annual Museum Survey funded by Arts Council England) and National Portrait Gallery (teacher consultations to develop a schools resource).

Qualitative research and engagement

We have a wide range of experience delivering qualitative research projects. Recently this has included: focus groups with on-call firefighters; depth interviews and online communities on high-risk alcohol consumption; and staff, family and resident engagement for a group of care homes in Greater Manchester.

Analysis and reporting

We pride ourselves on the quality of our analysis and reporting, developing engaging reports for high-profile clients including the NHS, Drinkaware and an award-winning evaluation of an employability programme in Cumbria.



Quality assurance.

- We're a Market Research Society (MRS) Company Partner, reflecting our research standards and commitment to the industry's Code of Practice and Ethics, and won a 'Highly Commended' award at the 2023 MRS Awards for our research evaluating the impact of a participant-led employability project in Cumbria.
- Adam is a Certified Member of the Market Research Society, recognising his research experience and skills, and is a UK award-winning freelancer (New Freelancer of the Year 2019: IPSE). He worked in district, unitary and metropolitan local authorities, latterly as a Head of Research and Evaluation, before setting up on his own.
- We are two specialist researchers working as one partnership. Whilst Adam would lead on this work, Emma will be supporting by coding open-text comments, reviewing emerging analysis and providing input and feedback on the reporting. Working with two consultants, it also means we can offer greater capacity assurance to deliver against any pressing timescales and to cover any unforeseen illness or absence.



Prepared by Adam Pearson.

psresearch.co.uk | hello@psresearch.co.uk.