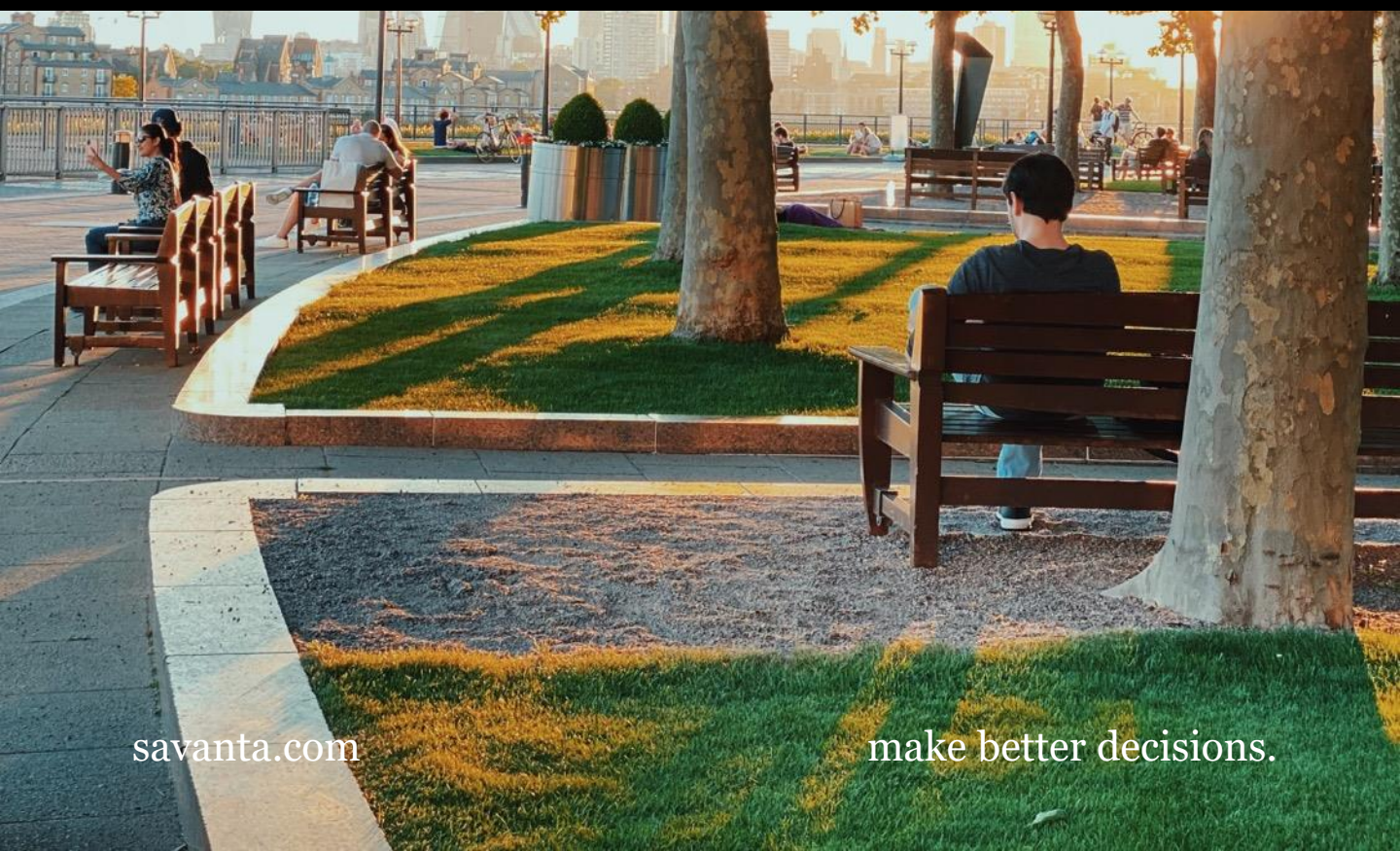


# Savanta:

2022

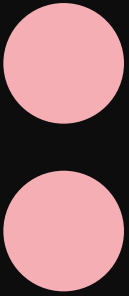
# Local Government Research

Consulting with residents  
and businesses



[savanta.com](https://savanta.com)

make better decisions.



HELLO

# Delivering insight and social change

Research among the public and businesses is an essential part of a local council's planning and prioritisation, and effective consultation is necessary for a council to make informed decisions about the best way forward for its residents and local businesses.

As Covid-19 restrictions have eased, Savanta aims to be the first-choice research partner for councils. We have the capability to help councils undertake engagement and consultation – in-person, online and via telephone.

As a research partner to your Council, we can support your goals and objectives in a wide range of areas, including:

- Housing and regeneration
- Transport and infrastructure
- Health and social care
- Climate action and sustainability
- Placemaking
- Budget prioritisation
- Communication development and message testing
- Consultations with residents and businesses
- Future strategic priorities





## Make better decisions

Savanta is a people-focused, research and intelligence consultancy. We have a key understanding of where research can be used tactically or strategically to provide the best solutions and insights to our clients.

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Our inform and inspire framework allows us to partner with your Council in a flexible manner, arming you with the insights to solve issues quickly and efficiently, or utilise our in-house expertise and capability to drive strategic change and create social impact.

Our approach, combined with our knowledge of working with local authorities, government departments and other public bodies, makes us a valuable partner for your Council.

We can help your Council to understand how to prioritise your resources and the services you provide to residents and businesses.

# How can we work with you?

## Timeline:

- Research commissioned
- Immersion
- Research design
- Fieldwork
- Analysis
- Reporting and deliverables

Once commissioned we always start with an immersion workshop with the project team to fully review and understand your needs and objectives.

Savanta will work with you to finalise the design for the research approach, including methodologies and sampling plans. We will also lead on designing the research materials, such as questionnaires and discussion guides, incorporating your feedback. Once all this is finalised, Savanta will seamlessly manage fieldwork with a minimum of burden on the Council team, ensuring an experience of the highest quality with research participants.

Savanta will provide regular updates to the Council as to how the project is running, ensuring that any potential issues are relayed to the Council and managed swiftly and assuredly.

Once fieldwork has ended, Savanta will collate the responses and results, analyse the data and create deliverables that meet your needs. Savanta is happy to collaborate with the Council to develop a publicly released report.



# Quantitative Research Capabilities

## Quantitative Research

### Details

Surveys provide robust quantitative measures of local residents' and businesses' views on a wide range of issues related to councils' remit and strategic priorities.

They can be conducted face-to-face, by telephone or online, depending on the nature of the population. They will be designed to be robust, statistically representative of the local area and stand up to scrutiny. Sampling plans can be designed to ensure the inclusion of minority groups, and analysis will make clear where differences in views, experiences and behaviours exist across sub-groups.

### Benefits

- A robust analysis of views
- Quantified to provide a statistically representative view
- Breakdown of whole population or of relevant sub-groups
- Provides strong evidence on which to make policy/communications decisions

## Advanced Analytics

### Details

Recognising that there is not one standard way to get from data to insight, Savanta has focused on building our analytics offering to be high quality and innovative, offering bespoke solutions to clients to meet their objectives.

Our client-facing analytics team will advise on appropriate methods that are best-suited to meet your needs. We believe that the people behind the software play a key role in answering the questions that explain what sits underneath the data, such as: what drives behaviours? who prefers what and why? and ultimately, what does that mean for your organisation now and in the future?

### Our techniques

- Key Drivers Analysis: measure what drives behaviours, using a wide range of regression analysis
- Segmentation: attitudinal, behavioural and demographic segmentations to allow targeted strategies
- Trade-off: choice modelling, such as conjoint and MaxDiff, and TURF analysis
- Behavioural Economics: implicit bias testing and implicit preference testing to uncover the subconscious
- Geo-Profiling: for example, appending Mosaic or ACORN to survey datasets
- MRP: to provide hyper-local insights



# Qualitative Research Capabilities

## Focus groups (in-person and online)

### Details

Focus groups are ideal for hypothesis development, in-depth exploration of specific topics, detailed discussion on the views of particular population groups, and more.

Discussions are moderated by our expert qualitative researchers, and participants are recruited to meet an agreed specification depending on objectives.

Online groups follow the same design and structure of traditional groups, but in a virtual forum, using a secure live chat and video platform such as Microsoft Teams or Zoom. Clients and other stakeholders can easily join these sessions.

Whether in-person or online, the discursive nature of these sessions ensures that a range of views are discussed and considered by participants, while differences in views can be explored.

### Benefits

- Easy to set up, manage and facilitate
- No requirement to travel for participants or moderators (online)
- Easy to convene a geographical spread of participants in a single group (online)
- Run at times convenient for your residents/businesses
- Helps to uncover the reasons behind perceptions and behaviours
- Allows in-depth discussion among minority groups of the population

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## Online communities

### Details

Integrated desktop and mobile forum that brings to life resident attitudes, behaviours and lifestyles over time, all in real-time. Fully customisable, gathering pre-recruited participants to complete both private and public tasks on any given topic(s). Ability to split participants into distinct groups or segments, or get them working together on co-creation tasks.

Tasks include direct question and answer, digital diaries, blogging, photo and video uploads, polls, drag and drop options, and also interactive chat, to provide rich insight and multiple data streams.

Fully adjustable in terms of duration and number of participants: from 5 residents or business leaders up to 100, from 3 days to 3 months, driven by the challenge in hand.

### Benefits

- Large, creatively enriched, information streams
- Private response data and group chat
- Ability to size insights over time
- Interactive, dynamic, and quicker than multiple stages of face-to-face research
- Available in 24 languages
- Accessed from anywhere and at anytime
- Real-time dashboard enables full client immersion



## Public meetings

### Why do them?

Public meetings are an excellent way of inviting members of the public and local businesses to come and hear about your priorities and plans, give their feedback directly, and have informed conversations about the best ways forward.

### What do they involve?

Meetings can be run in a range of formal and informal ways such as drop-in sessions, workshops, presentations and citizens assemblies. There are a range of techniques we can use to help facilitate constructive consultation, ensuring feedback goes beyond complaints and what participants don't want to see, and includes helpful and solutions-focused input.

### What would you get?

We design and facilitate the meetings, providing research materials to support the discussion. Following the meetings, we provide an independent report.

### Covid-19 mitigation

In light of the Covid-19 pandemic, if government advice allows for public meetings, Savanta will offer to lay out the room to maximise social distancing, as well as offering free face masks and hand sanitiser for participants.



## Depth interviews

### Why do them?

Depth interviews are often used to ensure that hard to reach groups and individuals with vulnerable characteristics are not excluded from research. This is because interviews can take place in a context where respondents feel comfortable (for example, their own home or on the phone), allowing levels of trust with the interviewer to be built.

Interviews are also an effective way to engage with business leaders and senior stakeholders, allowing individual experiences and viewpoints to be explored.

### What do they involve?

Savanta would independently recruit a selection of relevant participants, with our expert qualitative researchers facilitating discussions around the topics of interest.

### What would you get?

We would produce a carefully designed discussion guide, appropriate for the participants. Interviews are recorded and transcribed to allow full analysis. As well as a recommendations-led report, we can also supply an anonymised quote sheet which can be used to see what different participants said on the different topics.

### Covid-19 mitigation

Telephone interviews are often a safe and cost-effective way of discussing topics that are not suitable for a group situation, for example, topics that might be sensitive or complex. They are also an effective method of exploring a topic in detail and avoiding group dynamics. By doing them over the phone, this allows for those who may be shielding or have health implications which stop them participating in-person to have their views heard too.



# Deliverables

While collecting the highest quality data is integral to the success of any research, it is also vital that the results are insightfully reported and presented in a concise and accessible manner to ensure you can action the findings.

We pride ourselves on adding significant value to the reporting and dissemination of any research project. We recognise that the findings need to be evidence-based and communicated in a manner that is accessible to key audiences, as well as standing up to external scrutiny.

Savanta is independent politically, meaning our advice is driven by no agenda other than what the research tells us about your organisational and research objectives. We are therefore ideally placed to make sure that your Council gains maximum value from all research.

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## Reporting

The Savanta team have wide-ranging experience in **reporting to local authorities and other public bodies**, and a strong reputation for producing insightful reports closely tailored to the specific needs of our clients.

In advance of starting to draft the report, we recommend a **debrief session with the Council project team to discuss the key findings and the structure for the report**, to ensure the report produced fully aligns with the Council's expectations.

Following the delivery of the report, Savanta can offer presentations and workshop to help embed the findings and turn insights into actions.



# Inclusivity for vulnerable and niche audiences

Savanta has extensive experience conducting research amongst hard-to-reach audience groups, which might bring specific considerations or sensitivities. We employ the following mitigating actions as informed by the MRS Best Practice Guide on Research Participant Vulnerability.

- **Informed consent:** Respondents are told the data controller's identity and contact details, the purpose of each processing activity, the type of data collected. This is communicated in a way that is tailored to the individual to ensure that they fully understand the permissions they are giving.
- **Confidentiality:** Respondents are assured that their data is confidential and anonymous.
- **Not using identifiable data:** Respondents' participation and resultant data are kept confidential and anonymous, and no identifiable data are used by Savanta.
- **Respecting the right to decline:** Respondents are informed of their right to decline participation in the study at any time and this right is respected if invoked.
- **Notifying of the right to withdraw:** Respondents are informed of their right to withdraw from the research at any time, either temporarily or permanently, without the need to provide a reason. Respondents are also informed of their right to be forgotten and Savanta complies with any request from participants to destroy data that has been collected that refers to them.
- Additionally, we can offer surveys, interviews and focus groups in the language and format of preference, ensuring that participants do not decline participating or drop out on account of feeling uncomfortable if English may not be their first language.

## Accessibility

### Accessibility

Accessibility is an important component of ensuring that we can speak to all communities. Savanta works hard to ensure this in our work.

### AA Compliance

Savanta is AA compliant according to the WCAG 2.0 conformance levels for accessibility provisions.

### Braille Surveys

Savanta is capable of producing braille versions of its surveys or consultation packs for respondents in need of visual assistance.

### Translation

We have the capability to translate our surveys and discussion guides into any global language.

### Mobile friendly

Savanta's online platform is capable of showing video and images online, while compressing the size to be data friendly for mobile phones.

# Our clients

Savanta is a nationally respected research agency that works with organisations across local government and the broader public sector



## CASE STUDY

## London Borough of Newham



### Investigation:

This research was conducted on behalf of the London Borough of Newham by Savanta in order to evaluate perceptions of proposed changes to Newham's Housing Allocations Policy, as well as to gain deeper understanding of how the changes may impact on certain groups.

### Implementation:

Our mixed-methods approach was designed to be sensitive to the socio-economic context in Newham, beginning with a survey of Newham residents and businesses to gain a quantitative understanding of views towards the changes. Our qualitative approach targeted affected groups, thereby ensuring that the consultation was not limited to 'those who speak the loudest', and that we heard the views and experiences of a wide range of people including those with limited English. We conducted six focus groups with:

- Black residents
- Under 25s
- People with disabilities
- South Asian residents with low levels of English.

We were able to offer a focus group and depth interviews in Sylheti (one of the main languages spoken in the borough), and conducted further depth interviews with residents with disabilities and those with lower levels of English.

### Impact:

The research uncovered that some of the proposals were widely supported by residents of Newham, but the proposals which related to amending how waiting time was calculated were less well received. Based on this research, Newham Council would go on to revamp the proposal to bring it more in line with the wishes of its citizens.

## CASE STUDY

## Greater London Authority



### Investigation:

The Greater London Authority (GLA), known colloquially as City Hall, is the devolved regional governance body of London, with jurisdiction over both the City of London and the ceremonial county of Greater London. Headed up by the London Mayor, the GLA has a role in many areas of London life. Savanta has worked with the GLA on a number of projects since 2015, including evaluation of its collaborative streetworks programme, research among business stakeholders of its Infrastructure Team, and a survey of London businesses about the impact of Brexit. The GLA Infrastructure Team has been leading a series of projects with a range of organisations to conduct streetworks collaboratively in order to minimise disruption. The GLA has commissioned Savanta to evaluate the impact of these works on several occasions, including a pilot in Croydon, detailed below.

### Implementation:

The project required a face-to-face approach to reach residents in a hyper-local area of just a handful of streets. Savanta worked with the GLA team to identify the target area and conducted 50 interviews with local residents. Savanta designed a detailed questionnaire to understand residents' knowledge and awareness, and to test the impact of communications.

### Impact:

The research identified that almost all Croydon residents that live locally to the roadworks on Epsom Road were satisfied with how they have been conducted, with around four in five saying there has been good access to pavements and crossings around the roadworks and that their utilities have not been affected by them. We provided hard evidence that the GLA's collaborative approach is well received and of benefit to local residents. At the same time, we identified challenges in emphasising the specific benefits of coordination. The GLA since commissioned Savanta to conduct similar studies in Stoke Newington and in Shadwell.

### Testimonial:

"Savanta has supported the GLA Infrastructure Team with a number of projects to gauge public perceptions of streetworks schemes. The team are enthusiastic, helpful and highly competent in tailoring their approach to best respond to each scheme. Thanks to their insight and engaging reports, we are able to improve our collaborative strategy, and ultimately reduce congestion and disruption for London's residents."

**Jonathan Watson**, Senior Project Officer – Strategic Coordination, Greater London Authority

## CASE STUDY

## West Suffolk Council

**Investigation:**

The key aims of this research were to understand:

- The views of residents in the Forest Heath District and St Edmundsbury Borough Council areas about the proposal to create a new single District-level Council for both areas;
- Concerns and perceived benefits of the proposed creation of a new single District-level Council for West Suffolk; and
- Residents' priorities and objectives for local government in their area.

**Implementation:**

Savanta interviewed 1,001 adults aged 18+ living in West Suffolk by telephone. All respondents were eligible to vote in Council elections in either Forest Heath District Council or St Edmundsbury Borough Council areas. Savanta set quotas by Council area and surveyed 400 adults in Forest Heath and 600 in St Edmundsbury, in line with the relative electorate sizes of the two areas. Data were weighted to be representative of adults living in the two council areas.

**Impact:**

The outcomes of the research were used to help build a business case for the support by residents for the merger of the council areas into a new single District-level Council. These findings were published by the Council as well as being reported on by local press. Savanta researchers attended a Councillors meeting to present the findings and answer methodological questions.

# Core team

Our senior team is experienced in working with clients across local government, as well as the broader public sector



**Oliver Wright**  
EVP, Public

Oliver oversees Savanta's research in the public and third sectors, including local government, central government, charities and housing.  
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**Dr Nasreen Amin**  
Associate Director

A specialist in research among audiences with vulnerabilities, Nasreen focuses on delivering inclusive research programmes for public sector clients with an extensive history of aiding local government clients to better understand the issues impacting its most vulnerable citizens.  
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**Helena Page**  
Associate Director

Helena has specialist experience working with government organisations, regulators and membership bodies to deliver research to fill evidence gaps and help them better understand consumers and key stakeholders. She is a mixed-methodology researcher and brings extensive knowledge in qualitative and deliberative approaches.  
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**Rebecca Kerr**  
Consultant

Having completed her PhD focused on comparative politics, institutions and parties, Rebecca has a thorough understanding of links between politics, policy and strategic planning. She is experienced with quantitative and qualitative research methodologies, demonstrated through her varied work on projects for government organisations and a range of charities.  
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# Savanta:

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