**Market Research / Consultation / Customer Feedback**

**Project Brief**

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| **Project Name** |  |
| **Lead Officer** |  |
| **Corporate Standards read** | Y / N |
| **E-learning completed** | Y / N |
| **Assistant Director (name)** |  |
| **Assistant Director sign-off?** | Y / N |
| **Portfolio Holder (name)** |  |
| **Portfolio Holder sign-off?** | Y / N |
| **Date submitted** | Click or tap to enter a date. |

**Notes for all projects:**

All research and consultation projects must meet the [Council’s corporate Research and Consultation Standards](https://data.hull.gov.uk/wp-content/uploads/Research-and-Consultation-Standards-March-2023.docx) and be in line with any relevant statutory guidance, legislation, and the results of case law. By undertaking any work lead officers will need to ensure that they fully understand the implications and agree to the following:

**Lead Officer / Project Manager**

* overall responsibility in meeting the corporate standards and legislative requirements
* ensures that the reporting of or use of data collected is shared honestly and openly and any limitations of the data or of the process are made clear
* ensures that decision-makers have access to robust evidence, relevant statutory duties are met, and that a sufficient number of responses are received in order that the results are valid and that decisions can be made with confidence
* responsible for ensuring that the requirements of the Data Protection Act, the General Data Protection Regulations, the Equalities Act and the Public Sector Equality Duties are met in particular the management and security of personal data
* responsible for all ensuring project staff and external contractors adhere to the relevant legislation, including working with the Information Governance Team and IT Services on any management and security of personal data
* responsible for producing Data Privacy Impact, and Equalities Impact Assessments
* [Find out more about collecting and handling private and demographic data here](https://data.hull.gov.uk/collecting-and-handling-private-and-demographic-data/)

**Insight Team**

* provide professional, technical advice and guidance on how projects can meet the corporate standards, best practice, and provide value for money to Hull City Council as well as provide guidance on the most appropriate methodology

**Assistant Directors / Heads of Service**

* responsible for ensuring all projects in your area meet the corporate standards, that staff are fully trained, and that systems are in place to manage and protect personal data

**Project Team Members**

* must all read the Corporate Standards for Research, Consultation, Data Collection and Analysis, and complete the relevant eLearning modules

1. **BACKGROUND AND OBJECTIVE**

* Why is it being done, what will be achieved, how will it be used?
* Details of decisions to be made, public money to be spent implementing the decision etc.
* Details of any relevant statutory guidance / legislation covering the work

Please provide as much detail as possible

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Have you checked to make sure that the information you need does not already exist?

Yes

No

1. **UNDERSTANDING YOUR PROJECT**

[Find out more about the different engagement methodologies here](https://data.hull.gov.uk/engagement-methodologies-knowing-the-difference-between-research-consultation-data-collection-and-customer-feedback/)

Is this…?

**Research:** To discover, measure, prove or disprove something, to establish facts and reach new conclusions (e.g. resident attitudes, behaviours, and opinions)

**Consultation:** A dialogue undertaken when there is a specific decision to be made and the outcome can be influenced (e.g. change or removal of service)

**Feedback:** Collection of information provided by individuals about their experience with a product or service(e.g.service user experience)

**Data Collection:** Process of gathering and measuring information on targeted variables for robust analysis (e.g. service usage data)

**Statistical / data analysis:** Analysis of existing data sources (e.g. customer segmentation)

Not sure / need advice

Other (please state)

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Is this…? *Projects meeting any of the below criteria must have Insight Team involvement*

A corporate priority

A consultation

A legal obligation (either a statutory consultation, or the Duty to Consult applies)

Going to impact / effect a significant number of people

Will have a significant impact (even to a small number of people)

Will lead to spending a significant amount of money

Will involve the depletion or deletion of services

Wide reaching (you need to get the views of a large number of people)

High profile (is it going to come under a lot of scrutiny)

Sensitive in nature (there are risks / consequences associated with the subject matter / audience)

Controversial (there likely to be protest or challenge)

1. **Stakeholder Mapping / Sample**

* Who are the stakeholders / audience(s), who do you need to hear from?
* About how many people is this (if known)?
* Are any of your stakeholders / audience(s) considered ‘hard to reach’, who may require you to make special arrangements and extra efforts to get their views?

Who are your stakeholders / audience(s)?

Please provide as much detail as possible

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Approximately how many people are there in each audience?

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Are any of your stakeholders / audience difficult to engage or have particular needs or requirements?

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1. **Methodology AND PROJECT DELIVERY**

* Is this quantitative or qualitative research?
* What methodologies will you use (e.g. surveys, focus groups / workshops etc.)?
* What methods will you use (e.g. face to face, online, postal etc.)?
* How will you contact your stakeholders / audiences?
* How will you ensure you get sufficient completions / promote your project?

What methodologies / method will you use?

Please provide as much detail as possible

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How will you reach your stakeholders / audiences? How will you ensure you get enough completions / promote your project?

Please provide as much detail as possible

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1. **CORPORATE ENGAGEMENT TOOLS**

*Projects wishing to use the following corporate engagement tools must have Insight Team involvement*

Does your project require the use of / support from any of the following?

Insight Team

Yoursay website

Don’t know / not sure

People’s Panel

Engagement HQ tools

If you require the use of Engagement HQ tools, do you know which ones?

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1. **RESOURCES AND BUDGET**

* Do you have the resource to undertake your project **properly**?
* Who will undertake each stage of your project (e.g. design, fieldwork, collation and analysis of results)?
* What budget is available to support your project?

What resources and budget are available?

Please provide as much detail as possible

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1. **TIMESCALES**

* Do you have the time to undertake your project **properly**?
* Are there any statutory requirements? When to consult and the *minimum* time to consult for may be pre-determined.

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| Proposed start date |  |
| Proposed end date |  |
| Final results / report required |  |

Please note:

* Fieldwork must be as long as possible with a *minimum* duration of 6 weeks from commencement
* This period may be longer for formal research and consultation

Any other supporting information

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**If your project requires Insight Team involvement, or for advice and guidance, please email this project brief to** [**insight@hullcc.gov/uk**](mailto:insight@hullcc.gov/uk)