

Research & Community

Strengthen decision-making through **insight and effective stakeholder engagement**

Civica Engagement Solutions helps organisations to drive better governance and improve decision-making. Our end-to-end engagement services include designing, facilitating and delivering a range of research and insight services.



Deeper
business
insight



Effective
stakeholder
research



Supports
stakeholder
engagement

Engaging with communities, employees, customers and stakeholders is an acknowledged pillar of better governance and an essential tool to help improve services. Retailers have been involving customers in this way for years, but turning stakeholder engagement activities into meaningful outcomes can be a difficult task, especially in times of financial pressure.

Since 2006 we have been delivering stakeholder engagement and participation support to hundreds of organisations. We do this through a blend of intuitive technology and expert 'on-the-ground' assistance.

We bridge the gap between the services that organisations (such as NHS Foundation Trusts, Professional Bodies, Universities, Clinical Commissioning Groups and Local Authorities) offer, and the people they serve – their members, patients and local population. Drawing on our years of engagement experience, we provide results in a clear, unambiguous manner, avoiding jargon.

Above all, we tailor our approach to meet your requirements, providing you with outcomes you can build on. We create, deliver and provide insights in conjunction with our clients that are delivered on time and on budget, every time. With our personable approach, unrivalled support and insightful technology, you will accomplish your goals based on evidence.

"Approachable, professional and robust throughout, taking on a difficult role with energy and creativity. Highly recommended."

Paul Quinn, Director, Circle Housing

Why choose Civica Engagement Solutions?

- ▶ Tailor research methods to meet organisational needs
- ▶ Gain actionable insights to help inform decision-making
- ▶ Have confidence in insights gathered - all research is carried out in a fair, ethical and transparent manner in accordance with the latest market research regulations and MRS Code of Conduct.

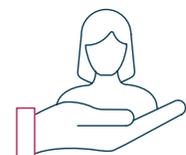
50+

NHS providers and commissioners



250,000

panel members recruited



Decisions, strategy and direction are stronger when rooted in meaningful feedback and insight

Accurate and effective market research approaches give our clients insights that drive innovation and strategy. Our end-to-end engagement services include designing, facilitating and delivering a range of research and insight services.

1. Multi-channel surveys



► Face to face interviews

Our skilled team reach out to predetermined areas and complete surveys on the door step, gathering insights that are instantly uploaded to a central database for analysis.

► Telephone interviews

We use Computer Aided Telephone Interview (CATI) systems to reach out to respondents across the UK and internationally. Our software enables us to manage quotas effectively and in a timely fashion to facilitate the best use of the sample, providing live results to our customers with a detailed report to finish.

► Postal surveys

Experienced in planning and administering large-scale postal surveys, often involving very large samples including census studies, we routinely mail over 350,000 surveys and application forms. Our high spec scanners allow us to process 1000s of completed surveys daily, providing weekly updates and instant results.

Online Surveys

► Agile and customisable, our online surveys are fully branded and may be hosted on customer websites or sent via customer email, helping to improve response rates. Our statisticians enable instant reporting and provide remote access to data as the responses come in. Compatible with all web browsers, mobile phones, and tablets, our surveys are distributed via, email, SMS, and web hosting and can also be completed offline.

2. Voter insights



Our voter insights provide a deep dive into voting patterns and behaviours without disclosing individual data. Insight dashboards offer an interactive guide to Electoral teams, enhancing their ability to increase the democratic opportunity of their constituents.

Understanding how people vote and what method they used is vital to the understanding of democracy, enabling organisers to promote services and solutions to enhance participation.

4. Interviews & focus groups



We conduct hundreds of in-depth interviews for customers, reaching out to residents, patients, employees, clinicians, experts and professional body members. We specialise in reaching the seldom heard or hard to reach groups.

All our researchers are trained to elicit responses and uncover new insights from respondents. Our in-depth interviews reveal the emotion behind responses, which is crucial to understanding what is really important to respondents. Interviews are adaptable to customer needs and will deliver valuable intelligence from your stakeholders.

7. Event management



Our disciplined approach to event management leaves our customers free to focus on engaging with their audience. We have experience of successfully managing public consultation events, market research exercises and public health programmes.

6. Public & community panel recruitment



In the past decade we have recruited over a quarter of a million members, stakeholders and citizens for organisations to engage with, inform, consult and hear.

Whether you need to find new members for your Foundation Trust or newly merged organisation, citizens for your panel or forum, focus group participants, community members for your public consultation, or hard to reach groups to demonstrate you're listening fully, we can find and recruit them for you.

4. Co-design workshops



Our co-design workshops put all stakeholder participants at the heart of the process – a process that we ensure is thorough and robust.

5. Infographic design



Our in-house infographic design takes complex data and makes it easy to understand for customers and consumers alike.

We will design the right blend of methods to deliver the insight you need to make reasoned, reflective and ultimately firmer decisions.

To learn more about Research & Community or our other Engagement Solutions, call us on 020 8829 2330.

