

Area Asset Management Plan Research options and costs

1.0 Introduction

This document outlines the possible research methodologies and costings for a consultation in Hull Road and Heworth ward areas. The research would assess the use of council buildings and land.

There are approximately 9,500 households in these two wards:

Ward Area	No. of Households
Heworth	5,484
Hull Road	4,017

All costs are approximate, a more detailed brief would be required to provide more accurate quotations. All costs are based on the assumption that a 4pg A5 booklet would be sufficient to ask all the questions required.

2.0 Postal survey

2.1 Census

Each household in Heworth and Hull Road would be sent a postal questionnaire and a postage paid return envelope. All those who did not respond would be sent a reminder letter.

Advantages	Disadvantages
<ul style="list-style-type: none"> • Good response rate: <ul style="list-style-type: none"> ○ Can send out reminder letters to those who do not respond ○ Can send out return freepost envelopes ○ Personalised letters • Reaches all households in Hull Rd and Heworth 	<ul style="list-style-type: none"> • Expensive • Would need to know specific names addresses [May incur a cost from electoral roll]. • Longer fieldwork period

The table below illustrates the costs, I have assumed a 20% response rate would be achieved. [Sample size of 1,900]

Action	Cost (£)
Envelopes	600.00
Printing (4pg A5 booklet)	400.00
Postage - original mail out	2,185.00
Postage - return	456.00
Postage - reminder mail out	1,967.00
Envelope stuffing, printing of personalised letter, address labels, delivery to post office.	2,166.00
Data analysis & tabular report	1,045.00
Total cost: [Ex VAT]	£8,819.00

2.2 Sample

A random sample of households in Hull Road and Heworth would be selected. They would receive a personalised letter, questionnaire and postage page return envelope. Those who did not respond would receive a reminder letter.

Advantages	Disadvantages
<ul style="list-style-type: none"> • Good response rate: <ul style="list-style-type: none"> ○ Can send out reminder letters to those who do not respond ○ Can send out return freepost envelopes ○ Personalised letters • Less expensive than census 	<ul style="list-style-type: none"> • Does not allow all residents to take part • Would need to know specific names addresses [May incur a cost from electoral roll]. • Longer fieldwork period

The costs assume that a 20% response rate would be achieved.

Action	Cost (£) Mail out 5,000	Cost (£) Mail out 4,000	Cost (£) Mail out 3,000
Envelopes	380.00	320.00	300.00
Printing (4pg A5 booklet)	300.00	270.00	250.00
Postage - original mail out	1150.00	920.00	690.00
Postage - return	240.00	192.00	144.00
Postage - reminder mail out	1035.00	828.00	621.00
Envelope stuffing, printing of personalised letter, address labels.	1140.00	912.00	684.00
Data analysis & tabular report	550.00	440.00	330.00
Total cost: [Ex VAT]	£4,795.00	£3,882.00	£3,019.00

3.0 Leaflet distribution

A consultation leaflet would be produced and delivered to all household in the Hull Road and Heworth ward areas. Residents would be asked to complete the questions then send back using their own envelope to a free post address.

Advantages	Disadvantages
<ul style="list-style-type: none"> • Cost • Reaches all households in Hull Road and Heworth wards 	<ul style="list-style-type: none"> • Lower response rate than postal survey <ul style="list-style-type: none"> ○ Not personalised ○ No opportunity for a reminder letter ○ No return envelope

The costs assume that a 15% response rate would be achieved [sample size of 1,425]

Action	Cost (£)
Leaflet printing and design [4pg A5 booklet, full colour]	400.00
Leaflet distribution	900.00
Return postage	342.00
Data analysis and tabular report	785.00
Total cost: [Ex VAT]	£2,427.00

4.0 Leaflet as an insert in ward newsletter

A consultation leaflet would be added to the ward newsletters. The respondents would be asked to complete the questions and send back using their own envelope to a free post address.

Advantages	Disadvantages
<ul style="list-style-type: none"> • Cost • Reaches all households in Hull Road and Heworth wards 	<ul style="list-style-type: none"> • Lower response rate than postal survey <ul style="list-style-type: none"> ○ Not personalised ○ No opportunity for a reminder letter ○ No return envelope ○ Lower impact as an insert • Next newsletter after the election

The estimated costs, assuming a 10% response rate are as follows:

Action	Cost (£)
Leaflet printing and design [4Pg A5 booklet, full colour]	400.00
Leaflet distribution with ward news letter	315.00
Return postage	342.00
Data analysis and tabular report	785.00
Total cost: [Ex VAT]	£1,842.00

5.0 Questions added to ward newsletter

Subject to member approval, questions could be added to the ward newsletter itself. The residents would be asked to cut out the questions, place in their own envelope and return using a free post address.

Advantages	Disadvantages
<ul style="list-style-type: none"> • Cost • Reaches all households in Hull Road and Heworth wards 	<ul style="list-style-type: none"> • Lower response rate than postal survey <ul style="list-style-type: none"> ○ Not personalised ○ No opportunity for a reminder letter ○ No return envelope ○ Lower impact as it is an insert • Next newsletter is after the election • Limited space available

The costs, assuming a 5% response rate [475 questionnaires] would be as follows:

Action	Cost (£)
Return postage	114.00
Data analysis and tabular report	500.00
Total cost: [EX VAT]	£614.00

6.0 Online survey

A questionnaire would be added to the council's Consultation Finder website. A cost would not be incurred. However, if detailed analysis of subgroups is required, a research agency would charge approximately £150.00.

Advantages	Disadvantages
<ul style="list-style-type: none"> • Cost • Speed 	<ul style="list-style-type: none"> • Low response rate (estimated sample 100) • Publicity needed • Excludes those without internet access

7.0 Leaflets in libraries

Consultation leaflets would be made available in libraries for residents to complete and send back to a free post address.

Advantages	Disadvantages
<ul style="list-style-type: none"> • Cost 	<ul style="list-style-type: none"> • Low response rate • Publicity needed • Excludes those who do not use libraries

Printing and return postage costs would be incurred.

8.0 Focus group discussions

Residents in the area would be invited to a focus group discussion lasting approximately 1.5 hours. There would be around ten respondents in each group.

Advantages	Disadvantages
<ul style="list-style-type: none"> • Can discuss issues in more detail with residents and understand the reasons for their views. 	<ul style="list-style-type: none"> • Small sample size

For a research agency to conduct four focus group discussions the cost would be approximately £4600.00. However, if the groups were to be conducted in house by the Market Research Team the cost would be:

Action	Cost (£)
Recruitment (postage and telephone)	200.00
Venue hire and refreshments (Hopefully a community centre could be used at a lower cost.)	500.00
Incentive and respondent expenses.	600.00
Total cost: [EX VAT]	£1,300.00