

# Win a CAA 'green flag' for Community Consultation and Engagement!

With the new Comprehensive Area Assessment in force from April 2009, local authorities and their partners are now under pressure to show that their local priorities “**express community needs and aspirations**”.



- ◆ Conventional consultation will not be enough for this
- ◆ Performing well under CAA means building a **higher quality relationship** between citizens and their public services.

The trouble with conventional mass market research companies, is that they tend to just run surveys, rather than viewing surveys as a way of building lasting relationships.

The way to do well on CAA – avoid the red flag, get the green flag if you can – means much more than just running surveys:

- ◆ You need to be able to use the research evidence to shape better services
- ◆ You need to be able to show how your local priorities have arisen from the needs and aspirations expressed by your communities
- ◆ You need to ensure people are engaged through inclusive approaches – ones that people of all cultures, social groups and ages can take part in
- ◆ Communities need to be involved in deciding for themselves, whether your local priority outcomes have been delivered.

Unlike conventional mass market research companies, **M-E-L Research** is a highly specialised, expert consultancy practice dedicated specifically to achieving these aims.

M-E-L stands for **measurement, evaluation, learning** – the three key qualities in using evidence to shape better public services. We are working at the cutting edge of high quality public engagement, and specialise in using community engagement and public consultation specifically to help our clients develop ‘citizen focus’ and better services. We sum this up as ‘using evidence to help shape better services’.

We also combine outstanding standards of technical rigour and accuracy - testified by our status within the Aston Science Park - with a practical, real-world focus on public and service user experience. Our clients can therefore trust our work to be both accurate and grounded in the real world.

With nearly 25 years experience behind us, we have a record that stands the test of time, and a reputation that speaks for itself.

**See over the page for more on our services and how to get in touch!**

## Our 'Councils and Consultation' Expert Practice Centre

M·E·L stands for 'measurement, evaluation, learning'. This is a very special service, not just the off-the-shelf type of survey you get from conventional market research firms:

- ◆ **Measurement:** Precision-grade surveys to generate robust research evidence
- ◆ **Evaluation:** Interpreting and understanding the findings - what the data is saying
- ◆ **Learning:** Practical ideas on using the evidence to help improve your performance.

Our expert practice centre offers you a wide-ranging community consultation capability, from quantitative field research to participatory decision techniques, deliberative forums and community workshops:

### **Consumer Research Services (quantitative and qualitative):**

- ◆ Face to face interviews (doorstep or on-street)
- ◆ Telephone CATI interviews
- ◆ Postal questionnaire services
- ◆ Online surveys
- ◆ Citizens panel recruitment and management
- ◆ Business and agency surveys
- ◆ Data agency services
- ◆ Focussed discussion groups

### **Community engagement and empowerment:**

- ◆ Deliberative workshops and citizens juries
- ◆ Community engagement / neighbourhood forum development
- ◆ Resident audit and mystery shopping

### **Information Management:**

- ◆ GIS data management and mapping
- ◆ Statistical and analytical services

### **Service Evaluation and Improvement:**

- ◆ Citizen focussed service audit and review
- ◆ Scheme, project and programme evaluation based on resident perceptions
- ◆ Policy evaluation and advisory consultancy services

### **Marketing Communications Campaigns:**

- ◆ Doorstep recycling, energy efficiency and carbon reduction communications
- ◆ Events and promotions
- ◆ Communications materials

For further information on this specialist service, please contact Anne Forshaw @ [anne.forshaw@m-e-l.co.uk](mailto:anne.forshaw@m-e-l.co.uk) or call 0121 604 4664