

Market Research

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Consultation Solutions from



Who we are

The Performance, Consultation & Insight Unit at Stratford-on-Avon District Council not only works for the public sector, but also offers its services in market research to the private sector.



Customer surveys, staff surveys and market research are vital to businesses and can positively affect a company's understanding of its market, its customers and its employees. The Unit works with companies in designing research solutions, tailor-made to meet their needs, providing objective, independent feedback.

All work undertaken by SDC's Performance, Consultation & Insight Unit is done in line with the Market Research Society's Code of Conduct.

We help to:

- co-ordinate all sorts of consultation both quantitative and qualitative
- provide an effective means of a gathering information
- increase knowledge and understanding, by listening to what your customers say and helping to understand their needs
- provide evidence for planning strategies
- use feedback intelligently to shape products and services
- provide a benchmarking service, by repeated research over timescales and comparisons of results
- give an overall indication to your customers that you care about them and that you are pro-active about looking for ways to improve the service that you provide

Why we do it

As it becomes ever more important to keep up-to-date with your market place and customers' needs, as well as ensuring value for money, SDC's Performance, Consultation & Insight Unit is able to provide a professional research solution to your consultation requirements.

How we do it and what we can do for you

By providing a diverse service portfolio, using different techniques to make consultation as effective as possible, including:-

- general advice and support on consultation
- using specialist survey software (Snap 11)
- questionnaire design
- carrying out a wide range of surveys both postal and online
- analysis and reporting
- helping to prioritise areas for improvement
- full service - printing, posting, reminder mailings, emails, etc.



About the Consultation Unit

Simon Purfield has 28 years' market research experience having worked previously for public bodies such as the Heart of England Tourist Board and West Midlands Police, plus in the private sector for a research agency where he worked for blue chip clients such as Tesco's and Esso. Simon has a Master of Social Science Degree and is a member of the Market Research Society.

Get in touch now to find out how we can help you

Simon Purfield, Performance, Consultation & Insight Manager

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