

Ledbury Neighbourhood Development Plan Revision 2021

Consultation Support (Max Bassett Research)

1. **The objective** of this work is to devise and operate a consultation on the proposed revisions to the Ledbury Neighbourhood Development Plan and to analyse and respond to comments.

In relation to the objective, I have had eight years' experience of devising, running and analysing consultations for over 30 Neighbourhood Development Plans across Herefordshire and neighbouring counties. For more detail see CV below.

2. **Scope of the Consultations**

The revised NDP will be subject to three public consultations:

- The first will focus on the principles of proposed changes and in particular the proposal to draw a boundary around the settlement. The intent is to consult all residents and businesses in the NDP area as well as statutory consultees.
- The second is the statutorily required Regulation 14 consultation and will consult on the draft Neighbourhood Development Plan.
- The third is the statutorily required Regulation 16 consultation and will consult on the final draft of the NDP.

The consultant will work with other consultants contracted for the project as well as volunteers and report to the NDP Working Party and Steering Group and ultimately Ledbury Town Council.

I am very happy to work with other consultants and have worked with Planners such as Bill Bloxsome before on many Neighbourhood Development Plans and also other specialists such as Carly Tinkler when working on Wellington Heaths NDP.

3. **Scope of the consultation support work**

The first consultation will be held in April/May 2021 under Covid 19 restrictions. Support is required:

1. to advise on methods of consultation suitable for use under Covid 19 conditions;
2. to write and design consultation materials including questionnaires ;
3. to advise on methods to be used to enable and encourage as wide a range of the public to comment as possible;
4. with volunteer help, to collate, analyse and report on consultation responses (including producing graphic representations of responses).

Table 1: First consultation (April/May)		Time (£40 p/h)	Lower limit	Upper limit
Advice on methods of consultation suitable for use under Covid 19 conditions; Through telephone conversations, emails and Zoom meetings.		4	0	160
Write and design consultation materials including questionnaires		4-8	160	320
Advice on methods to be used to enable and encourage as wide a range of the public to comment as possible;		3	0	120
Hosting Zoom consultation sessions X3 (2 hours each so 6 hours in total) with volunteer help, to collate, analyse and report on consultation responses (including producing graphic representations of responses):		6		240
Data entry estimated on 2,000 responses. Estimated 1000 online, 1000 paper requiring data entry.	<i>Volunteer data entry (lower limit) 4 hours data entry training workshop = queries</i>	4 hours @£40 p/h	160	
Estimated 15 surveys per hour = 200 hours	<i>Max Bassett doing the data entry (upper limit)</i>	200 hours @£9 p/h		1,800
Analysis & basic report of results & Key findings summary		15 hours		600
		Total	£1,340	£3,240

The **second (Regulation 14) consultation** it is hoped will be held once Covid 19 restrictions have been relaxed and public meetings or exhibitions can be held. Support is required:

1. to advise on methods of consultation (exhibitions, meetings, online surveys etc);
2. to write and design consultation materials including questionnaires;
3. to advise on methods to be used to enable and encourage as wide a range of the public to comment as possible;
4. with volunteer help to collate, analyse and report on consultation responses (including producing graphic representations of responses).

Table 2: Second consultation		Time (£40 p/h)	Cost (£) Lower limit	Cost (£) higher limit
Meetings to discuss content 2 meetings @2hrs and		6		240
Preparation of material including designing questionnaire		15		320
Attendance at 2x half day events		8		320
Mileage @45p per mile (20 miles per journey)		120		54
Data entry estimated on 2,000 responses. Estimated 1000 online, 1000 paper requiring data entry.	<i>Volunteer data entry (lower limit) 4 hours data entry training workshop = queries</i>	4hr @£40 p/h	160	
Estimated 15 surveys per hour = 200 hours	<i>Max Bassett doing the data entry (upper limit)</i>	200 hours @£9 p/h		1,800
Analysis & basic report of results & Key findings summary		15 hours		600
Feedback meeting and to discuss next steps		2		80
		Total	£1,774	£3,414

The **final (Regulation 16) consultation** will be organised and designed by Herefordshire Council support is required to collate, analyse and report on consultation responses (with volunteer help) including producing graphic representations of responses.

Table 3: Third consultation	Time	Cost (£) Lower limit	Cost (£) higher limit
Collate, analyse and report on consultation responses	3-6 days @£300 per day	£900	1,800
Feedback meeting	2 hours @£40 p/h		80
	Total	£980	£1,880

Total quote for consultation:

	Lower estimate	Higher estimate
First consultation	£1,340	£3,240
Second consultation	£1,774	£3,414
Third consultation	£980	£1,880
Total	£4,094	£8,534

Maxine Bassett from Max Bassett Research



I am established researcher and have led on a wide range of community research projects. I have been involved in the design and analysis of a variety of neighbourhood plan consultations including drop-in exhibitions, residents and business questionnaires and housing needs surveys. I also specialize in consulting and engaging with young people. I am skilled in designing and delivering training to staff and volunteers in data protection, data collection and management.

I can offer a package of Neighbourhood Planning support including advice on governance, project management, research design, survey logistics, ensuring data accuracy, data analysis and data reporting. I enjoy synthesizing research findings and making data 'attractive' and readable.

CV - Maxine Bassett

My objective is to work within the field of research, data and information. My aim is that the correct information is collected for relevant needs, stored securely, analysed correctly and used to make the world (or organisation!) a better place. I also aim to achieve a sustainable work life-balance. I am continually striving to perform better in all aspects of my life.

Work experience

Researcher, Self employed, Herefordshire 2019

Currently working as a Researcher using a variety of skills to evaluate and provide evidence for projects, making use of skills in quantitative and qualitative research.

Recent projects include quarterly data analysis for a project evaluation for Action on Hearing Loss, the qualitative text analysis for Herefordshire Healthwatch on local views on the NHS' Long Term Plan, and doorstep surveys on broadband use for Herefordshire and Gloucestershire's Fastershire Team.

Director and Researcher, Data Orchard CIC, Herefordshire 2013-2018

Key responsibilities

- Setting up and running a business, including sourcing work/clients, building relationships, designing and completing projects to client's satisfaction, invoicing, bookkeeping, accounting, employing staff, health and safety, marketing and communication, GDPR.
- Using a variety of qualitative and quantitative data collection methods, including surveys (face-to-face, telephone, paper and online), interviews, focus groups, community consultation events; statistical data analysis (statistical testing of hypothesis, confidence intervals for surveys, weighting of data to reflect populations); report writing and presentation of results (headline summaries, executive summaries, full and basic reports, use of tables, charts, infographics; presentations of key findings/results to small and large audiences).

Selected achievements

- Setting up and running my own research business for five years.
- Evaluating national projects such as the NCVYS Action Squad programme including statistically robust analysis in line with Cabinet Office requirements.
- Running a partnership project to fill some data gaps in Herefordshire via a large residents' survey, Quality of Life in Herefordshire 2018.
- Assisting in over 30 Neighbourhood Development Plans, helping them to gather the evidence they need from the community to ensure robust plans are made by local people for their local neighbourhood. Projects include Whitchurch and Ganarew, Weston-under-Penyard, Peterstow, Little Dewchurch, Market Drayton, Lea, [Kings Cople](#), Dorstone and [Dilwyn](#).

Senior Researcher, Herefordshire Council, Herefordshire 2003-2013

Key responsibilities

- Desk-based data analyst in a partnership role. My role involved collecting, analysing and making sense of data from a range of partner organisations include the police, fire and rescue, health, sections within the local authority (children's and adult services, transport, environmental health and trading standards) and from community and voluntary groups across Herefordshire. This required me to have an understanding of each of these partner organisations, their limitations, restrictions, politics as well as an understanding of the data.
- Analyse and present this data to leaders of the county, using qualitative and quantitative data collection, statistical data analysis, report writing and presentation of results.

Selected achievements

- Setting up and managing the Facts and Figures about Herefordshire website (subsite of Herefordshire Council's website).
- Writing the State of Herefordshire Reports (later the JSNA) for Herefordshire and its Partners.

Residential Social Worker, Solutions (now The Priory Group), Herefordshire 2001-2003

Worked within a residential home for children aged 12-16 with emotional and behavioural difficulties. This challenging role provided invaluable experience of team working, developing communication skills and complex negotiation techniques. It required liaising with professionals within social care, health, mental health, police and the criminal justice system.

Education

BSc Behavioural Sciences (Lower Second Class Honours)

Nene University, Northampton 1998-2001

This was a joint sociology and psychology degree, with accreditation from the British Psychological Society. In 2004, I published an article in the Imagination, Cognition and Personality journal with my tutor reporting on results and findings from my dissertation.

A Levels, Worcester Sixth Form College 1996-1998

Psychology ; Pure Maths and Statistics ; German

GCSEs, Droitwich High School 1992-1996

Maths, Geography, French, German, English Lit & Lang, Double Science.

Skills

- Data analysis and extraction from software. Mostly using Excel but also SPSS and online sources. I have previous experience of using SQL when working with Access Databases and also MapInfo.
- Proficient in Microsoft Office, including Excel, Word and PowerPoint
- Regular use of cloud-based data sharing platforms such as Box, Basecamp, SharePoint.
- Use of online accounting software (Xero, KashFlow), project management tools (Harvest, Roll), team calendars (Teamup, Shared Microsoft Office Calendar) and communication channels such as Slack, WebEx, GoToMeeting.
- Regular user of survey software including Survey Monkey.
- Social media (Facebook, Twitter, LinkedIn) – marketing events and as a way of reaching hard to reach groups
- Mapping. Trained in using MapInfo mapping software, and I have used mapping to analyse and present findings in a number of projects, such as the Understanding Herefordshire and State of Herefordshire reports.
- Training. Module of a diploma in Statistics, statistic in society. Advance user training in use of Microsoft Office programmes, including Excel, Publisher, PowerPoint and Access database.
- Event organisation. Arranging to pilot youth questionnaires within a youth centre. Consultation days in Hereford city and other market towns to gather residents' views about local neighbourhood issues. Training workshops
- Voluntary work. I am a member of a Parent Carer Voice group which aims to improve the lives of children and young people with disabilities in Herefordshire.

References available on request.