



BMG Research is one of the UK's largest full service market research agencies and has an excellent track record in the field of social and economic research. For over 20 years BMG Research has worked with central and local government, local strategic partnerships, police forces, housing associations, the NHS and PCTs.

Relevant experience

The agency has undertaken a wealth of healthcare related work including:

- Patient perception and satisfaction surveys
- Staff surveys
- Stakeholder research
- Public health and lifestyle surveys

In particular, we worked with the West Midlands Regional Observatory and the West Midlands Public Health Observatory on one of the largest health and lifestyle surveys ever undertaken in the UK, with more than 80,000 respondents. The work was undertaken on behalf of, and in consultation with a number of regional partners, including local Primary Care Trusts, Strategic Health Authorities, the West Midlands Cancer Intelligence Unit and the Government Office for the West Midlands.

BMG Research undertakes a very large number of statutory surveys for public sector bodies, including:

- Best Value surveys
- Police Performance Assessment surveys
- Staff and tenant satisfaction surveys

All studies require us to undertake the work in accordance with strictly prescribed guidance.

Capacity

We process on average 500,000 postal questionnaires each year, and complete more than 500,000 interviewer-administered interviews with employers, employees, members of the public, residents and patients.

We have the capacity to complete all work in-house, including printing and collating questionnaires, coding, data inputting, data processing, analysis and reporting. We would therefore not need to sub-contract any element of the work on the NHS Staff Surveys.

In addition, we have our own professionally trained, field force for face to face and telephone interviewing, a qualitative research team, in-house coding and data processing team and a 100-seat UK based contact centre at our headquarters in Birmingham.

Quality

Autonomy gives BMG Research executives complete control over the entire research process and is crucial in meeting the agency's own high standards of accuracy, security, confidentiality, and in meeting deadlines.

The agency has rigorous data cleaning and fieldwork procedures and exceeds the requirements for BS7911 for which it has recently been accredited. In addition, the agency is working towards the international business quality standard ISO 9001 (for Market Research) and BS7799 (for Information Security Management), which it aims to have achieved by December 2006.



We work within the MRS Code of Conduct, and within the requirements of the Data Protection Act (1998).

A highly skilled team

BMG Research allocates a dedicated project manager to each job. The Project Manager will be drawn from a skilled and focussed research team, who all have extensive experience of undertaking statutory surveys on behalf of public sector clients.

Our approach offers you a single point of contact, as well as access to a wider team of specialists, including Data analysts, Statisticians and HR Specialists, who are able to add value to the interpretation of your survey data.

Costs

Our costs are for a full service and a breakdown is shown in the table below.

	Cost (£) (Excl VAT at 17.5%)	
Sampling advice and support Project inception meeting	110	
Co-ordinating mail out Printing questionnaires (x 3 waves) 12 page booklet and covering letter Reply paid envelope Sample of approx 850	600	
Distribution of questionnaires Postage (outbound and inbound)	900	
Handling receipt of questionnaires Barcode scanning of returns Telephone helpline for respondents Providing weekly updates to Co-ordination Centre	100	
Data entry 10% accuracy check	515	
Data cleaning and transfer Coding and data cleaning Data submission in Excel to Co-ordination Centre Weighting	925	
Project management Dedicated, single point of contact Provide support and advice to promote survey responses	550	
Total	£3,700	
5 Trusts (-3%) = £3,589 each	10 Trusts (-5%) = £3,515 each	20 Trusts (-7.5%) = £3,422 each



Optional additional costs are shown below

- Additional sampling advice and support (£450 per day)
- Pre-survey publicity and providing communication material (costs to be based on number and type of documents required)
- Design and piloting of new questions (£550)
- Further analysis, including statistical input (£550 per day)
- Written report (£1,250 for standard report. Costs for other reporting options and formats are negotiable)
- Presentation of results (£1,250 for standard presentation, or £850 when combined with written report. Costs for further presentations and formats are negotiable)

For more information, please contact the following:

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