



Market Research and Public Consultation

Market Research

Formed in 1997, **Agencia** has a well-established service offering to private, public and third sector organisations. With an excellent track record in offering crucial support to organisations which assists in their development and growth, and supporting challenging decisions, through a range of approaches including market research and public consultation.

Agencia utilises the full range of market research and consultation methods, including innovative techniques for assessing and comparing the relative priorities of different stakeholder groups.

“A first class piece of work: the Agencia consultants provided a real sense of experience and gravitas.”

Techniques for Issue Identification

- Focus groups
- Workshops
- One-to-one interviews
- Stakeholder conferences
- Action research
- Citizens' juries

Surveys and Quantification Techniques

- Desk research
- Questionnaire design
- Postal, telephone and web-based surveys
- Data analysis and reporting
- Staff surveys
- Assessment of stakeholder priorities.

We pride ourselves on our flexible approach and tailor services to meet the needs of both the customer and stakeholders.

Public Consultation

The benefits of completing an effective consultation:

- **Cost effective:** by providing an opportunity for individuals to input their views, the likelihood of proposals for change being supported is greatly increased.
- **Local benefits:** it enables local people to increase their own awareness of the issues affecting their community; enabling them to take advantage of positive spin-off opportunities and take measures to deal with perceived threats.
- **Creates a full picture** to identify a range of benefits which contribute to sustainable communities.

Agencia will work with you through every stage:

- ✓ **Advertising the consultation**, so that all stakeholders are aware of the proposals and have the opportunity to comment via:
 - Launch events
 - Local and social media
 - Formal and informal networks.

- ✓ **Designing the consultation strategy.**
- ✓ **Supporting individuals** in giving feedback on the proposals.
- ✓ **Recording, analysing and reporting** on responses received.
- ✓ **Digesting the implications.**
- ✓ **Developing a comprehensive evidence base** for proposal development and implementation.

The benefits of choosing Agencia

Independence and impartiality is guaranteed

Recognised and robust expertise

Our approach to sensitive exercises has previously been identified as the **appropriate solution during a judicial review.**

For more detailed information, please contact:

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