



# PUBLIC PRACTICE

## LOCAL GOVERNMENT PLACE-BASED RESOURCING & SKILLS SURVEY

### CONTEXT

[Public Practice](#) is a not-for-profit social enterprise with a mission to build the public sector's capacity to improve the quality, equality and sustainability of everyday places for now and the future. We do this by placing built environment practitioners in professional job placements, as 'Associates' within local authorities to work across a wide range of place-based [roles](#), from urban design and infrastructure planning to environmental sustainability and community engagement.

In 2022 we will be seeking to expand our placement programme across England. To support this growth, we first want to:

- a) better understand the current skills and resource challenges being faced by local governments across England.
- b) capture which Authorities will be in a position to host a placement in 2022/23 and what types of skills they will be looking for.

### THE SURVEY

There have been numerous surveys and reports produced in the last few years linked to local authority capacity (see [Place Alliance](#), [Urban Design Group](#), GLA's [Capacity Survey](#) as just some examples). Being aware that capacity is stretched within local government, we do not want our survey to be time-consuming to complete, nor a repetition of what already exists. Instead, we are looking to complement existing approaches with a very simple, pulse survey that Public Practice could regularly (annually perhaps) release to capture the essence of public sector placemaking resourcing, in an intelligent, interesting and creative way, with quality user experience seen as key to achieving a high response rate.

The respondents of the survey will be local authorities and other public sector organisations across England. If every organisation were to complete the survey we would be looking at around 400 responses and approximately 7,000 data points. Alongside the primary data collected, we would be interested in combining, or at least ensuring, that our data set aligns with the UK Government's wider strategies on metadata standards.

Timings are very tight, we hope to launch this survey on Friday 4th February 2022, with the results analysed in March. We would then look to openly share the data collected with the wider industry and hope this will also support broader industry insights and political discussions (see the House of Lords report published on 10 January, '[Meeting Housing Demand](#)' as an example).

## BRIEF

We are seeking external expert support to lead the:

- design of survey questions and format of data being collected
- build the engagement survey platform or tool to capture the data
- test the survey prior to launch
- analysis of the results to provide informative and useful learnings

The Public Practice team will help provide support in:

- inputting into the survey questions (we already have some briefing notes to share)
- any graphic or UI support when building the survey tool (if you want this)
- testing the survey and utilise officer network to gather input prior to launch

What isn't included in this brief is:

- the marketing campaign linked to encouraging authorities to complete the survey
- the production of a report sharing the findings, including any graphic design and illustrations required

## WHO ARE WE LOOKING FOR?

We are looking for a company, individual consultant, academic, service design agency, data scientist, a mixture of these, or something else entirely - we are open! We do ask that whoever takes on this project has some experience in survey design, build and data analysis, and we are especially eager to hear from those that can demonstrate a creative and user experience approach to data collection. Timings are also very tight so being able to meet the following schedule will also be key. To note: all meetings will be held remotely.

## SCHEDULE

The schedule is VERY tight and the successful provider will be able to meet the following:

1. One week design sprint, Monday 24 January to Friday 28 January: to include, briefing meeting with PP team (Monday 24th) and a further workshop with PP colleagues to follow up on initial design (Thursday 27), option to also share final draft questions and approach with wider officer network on Friday 28.
2. One week build sprint, testing and launch, Monday 31 January to Friday 4 February: We will be launching the survey during an event we are hosting on [Friday 4th February in partnership with Homes England](#). This date is fixed and already has over 200 officers signed up to attend.
3. Two weeks for data cleaning and analysis, Monday 7 to Friday 18 March: The survey will close on Friday 4 March and we will be looking to receive an analysis of the data and a cleaned version of the raw data set two weeks following its close.

## BUDGET

We have a specific budget allocated for this project and would like to hear what a provider could provide based on our budget of £15,000 (excl. VAT). This budget would include any costs associated with paying for any software platform or build costs linked to the survey tool or website to be used or built.

## EXPRESS AN INTEREST

If you are interested in this brief and are able to meet the schedule as listed please send an email to [info@publicpractice.org.uk](mailto:info@publicpractice.org.uk) with:

1. Introducing yourself / the team being proposed
2. A few summary bullet points that list your approach to the brief
3. Provide any links to relevant projects or work websites, reports, apps or videos, that would give some examples of your experience

Given the tight time scales, we are asking for a light touch expression of interest to encourage a wide range of submissions. The open call will close on Thursday 20 January at 10:00 (BST). We will review all submissions and contact you by the following day with an update.

## THINGS WE WILL LOOK FOR IN OUR SELECTION

- ENTERPRISING: proposes an interesting approach that is engaging and creative in its approach.
- PRAGMATIC: experience delivering something of a similar(ish) nature and realistic with what can be done in a short time (given tight turnaround the project just does not allow for considering those who don't have some prior experience in delivering a similar project).
- INCLUSIVE: an interesting user-centred approach to the brief, thinking about accessibility throughout (and the fire-walls of local government).
- QUALITY: high-quality offer both in terms of the way of approaching working with us on the project and the survey outcomes itself.
- OPEN: understand the benefits of joining and sharing data with other groups and with the wider industry.
- BEYOND PROFIT: preference will be given to those that aren't just working to make a profit (e.g B-Corps, not-for-profits, employee-owned companies, or groups of sole traders looking to build a value-driven portfolio).

## REFERENCES

[publicpractice.org.uk](http://publicpractice.org.uk)

[Design Deficit skills audit](#)

[PAS survey of planning departments](#) and a [summary article](#) of their findings

[GLA Placeshaping Capacity Survey](#)

[Design skills in local authorities](#)