

Activity throughout Bedfordshire

EXPERT OUTCOME

Background

The smallest of what are known as the 'Shire' counties - Bedfordshire boasts a number of fine market towns, covering 480 square miles of central southern England and has a population of over 530,000. We are proud of our long standing relationship with many of the county's leading authorities. Working on a broad range of projects, providing insight on topics such as tourism, education, housing and commuting, we have carried out engagement and perception studies.

Carrying out successful projects time and time again for clients around the county has earned us an excellent reputation for being tenacious in our approach. Helped by a broad local knowledge, we continue to deliver meaningful findings.

Methodology

Employing a range of methodologies we capture the maximum insight for the projects undertaken, including:-

- In-depth Telephone interviews
- Street Surveys
- Face to face Interviews
- On-line surveys



Combining methodologies and using robust sample sizes have provided measurable and intelligent outcomes as well as cost effective solutions across the county.

Projects

Bedfordshire County Council: we worked very closely with the city council on a range of subjects prior to it becoming a unitary authority, not least the annual business perceptions study, which we executed for over 5 years. We also conducted an incubation study, to guide the county on future development to support businesses.

Renaissance Bedford was a partnership formed to bring together public and private sector bodies through a period of renewal and development. We carried out a number of projects including a detailed commuter study; through a face to face interviews, researchers were able to gain a deep insight into commuter opinion. Another project was aimed at supporting their understanding of the housing market and delivery of services during an intensive growth period. A postal survey amongst new home owners failed and we were asked to gain the insight required; door to door techniques provided a robust outcome.

Experience Bedfordshire; which is a consortium of private and public tourism organisations, had a need to determine aspirations for growth and gain a greater knowledge of the businesses they were set out to serve; using a full range of methodologies, we were able to inform the growth and communications strategy.

Central Bedfordshire has recently commissioned an in-depth study to inform strategies for engagement with the area's key businesses. Opinions on both activities and engagement were sought through in-depth telephone interviews. We also carried out a perceptions study on the proposed regeneration of Biggleswade town centre, using street surveys. Leighton Buzzard Theatre, operated by Central Bedfordshire, wanted to gain a clearer understanding of how to increase numbers of visitors and promote their offering to a wider audience; a combined methodology of on-line surveys and telephone interviews gave excellent insight.

Bedford College has been granted the task of delivering a Free School and we carried out face to face surveys and promoted an on-line survey to inform their development strategy.



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