



Survey Proposal and Quotation

by

KVM Research

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About

KVM Research

'KVM Research' is the name under which I am working as an independent freelance researcher. While working on my own I am part of a network of specialist associates with expertise in various fields. I will call on any of these as the need arises.

My background is in Town & Country Planning, but I have worked most of my life as a statistician. My qualifications are as follows: MA (Geography), Keele University; Diploma in Town Planning, Birmingham Polytechnic; Diploma in Management, Staffordshire University; and I am a Fellow of the Royal Society of Statistics.

I worked for Stoke-on-Trent City Council until 2007 as a Senior Knowledge and Information Officer. In that capacity I gained extensive knowledge of population and social statistics and their use especially the censuses. I was closely involved in the ongoing preparations for the 2011 Census. I also undertook some small-scale surveys.

Since leaving the City Council I have worked independently on a number of projects mostly for private businesses. The purpose has been to assess their market potential and customer satisfaction.

I have also done some research into the property market within North Staffordshire and South Cheshire, both residential and commercial. Extract from this research has been reported upon in 'The Sentinel'.

On a voluntary basis I am engaged with Odd Rode Parish Council and assisted in completing its Parish Plan, published in 2006. I am currently chairing a small group working on a Village Design Statement. This is now at the consultation stage.

References:

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- **Estimate** -

Printing of 500 (350 + 150) questionnaires	£31.50
Paper	5.00
<u>Return postage:</u>	
500 envelopes	17.50
Postage 500*£0.30	150.00
Work by KVM Research £10 per hour	1,200.00
Prepare powerpoint presentation	100.00
Total	----- £1,504.00
Printing of report, 500 copies black & white	350.00
Grand total	----- <u>£1,854.00</u>

Notes:

1. The above estimate is based on the assumption that the questionnaires are ok as drafted in terms of layout and number of questions and will not require professional design.
2. Printing cost is based on black and white printing without colours. I understand that if colour printing is insisted upon the cost will be many times higher.

- Timing -

Week 1: Agreeing content of the questionnaires with 'Breath of Life'. Draft final questionnaires.

Week 2: Printing of questionnaire. Deciding on size and distribution of samples.

Week 3, 4 & 5: Delivery of questionnaires.

Week 6: Receive returned questionnaires. Follow up non-respondents.

Week 7: Collate the data and assemble two databases. Start disaggregation into tables.

Week 8: Continue disaggregation into tables. Analysis & evaluation. Prepare presentation.

Week 9: Presentation to 'Breath of Life'.

Week 10: Write report.

Week 11: Print report.

- Methodology -

Step 1: Agree content of the questionnaire with 'Breath of Life', the classifications, categorizations and the degree of detail to be used. Ensure the information needs of 'Breath of life' are met.

Step2: Agree with 'Breath of life' the samples of people to be surveyed. It is proposed to distribute 350 questionnaires among the general population as follows:

Staffs Moorlands, Leek & Endon	50
Newcastle	100
Stoke-on-Trent	150
Stafford, Stone & Barlaston	50
	<hr style="width: 100%; border: 0.5px solid black; margin-bottom: 5px;"/> 350

150 questionnaires to be distributed among the people known to suffer from breathing disorders. It is assumed 'Breath of Life' is able to provide a list of names and addresses.

Step 3: The questionnaires to be delivered by volunteers with a stamped addressed envelope for return. A short accompanying letter may be an advantage. Non returned questionnaires to be followed up by the volunteers.

Step 4: Collate the data and assemble the two databases (one for each part of the survey) in Access or Excel (17 hours).

Step 5: Disaggregate the databases and insert the information into appropriate tabulations for the relevant classes and categories of people. On the basis of the draft questionnaires it is suggested that 10 tables can meaningfully be derived from the survey of the general population and 15 tables from the survey of known sufferers (50 hours).

Step 6: Analyse and evaluate the tabulations and the information in general, compare with other available statistics. Prepare a first presentation.

Step 7: Give presentation to 'Breath of Life'. Receive comments.

Step 8: Write report taking into account comments received. (50 hours).