
Briefing Note

Consultants for East Road Playing Field Project

1.0 Background

On 6 March 2025, the East Road Playing Field Working Group met to agree how they might identify future uses and improvements to these playing fields. Their proposal was to engage a firm of consultants to carry out the research. The draft briefing was presented to councillors for agreement at the public meeting held on 20 March 2025. The briefing was circulated to 3 firms of consultants who have replied with their quotation and commentary.

2.0 Progress to date

The cost of carrying out the survey and consultation had been broadly estimated at c£15,000. All 3 consulting firms submitted bids under this estimate. Their anonymised tenders are attached in Appendix 2. On 27 May 2025, the Clerk submitted a grant application to Cornwall Council's Community Capacity Fund seeking funding for the consultant's fees. This Note sets out the briefing that was given to each consulting firm, a summary of their bids and a redacted copy of each bid.

3.0 Next steps

Pending approval from Cornwall Council for our grant application (not in itself a guarantee of acceptance), councillors will be asked to make an in principle decision to appoint a consultant to carry out the work.

Councillors may choose from these options:

- Review the quotations and select one in principle (pending decision on funding)
- Do not select a consultant and agree to readvertise for alternatives
- Do not proceed with a paid-for consultant and carry out the research work themselves

Author: John Hesketh, Responsible Financial Officer
Date: 28 May 2025

Briefing for consultants

Consultant's Proposal

Public consultation with the residents of Menheniot Parish on future use of the Recreation Field, East Road, Menheniot PL14 3RR

Purpose of consultation.

To seek views of the residents and other stakeholders in the parish of the current and future level of amenities and facilities to support their physically and mental well being.

Methodology

To include these methods. Alternatives will be considered but should be described and costed separately. A working group of parish councillors would act a critical friend to the consultants.

On-Line Survey

To give everyone in the Menheniot community a chance to get involved, we would expect to include an on-line survey using a web based survey system The parish has higher than average numbers of people aged 65 and over, and a survey that relies solely on online responses for a fair representation would not be accepted. You would need to make provision for paper survey distribution (we can assist with this).

This questionnaire seeking residents' views on

- Their current usage of the fields and its facilities.
- Any barriers or impediments that prevent them from using them at the moment
- Their current sport and leisure activities that are engaged in outside of the parish
- What other facilities they may use if provided and the likelihood of them or their families using them.
- If appropriate we would also ask about their possible involvement in management of events or teams.

Community Focus Groups

We will want to explore community opinions in more depth by using focus groups for residents. Initially, this may take the form of an open meeting which the parish council can promote in order to assess the level of interest and engagement.

Subsequent groups may involve an invited smaller group. Invitees could include representatives special interest groups such as the Menheniot Sports Association, Cricket Club, young people, older people etc.

These sessions can be held locally in familiar venues and would allow us to explore in-depth issues arising from the surveys.

Street Surveys

To give a picture of local opinion we may wish to obtain the views of the Menheniot population via a street survey sufficient to give statistically valid views of a cross-section of the community by age, sex, location and interest. We can assist with local knowledge and contacts.

Report

We would require a written report that includes analysis of the data and structured conclusions to enable the next stage of the project to develop a plan for financing and the delivery of the any recommendations.

Costs

First estimates of costs are: -

On-line Survey	£
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Focus Groups	£
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Street Surveys	£
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Summary of bids received

Consultant 1		Online Survey	Street Survey	Focus Groups	Other
		4000	3000		2000
total= 9000		4000	3000	0	2000
Consultant 2		Online Survey	Street Survey	Focus Groups	Other
		250	2000	1000	500
		500		2000	500
				2000	1500
					1250
total= 11500		750	2000	5000	3750
Consultant 3		Online Survey	Street Survey	Focus Groups	Other
		1500	1200	800	1900
		800		3300	90
					200
					200
total= 9990		2300	1200	4100	2390

Consultants replies

Consultant 1

As promised, here are my initial thoughts which can be fleshed out into a more formal brief later on.

On-Line Survey

To give everyone in the Menheniot community a chance to get involved, we recommend an on-line survey using a web based survey system. We use Survey Monkey. This would be an easy-to-use questionnaire seeking residents' views on a range of possible facilities, their preferred location(s) and the likelihood of them or their families using them. If appropriate we would also ask about their possible involvement in management.

The survey would be designed in collaboration with MPC.

Community Focus Groups

We could explore community opinions in more depth by organising and running two or three, 90-minute community focus groups for residents. The first of these could be an open meeting advertised through the council website, using notice boards and leaflets around the village. The format would be an opening statement from the consultant team and then a request for views on possible facilities.

The second and third would involve an invited group of around 12 people each. Invitees would include representatives of sub-sets the local community such as the MSA, young people, older people. These to be decided in consultation with MPC.

These sessions would be held in the parish hall or similar venue and would allow us to explore in some in-depth issues arising from the surveys.

Street Surveys

To give a statistically valid picture of local opinion we could obtain the views of the Menheniot population via a street survey. This would be conducted by an associated company based in Cornwall named Ottaway Strategic Management who I have spoken to this afternoon. They have advised that a sample of 200 respondents would be sufficient to give a cross-section of the community by age, sex, location and interest. Each interview would take around 10 minutes It would identify the most popular options from pre-prepared list. There would also be the option for an open question of "other ideas." Again, the content of the surveys would be agreed in advance with you. The surveys would be advertised in a similar way to the on-line survey.

Costs

First estimates of costs are: -

On-line Survey	£4,000
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Focus Groups	£3,000
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Street Surveys	to be advised once I have heard back from Ottaway.
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In addition, there would be another £2,000 required for report writing and client liaison.

I trust this is sufficient information for you to start your conversations with Cornwall Council. Please get back to me with any queries or further thoughts. I will advise on the market research budget as soon as I have it.

Consultant 2

Consultation Proposal for Menheniot Parish Recreation Field

Prepared for: Menheniot Parish Council

Date: March 2025

1. Introduction

This proposal outlines our approach and methodology for delivering a comprehensive community consultation on the future use of the Menheniot Recreation Field, East Road, Menheniot (PL14 3RR). Our process will engage stakeholders across the parish, identify community priorities, and inform strategic decisions to enhance local amenities.

2. Project Overview

Menheniot Parish Council seeks a thorough consultation to determine the community's views and aspirations for the Recreation Field. Key objectives include:

- Identifying current usage patterns and barriers.
- Understanding local leisure and recreational needs.
- Exploring potential new amenities and community involvement.

3. Consultation Objectives

The consultation will:

- Engage the community through diverse, inclusive methods.
- Collect robust quantitative and qualitative data.
- Provide clear recommendations based on community preferences.
- Inform future strategies for improving local amenities and community well-being.

4. Methodology

Our proven methodology includes:

- **Community Engagement Plan:** Clearly defined methodologies, activities, and deliverables.
- **Online and Paper Surveys:** Using SurveyMonkey and physical distribution for wide community reach.
- **Street Canvassing:** Conducted twice during the consultation to capture diverse opinions.
- **Town Hall Event:** Interactive session using opinion walls and physical surveys for immediate community feedback.

- **Focus Groups and Special Interest Groups:** Targeted discussions for in-depth insights.
- **Data Analysis and Reporting:** Comprehensive analysis leading to actionable insights.

5. Consultation Activities and Timeline

Activity	Duration	Description
Kick-off Meeting	½ Day	Initial project discussion with parish representatives
Community Engagement Plan Development	1 Day	Detailed methodology, activities, and timelines
Street Canvassing (Initial)	1 Day	Collecting preliminary community opinions
Online/Paper Survey Design	½ Day	Developing and launching survey - running for 4 weeks
Town Hall Community Event	1 Day	Public meeting with interactive feedback opportunities. Presenting finding from online and paper survey to inform discussions
Focus Groups (2 sessions)	2 Days	In-depth discussions with selected community representatives
Special Interest Groups (2 sessions)	2 Days	Targeted stakeholder discussions
Street Canvassing (Follow-up)	1 Day	Additional feedback gathering
Final Data Analysis and Report Drafting	3 Days	Comprehensive analysis and preparation of final report
Final Report Publishing	N/A	Professionally designed final report

6. Deliverables

- Community Engagement Plan
- Online and paper-based surveys
- Summary of Town Hall event findings
- Focus Group and Special Interest Group summaries
- Final Consultation Report with recommendations

7. Detailed Costings

Activity	Time Allocation	Number of Consultants	Day Rate (£)	Total (£)
Kick-off meeting	0.5 day	2	£500	£500
Community Engagement Plan	1 day	1	£500	£500
Street Canvassing (beginning & mid-project)	2 days	2	£500	£2,000
Online/Paper Survey Design and Set-up	0.5 day	1	£500	£250
Online/Paper Data Analysis	1 day	1	£500	£500
Town Hall Event (Opinion walls, surveys, etc.)	1 day	2	£500	£1,000
Focus Group Delivery	2 days	2	£500	£2,000
Special Interest Group Delivery	2 days	2	£500	£2,000
Final Data Analysis and Report Preparation	3 days	1	£500	£1,500
Subtotal				£10,250

Disbursements

Item	Cost (£)
Survey Monkey Management	£250
Travel	£250
Final Report Publishing Design	£750
Subtotal Disbursements	£1,250

Total Project Cost: £11,500 plus VAT

Consultant 3

Proposed Project Team and Fees

The proposed project team are locally based with a strong track record of working together and delivering similar projects. XXX have previously worked together on delivering the successful Saltash Cross and Elwell Woods project, together with the Saltash Waterfront and the Saltash Economic and Devolution projects. Referees and project experience are available upon request.

Quality and Technical Evaluation

The consortium is made up of local companies with a proven track record of working together in similar projects.

The team have widespread experience of working on high profile community projects, historic building restoration and public realm works.

Communications

We understand that Menheniot Parish Council, together with our team and key stakeholders, will comprise the decision makers.

We propose regular core project team meetings with the client and other relevant parties.

We suggest a dedicated project space is made available in the village for a public consultation drop-in day.

Please find below our fee proposal based upon your briefing document:

Online Surveys:

Set up online survey using Typeform platform.

Set up project facebook page.

Report back on findings.

Fee = £1,500 + VAT

Attend briefing meeting to agree working methods and outputs, receive client briefing. Agree extent and scope of questions and reporting framework.

Fee = £800 + VAT

Focus Groups

Prepare printed material and agenda for Focus Groups.

Fee = £800 + VAT

Attend and moderate groups. Report back on findings

(cost per group meeting - 2 people, 5 hours include travel and report).

Assume 3 Focus Groups (£1,100 + VAT per meeting)

Fee = £3,300 + VAT

Street Surveys

Prepare questionnaire, half day street survey, half day door to door sampling, report back on findings

Fee = £1,200 + VAT

Summary report

Findings of consultation and attend completion meeting.

Fee = £1,900 + VAT

Additional costs:

Typeform Subscription (2 months)

Fee = £90 + VAT

Questionnaire printing, 1,000 copies

Fee = £200 + VAT

OPTIONAL Freepost address for questionnaire returns

Fee = £200 + VAT

Total Fee = £9,990 + VAT

This quote is valid for 30 days from the quote date.