

Opportunity and Fairness Commission Budget

The support function for the Opportunity and Fairness Commission (OFC) is provided by a partnership of The Campaign Company (TCC)¹ and Quadrant Consulting². TCC and Quadrant have worked together on a range of projects over a number of years and are on many of the significant government and local government frameworks. Croydon based TCC provided the engagement support for the Imagine Croydon project³.

The support budget for activities associated with the Commission is £130,000.

As part of the bid for the support function to the Commission a number of budget areas are set out and broken down by deliverables related to outcomes.

These areas were informed by the framework of milestones established by the Council but there will be variance between them as the Commission wishes to refine the approach.

As the project progresses the Commission may wish to shift the emphasis between headings.

The budget headings are as follows:

- Research
- Community Engagement
- Communication
- Project Management

1. Research Budget

The Research budget is £36,000. This is subdivided into primary and secondary research costs. The budget includes baseline research that involves a mixture of types of research including desk-based work on available data sets and primary polling, surveying of residents and qualitative work.

This activity contributed to the development of data for the Croydon Congress event and Foundation report. There is likely to be further research activity that flows from this initial report; this will be discussed in detail with Commissioners as we define how best to use the remaining budget to provide background information for the activities of the Commission.

¹ www.thecampaigncompany.co.uk

² www.qcl.co.uk

³ www.croydononline.org/get_involved/local_strategic_partnership/croydons_new_vision.pdf

2. Community Engagement

Engaging with the community to develop a dialogue on Opportunity and Fairness is at the heart of the process of this Commission. We want to ensure that the engagement builds on current channels and dialogue but also reaches beyond those who usually engage. This needs innovation and scale. As a result this is the single largest budget heading, accounting for £49,000 of the overall budget. This work includes core elements such as the Young Opportunity and Fairness Commission, deliberative events, and reaching out to those who are harder to engage.

3. Communication

The budget for communication is £29,000. The Commission is high profile and needs to be seen as such. Managing through a proactive and planned communication strategy will help to ensure that the work of the Commission is well framed and understood. In addition communication will be vital to ensuring that the engagement elements and the evidence gathering sessions can function as intended. This budget will contribute and be embedded in a number of elements of the work streams. The communication output needs to be managed over the 14-month life of the project with appropriate weighting to ensure that there is sufficient communication from September when the Commission will be seeking engagement and to convey information around identified priority areas.

4. Project Management

There is a £9,000 budget for project management. This recognises the scale of planning and administration that lies beneath each of the elements that have been commissioned. The Commission itself requires this resource to function effectively.

5. Contingency

There is a contingency of £7,000 that has been set aside from planned activities.

Some deliverables are not included in this budget, for example the costs of the Council in project managing the process.

Overview of budget activities

| Element | Budget | Activities | Associated Outcomes |
|----------------------|---------|--|--|
| Research | £36,000 | <ul style="list-style-type: none"> - Primary research with stakeholders - Secondary research - Analysis - Additional identified research activities | <ol style="list-style-type: none"> 1. Framework for capture of data 2. Initial interpretation for Congress 3. Data gap and new research requests 4. Baseline reports and recommendations on inquiry themes |
| Community Engagement | £49,000 | <ul style="list-style-type: none"> - Mapping stakeholders - Developing bespoke methods for stakeholder groups - Implementing engagement - Harder to reach - Young Commission | <ol style="list-style-type: none"> 1. Initial engagement feedback to Congress 2. Draft engagement plan 3. Stakeholder mapping 4. Implementation of engagement plan 5. Reporting on engagement outcomes |
| Communication | £29,000 | <ul style="list-style-type: none"> - Developing key narrative for the Commission - Providing protocols - Providing a communications plan - Providing a media plan - Implementing plans - Offering flexible | <ol style="list-style-type: none"> 1. Communications supporting Commission 2. Communications supporting engagement 3. Feedback and updates on the business of the Commission 4. Pro-active and reactive communications – |

| Element | Budget | Activities | Associated Outcomes |
|--------------------|--------|---|---|
| | | communications service over the term of the Commission | responding to information and other communications related requests 5. Feeding back and promoting the findings of the Commission - reporting |
| Project Management | £9,000 | <ul style="list-style-type: none"> - Developing and administering the programme of work - Linking stakeholders to work streams - Ensuring accountability and quality across the work streams | <ol style="list-style-type: none"> 1. Ensuring internal governance 2. Liaison between key stakeholders 3. Accountable for progress and reporting on implementation |
| Contingency | £7,000 | - Contingency | n/a |