



helping you develop strategy and demonstrate performance

Can you demonstrate your performance? Is your strategy based on evidence or a hunch? Do you know what your stakeholders think? Action Planning's market research team helps organisations to consult with beneficiaries and other stakeholders, develop strategy, build their brands, create income generating businesses, measure performance and demonstrate the impact of their work.

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market research

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Effective market research has a critical role to play in the voluntary sector. It enables you to consult with your beneficiaries and other key stakeholders, ascertain who else is providing services and the gaps in current provision, develop strategy, test opportunities for developing income generating businesses and demonstrate your performance to funders.

Action Planning's in-house market and social research team takes pride in delivering highly practical solutions, tailored to your needs. We understand what the not for profit sector needs from market research.

We can undertake both qualitative and quantitative research that explores everything from your brand image through to client and stakeholder satisfaction.

We can run qualitative research when you need to explore new concepts amongst a variety of stakeholders or understand the range of views. We can also use quantitative research methods to get you the robust information you need to help you decide your strategies and measure your performance.

We can help you by:

- Designing research programmes or consultations
- Developing questionnaires or discussion guides
- Conducting focus groups, telephone or face to face interviews
- Analysing data
- Undertaking desk research
- Providing benchmarking
- Producing clear, concise and action orientated reports

As the leading full-service consultancy to the not for profit sector, Action Planning's market research is undertaken by an organisation that regularly evaluates impact, undertakes strategic and business planning, builds brands or develops new businesses for clients.

This means that Action Planning can provide a seamless service that encompasses research in a wider package of support for your organisation. We understand that research is only as valuable as the change it enables that delivers better outcomes for those you help. For more information visit www.actionplanning.co.uk or call 020 8642 4122.

"Arthritis Care's relationship with Action Planning has added great value to our strategic review planning process. We were determined to give all of our stakeholders an appropriate say in how we develop over the coming years. By supplying an expert as well as external perspective many of these challenges have already been overcome."

Neil Betteridge, Chief Executive, Arthritis Care

"Providing a team made up of specialist consultants, with a deep understanding of both the charity sector and volunteer culture, was a real benefit and meant we had results that we can use to influence future plans and direction."

Isabel Cross, Deputy Director of Operations, Crimestoppers



examples of our work

Arthritis Care - consultation to inform development of strategic plan and a member magazine readership survey

Bat Conservation Trust - full consultation with members to develop future strategic direction for membership

British Youth Council - strategic advice on brand consultation and implementation

Church Urban Fund - research to test new product concepts

Community Action Hampshire - desk research, online survey and telephone interviews to assess the impact of the recession on charities in Hampshire, including recommendations on support that CAH could provide

Crimestoppers - research and consultation with volunteers to identify how to improve the effectiveness of volunteer committees

Essex, Southend and Thurrock Infrastructure Consortium - consultation to identify ways that Volunteer Centres and CVS can work together

Ignite Trust - impact evaluation, including research with local stakeholders, service users and staff

Motability - benchmarking study on fundraising effectiveness

Relate - research into the effectiveness of different organisational structures for national charities

RSPCA - research to test new product concepts

St Mungo's - consultation with commissioners