

# **Lancaster and Morecambe: Who Are We?**

## **Research Specification**

### **January 2025**

#### **Why do we want this research?**

Lancaster City Council and Lancashire County Council are working in partnership to ensure that we are building strong and thriving communities within the Lancaster and Morecambe district.

The purpose of this research is to gain a comprehensive understanding of the diverse communities that make up the Lancaster District (Lancaster, Morecambe, and surrounding areas). It is essential that we speak to residents in the district who are the experts on the place we live. We want to use their insights and feedback to inform future policies, approaches and delivery programmes to improve community engagement and cohesion in the district.

#### **What questions do we want the research to answer?**

- Which communities make up the Lancaster district?
- What are the demographic, socio-economic and cultural characteristics of each community?
- Who are the community leaders?
- How do statutory bodies currently engage with them, if at all?
- Do communities feel like they belong in Lancaster?
- Are there communities that do not feel they are engaged/heard?
- What are their concerns and challenges facing each community?
- What are their hopes for the future?
- Do communities trust, respect and have confidence in their neighbours from other communities?
- What are the themes that are shared by communities?
- What opportunities currently exist for different communities to come together?

#### **What should the end-product be?**

We do not want to be prescriptive on the format of the end-product. What we will require during and after this research is:

- Interim Reports: Monthly progress reports.

- Final Report: A comprehensive report including all findings, analysis, and recommendations.
- Data Sets: Cleaned and anonymized data sets used in the research.

We do not mind if the reports are written, or visual and will welcome data and insights collected in voice and video form, if necessary.

The final report must:

- Help us to inform commissioning of solution delivery
- Provide actionable recommendations for stakeholders.

## Requirements of the Provider

Experience in community-based research and engagement is essential. We are keen to hear from anyone with strong writing, research and evaluation skills, who has demonstrable experience of engaging diverse communities in discussion groups and one-to-one interviews.

## Methodology

We welcome a wide range of methodologies, including surveys, interviews in the street, one-to-one interviews, community conversations, census data and focus groups. We anticipate that the research will involve some desk research.

The process of learning about communities needs to be done in a way that is collaborative and respectful. Through the monthly feedback reports, we would want the researcher/s to make sure that we are learning from the process of conducting the research as well as the end product.

## Timeframe for Delivery

We would like a final research report to be completed by 1<sup>st</sup> November 2025.

- Project Kickoff: 1<sup>st</sup> April 2025
- Data Collection Phase: April to August
- Data Analysis Phase: May to September
- Draft Report Submission: October 2025
- Final Report Submission: 1<sup>st</sup> November 2025
- Stakeholder Presentation: Mid-November 2025

## Funding

The amount of available funding for this project is £10,000.

## Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- Creativity and innovation in meeting the project specification.
- Experience and qualifications of the research team.
- Cost-effectiveness and value for money.
- Timeline and project management plan.

## Submission Guidelines

- Please submit the following:
  - 1,000 word detailed proposal of how you will meet the research specification
  - CVs of key team members
  - A detailed budget breakdown should be provided including personnel, data collection, analysis, and reporting costs, where applicable.
- Proposals should be submitted by 28<sup>th</sup> February 2025 to [rebeccajoy.novell@lancashire.gov.uk](mailto:rebeccajoy.novell@lancashire.gov.uk). Any questions can be directed to the same email.