

# **Healthwatch Cambridgeshire and Peterborough**

## **Awareness and perception survey**

### **Briefing for tender opportunity**

#### **Introduction**

Healthwatch Cambridgeshire and Peterborough is the independent CIC that delivers the Healthwatch functions for Peterborough and Cambridgeshire. We are commissioned by Peterborough City and Cambridgeshire County Councils, with additional income and contracts for non-statutory work. We employ 18 people, are governed by a Board of 11 Directors and have approximately 100 other volunteers helping deliver services.

We are currently refreshing our strategy<sup>1</sup> and looking for a suitably experienced provider to carry out an awareness and perception survey of stakeholders to inform the refresh process.

#### **Refreshing our strategy**

Our existing strategy runs from 2020-25 and so a mid-term refresh is required, particularly as the environment has significantly changed since the strategy was agreed in 2020. The refresh will consist of three elements:

1. An analysis of the data we have collected in the past two years.
2. Extraction of Peterborough and Cambridgeshire data from the Healthwatch England 2022 brand awareness survey.
3. A stakeholder awareness and perception survey.

This tender is to provide the third element.

It should be noted that our Communications and Engagement Strategy is being refreshed at the same time, so there will be a specific emphasis on communications.

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<sup>1</sup> 2020-2025 strategy final - for web.pdf ([healthwatchpeterborough.co.uk](https://healthwatchpeterborough.co.uk))

## **The work required**

The proposed survey is short, five questions including quantitative responses and a final free text 'tell us more' question.

It should be completed by a suitable demographically diverse adult population from within Cambridgeshire and Peterborough. Tenders should explain how this will be achieved.

The successful bidder will finalise the survey questions in agreement with the Healthwatch leads and ensure delivery of not fewer than 150 and not more than 350 responses. They will also collate, analyse and present the survey findings back to Healthwatch.

Ideally, the survey period will run between September and early October 2022, with a final report produced by the end of October.

Please submit your tender to [carole.rose@healthwatchcambspboro.co.uk](mailto:carole.rose@healthwatchcambspboro.co.uk) by midday on Monday 15th Aug 2022