Y Gwir Anrh/Rt Hon Rhodri Morgan AC/AM Prif Weinidog Cymru/First Minister for Wales

> CANCELLI DECLATORAL EL HOLA ACTA GALAS INALTER AL STOLATORAL STATAL EL PADA EL DERGELLI STOLATORAL DP 1047 | 07-11



Llywodraeth Cynulliad Cymru Welsh Assembly Government

Ein cyf/Our ref MB/FM/5405/07 ASS ADD STELLAND A STRUCT

Nick Bourne AM National Assembly for Wales Cardiff Bay CF99 1NA

December 2007

During First Minister's questions on 4 December I agreed to respond to your question about the cost of commissioning focus groups with citizens across Wales for the purposes of finding out what they think about the Assembly Government and its services and to inform the development of a customer service strategy.

It is anticipated that the exercise will cost in the region of £25,000. This cost is based on standard contractual rates set in place for the civil service as a whole, and used by the breadth of the UK public sector for research such as this, through the Central Office of Information. The groups will be run by professionally accredited and independent market research agents. The actual cost of the focus group work will not be known until the procurement process is complete.

To ensure maximum value from the exercise, this work has been developed across all departments and with the engagement of the Office of the Chief Social Research Officer. The groups will be used to assist developments of our web services, our customer service improvement programme and our commitments to developing the wider public service through *Making the Connections*.

Delivering better services for the people of Wales through the development of a truly citizen centred approach is a key part of the implementation of our *Making the Connection* and *Beyond Boundaries* commitments. The group approach allows direct engagement with citizens and complements well other work in understanding the customer and citizen by providing a more in-depth understanding of their views. This particular exercise has been designed to reflect the geographical and demographic diversity of Wales including both English and Welsh speakers.

To: 1. First Minister From: Matthew Hall Business Development Department Cathays Park 2 Cardiff

Ext: 1537

Date: 07/12/07

Draft Response to OAQ(3)0543(FM) - Nick Bourne AM

lssue

This letter relates to an OAQ raised by Nick Bourne AM on Tuesday 4th December on the subject of the cost of focus groups with citizens as set out in the Record of Proceedings below:

[MB/FM/5404/07]

http://www.assemblywales.org/bus-home/bus-chamber/bus-chamber-third-assemblyrop/rop20071204qv.pdf?langoption=3&ttl=The%20Record%20%28PDF%20562%2C%20kb%29

Background

Further background information relating to these groups can be accessed via the decision report published following their approval on 16th November 2007:

http://new.wales.gov.uk/publications/accessinfo/decisionreport/DRGov/1813885/?lang=en