



## Services

# Social Research

We produce high quality and insightful research that really matters. Our experienced team conducts social research based on a full range of quantitative, qualitative, and 'mixed methods' designs.





# Social Research

We know that well-informed decisions depend on good quality evidence.

We carry out research that helps others to clarify where they stand, make their case, and extend their influence.

## This research can take many forms:

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**Socio-economic analysis.** We help to make sense of an area's assets and needs using available demographic, social, and economic intelligence.

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**Third sector mapping.** We conduct research into the scale, characteristics, and potential of the third sector and social enterprise.

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**Community consultation.** We design and facilitate targeted public consultations that are inclusive, effective, and enjoyable.

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**Participatory action research.** We work with and equip local groups and communities and to carry out real-world, results-focused research.

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**Customer research.** We carry out primary research into service user needs, expectations, and experiences.

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**Best practice research.** We produce case study evidence and best practice guides that can inform and inspire.

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**Policy research.** We conduct research that breaks new ground and informs local and national policy-making.

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We specialise in qualitative social research but are equipped to conduct research based on a full range of qualitative, quantitative, and 'mixed methods' designs. We prefer to carry out research on a collaborative basis where possible. We present evidence in creative ways and use a Plain English reporting style.

We bring qualified social researchers that are members of the Social Research Association, and we follow the codes of conduct of the Market Research Society.

How can good research evidence help you make your case? Just give us a call to discuss your needs.

## Recent Work

### Producing an accurate snapshot

We carried out a ground-breaking piece of 'mapping' research to identify the scale, characteristics and contribution of social enterprises in Glasgow. Some have described it as the most comprehensive analysis yet of area-based social enterprise activity.

### Conducting research that matters

We developed and now manage the Research4Change™ programme. This provides affordable research to small charities while at the same time offering much needed experience to graduate researchers. It's our 'no frills' service (think Easyjet rather than BA).

### Taking an asset-based approach

We led an ambitious project to train and support a group of volunteer researchers in the town of Maybole. Based on a participatory asset mapping technique, the public consultation that followed revealed the area's hidden strengths and ways to deliver improved health outcomes.

### Informing the policy response

We were commissioned by Government to explore innovative responses from enterprising charities and social enterprises to challenges arising from welfare reform policy.

Further case studies are available at [www.socialvaluelab.org.uk](http://www.socialvaluelab.org.uk)

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**Get in touch! - Call us on 0141 530 1479**

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