



Social research in an era of austerity

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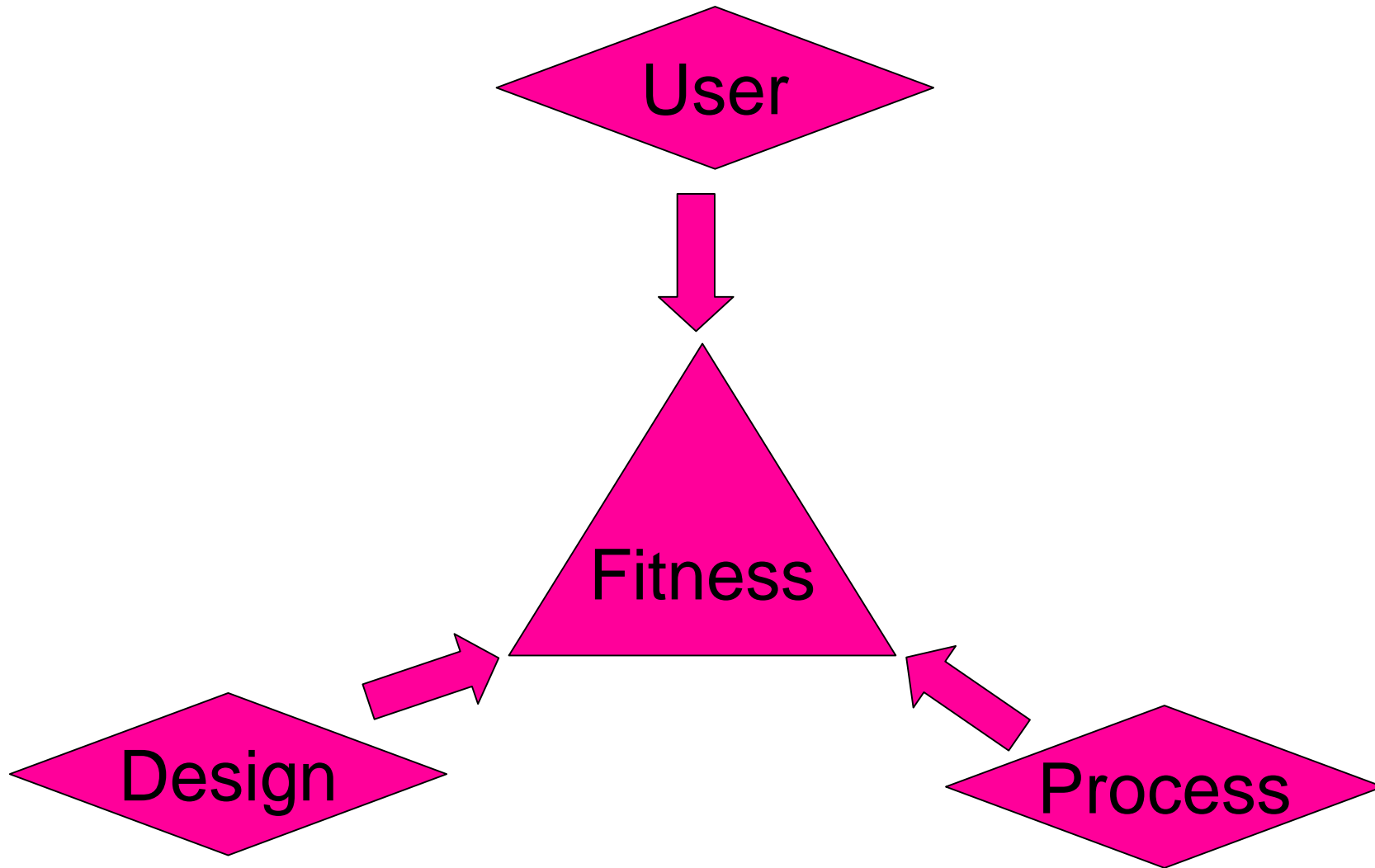
SRA Conference December 2010

Parameters and Priorities

- 1 Retained/ Discarded/ Added
- 1 Cost reduction
- 1 Frequency
- 1 Granularity/relevance
- 1 Timeliness
- 1 Accuracy



A Common Quality Framework



Achieving the Austerity Agenda

Design

- 1 Transparently
- 1 Comparably
- 1 Coherently
- 1 Creatively

Process

- 1 Simply
- 1 Efficiently
- 1 Cost-effectively
- 1 Reliably

Delivering Transparency

Stakeholders

- Language
- Data access
- Wider public interest

Ethics

- Defined quality standards
- Objective Evaluation
- Professional integrity



Comparability

Why?

- 1 Stakeholder Expectation
- 1 Public Confidence
- 1 Best Practice
- 1 Legal Requirements
- 1 Liability Issues

How?

- 1 TSE Approach
- 1 Survey Design
- 1 Process Management
- 1 Quality Management
- 1 Quality Metrics

Coherence

Why?

- Inter-operability
- More for less
- Greater utilisation
- Basic building block
- Austerity strategy

How?

- Standardisation
- Data architecture
- Integration
- Modelling data and beyond



Simplicity

- 1 Eliminate over-complication
- 1 Reconcile and refine needs and perspectives
- 1 Distinguish urgent, important, and nice to know
- 1 Simpler, shorter, standardised, robust, should be the mantra



Delivering Efficiency

Achieve:

Continuous process improvement

Productivity growth

Target setting

Better Procurement

Effective use of IT

Requisite training and skills

Avoid:

Design Degredation

Rigid specification

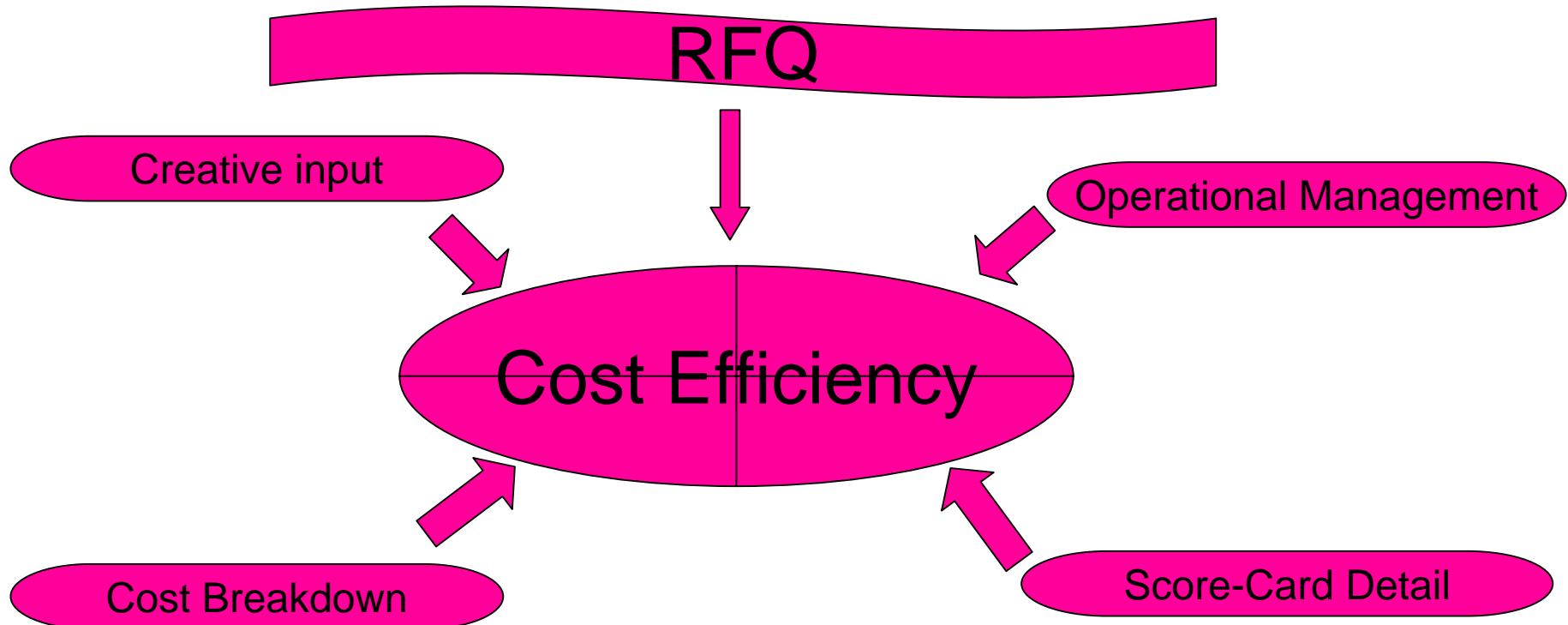
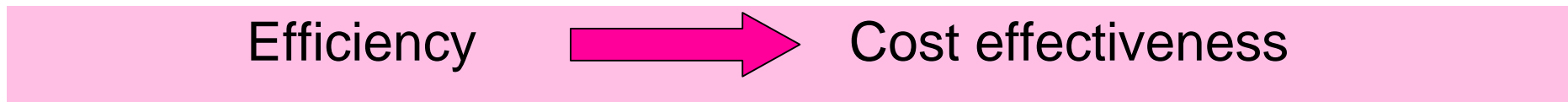
Inappropriate score cards

Potential obstacles

Supplier Organisational Structures

Procurement Management

Cost-effectiveness



Creativity

Do:

Identify the essentials

Brainstorm options

Involve all players

Cover:

Sample design and technique

Simulate errors and design effects

Invest

Use:

Historic cost models

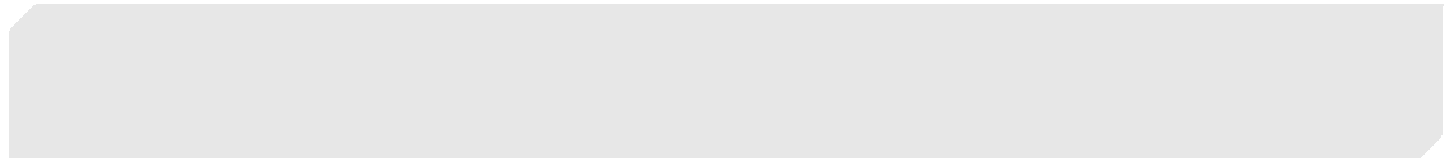
QC and project control to reduce errors and costs

Prior data and modelling to provide granularity and calibration



Reliability

- 1 Train Hard -Fight Easy
- 1 Avoid Risk
- 1 Eliminate Duplication
- 1 Test Innovation First
- 1 Clarify Responsibilities
- 1 Learn from Mistakes



Where Have We Got To?

Fix maximum spend

Detail requirements and priorities

Always plan

Always measure

Demand more from both sides

Establish relationship and trust with suppliers

Set targets for continuous improvement

Share rewards

Learn from failure

Think outside the box

