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Localis Research

WHY SPONSOR LOCALIS' RESEARCH?

High quality, original research – Localis has a strong track record in producing ground-breaking, original research. Our research methods include surveys and quantitative analysis, case studies, as well as interviews and desk-based research.

Influence the policy debate – Our work has been influential in shaping the Government's agenda including on issues related to local government finance, pooled budgets and place based initiatives, sub-regional governance, and performance and assessment. Our research has been cited in Parliament, and we are frequently invited to speak to senior ministers and civil servants about our work.

High level intellectual engagement – We engage and influence at the highest level with senior figures from across the local government community, including influential council leaders, ministers and shadow ministers, senior civil servants, journalists and academics. Our recent reports have included contributions from high-profile figures including Sir Michael Lyons, Sir Simon Jenkins, Lord Bichard, Lord Heseltine, Dr Anthony Seldon and Baroness Eaton DBE.

Impact and exposure – Our research has received significant national and trade press coverage including the BBC, Financial Times, Guardian, The Times, Local Government Chronicle, Municipal Journal and others. Our reports are sent to all of the key stakeholders, including senior local and national politicians.

WHAT DO I GET FOR SPONSORING A LOCALIS PROJECT?

Regular meetings and input into the publication – From the initial project-scoping meeting there will be an opportunity to input into the structure and content of the publication itself. We will also aim to arrange regular meetings or conversations to discuss the progress of the work.

Brand publicity – There are numerous opportunities for the sponsoring partner to receive brand publicity, including on the report itself, in email invitations or mail-outs or during events. We are also happy to discuss other opportunities that may be of benefit to the sponsoring partner.

Engagement and consultation – During the project process, there may be opportunities to engage with key decision makers and policy makers, either through meetings, or as part of a broader consultation strategy. Full copies (hard or electronic) will be sent to an agreed list of key stakeholders after the launch.

Media coverage – We will endeavor to ensure that the project receives as wide a media coverage as possible, and will agree this with you early on in the project. This could include articles on the Guardian blog, ConservativeHome, Local Government Chronicle or Municipal Journal, and then nearer the launch date a full press strategy for before, during and after the launch. We would draft a press release in collaboration with the sponsor, and aim to tailor the media strategy to suit the aims of the sponsor.

Roundtable discussion event (optional) – Roundtables are a good opportunity to engage with the key figures from the relevant field, and are a good opportunity to feed in and discuss a wide range of opinions early on the research. These can be arranged for an additional fee.

Launch event (optional) – Most sponsors opt to support a launch event, which can take the form of a panel discussion, a drinks reception or a conference event. The launch event can take place in our fully-equipped 'Ideas Space' in the heart of Westminster. A launch event can be arranged for an additional fee.

Design of final report – The full cost of the professional design of the report is included as part of the fee.

Printing (optional) – The printing of hard copies of the report can be arranged at an additional (cost) price with our professional printing company.

Hard copy mail-out (optional) – We would be happy to send hard copies to an agreed list for a small additional fee.

TYPES OF RESEARCH

Full Report – Full reports are a fantastic opportunity for sponsors to be involved at the forefront of key policy debates. They generally take four to six months to complete. Sponsors have the opportunity to input into shape and structure of both the research plan and will also have the opportunity to feed any useful and relevant case studies, and provide data where appropriate. They will also have the opportunity to have their logo included in the report.

Pamphlet/Short Report – Shorter reports or pamphlets are a useful alternative or supplement to the larger reports especially when time is a concern. Depending on the project, this could involve looking at a range of case studies of good practice and successful initiatives from the UK and abroad. The report or pamphlet could also focus on one component of what would usually be part of a full project, or form the starting point for engagement with key stakeholders. It can also be used to leverage some media attention and publicity amongst policy makers.

Snapshot– Using our extensive local government database and survey software we are able to carry out targeted or wider surveys from the local government community. The results from the survey will be put together in a 'Snapshot' publication. This is an excellent opportunity to glean the opinions of local government officials on key subjects, and receive brand exposure for association with the survey.

Policy Platform– This is an opportunity to sponsor one or a series of publications which debate a topical issue from a range of different perspectives. The sponsor's logo would be included on the publication, and there is the option to send each publication to our extensive mailing list.

Discussion Note – A discussion note is a short publication which summarises the key themes discussed during a roundtable discussion, on a Chatham House basis.

COSTS

	<i>Typical Cost for Non-Members*</i>
Research	
Large research project	£25,000-£35,000
Small research project	£10,000-£15,000
Snapshot Survey	£8,000-£10,000
Policy Platform	£3000 each or four for £10,000
Discussion note following event	£1500
Additional options	
Roundtable discussion or panel event	£4000-£7000
Conference events	£6000-£8000
Consultancy (half day)	£1500-£3000

MEMBERSHIP

Please note that Localis Membership provides substantial discounts on any work undertaken during the membership period. The cost of corporate membership starts at £10,000 which provides a discount of at least 25% on any work, plus a range of additional benefits. For more information, or for a full quote, please email dominic.rustecki@localis.org.uk

**NB. All costs quoted here are exclusive of VAT. A detailed proposal for each piece of work will be agreed once membership has been signed. Research and event prices exclude additional expenses not listed, including printing costs and refreshments.*