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Professional standards and quality assurance

Last Modified September 04, 2019



As a local authority service we conform to strict data protection legislation including ICO Data Controller status.

Memberships

Across the team we are members of [the Consultation Institute \(tCI\)](#) and [Local Area Research and Intelligence Association \(LARIA\)](#).

All our research is undertaken in line with the [Market Research Society \(MRS\) Code of Conduct](#) with additional safeguards to mitigate the impact of surveys on respondents.

We operate a variety of data quality checks in line with project budgets. Some of our quality checks include telephone checks on fieldwork interviews, random sample checks of inputted surveys, duplicate checking of public surveys, coding and categorising open ended and 'other' questions, and data analysis of fieldworkers to ensure quality and consistency.

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