



**Oxfordshire
Clinical Commissioning Group**

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16 March 2017

Dear Victoria

Thank you for your letter of 13 March 2017. I can confirm that we have commissioned the support of QA Research to support the consultation. As you know, we are keen to do everything we can to engage people from all sections of the community. We have shared with you our approach to engaging through community groups and this work is continuing. QA Research is intended to supplement this work using market research techniques of face-to-face and telephone interviews.

We have asked them to help us with gathering views from young women aged 16-24, people from ethnic minority groups and people with disabilities.

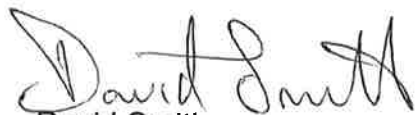
QA Research has considerable experience and expertise in this area and has previously worked in Banbury town centre. The company conforms to the Market Research Society Code of Conduct and is registered to the international standard for research – ISO20252:2012. The field work team are equipped with consultation documents and translations if needed. The questions they are asking are the ones in the consultation survey. Their field workers are experienced and trained for this type of work and are all clear that they are conducting this work on behalf of the local NHS. The only responses recorded are those given by the people they interview. No incentives have been offered to the company by the CCG for anything other than this.

A single health lottery ticket (worth £1) is being offered as a thank you to anyone prepared to complete the survey with them. The company have used this model before as a modest thank you. It is common practice for this type of research to offer a financial thank you.

As a result of the intimidation experienced in Banbury on Saturday, and the comments on social media, the police were informed and QA Research have informed us that they are unwilling to send out their survey team into Banbury again to conduct face-to-face interviews. This is disappointing but engagement with these 'seldom heard' groups will continue through telephone interviews and making links with community groups. I

understand one of the field workers has 20 years' experience of market research and has never faced this type of intimidation before.

Yours sincerely

A handwritten signature in black ink that reads "David Smith". The signature is written in a cursive style with a large, stylized 'D' and 'S'.

David Smith
Chief Executive