

Consumer Focus Board

Paper 9

Title: Consumer Insight project update

Purpose: For information

Date of meeting: 28 June 2011

Responsible officer: Philip Cullum

Prepared by: Philip Cullum

Attachments: Project outline

1 Overview

- 1.1 The Board agreed at its May away day that we should produce a forward-looking paper which draws together our expertise and insight on consumer detriment and the approaches that we have used to make a difference.
- 1.2 The project outline is attached. The project will be led by Philip Cullum until his departure towards the end of August, supported by a small team of colleagues on a part-time basis. Philip will be freed up from other work to focus on this in the next two months.

2 Action for the Board

- 2.1 To note the actions taken to develop this project, including the establishment of a steering group, formed of four Board members, which will meet on a weekly basis.

3 Resources

- 3.1 This project will be undertaken wholly or mostly using existing resources. We may use some limited freelance support, but we do not plan to conduct any new research; the aim is to re-analyse existing data.

4 Next steps

- 4.1 We plan to start work on the project immediately.