

wavehill™

social and economic research
ymchwil cymdeithasol ac economaidd

Analysis of community engagement to inform development of the Race Equality Action Plan

25th January 2021



Wavehill: social and economic research

- Wales office: 21 Alban Square, Aberaeron, Ceredigion, SA46 0DB (registered office)
- West England office: 2-4 Park Street, Bristol, BS1 5HS
- North of England office: Milburn House, Dean Street, Newcastle, NE1 1LF
- London office: 52 Cecile Park, Crouch End, London, N8 9AS

Contact details:

Tel: 01545 571711

Email: wavehill@wavehill.com

Twitter: @wavehilltweets

More information:

www.wavehill.com

<https://twitter.com/wavehilltweets>

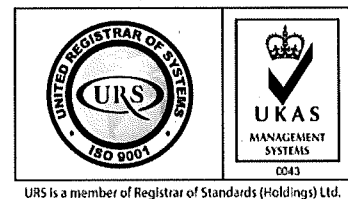
© Wavehill: social and economic research

Please note that the information provided in this document is commercially sensitive and confidential. It should not be shared with a third party without our prior permission.

For further information about this tender please contact:

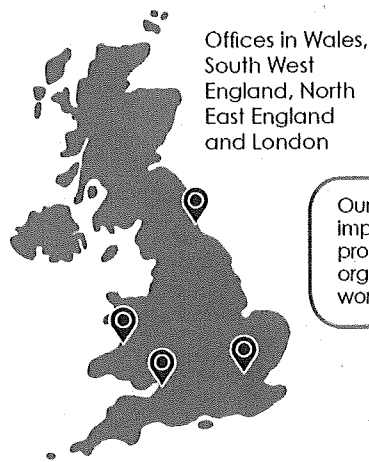
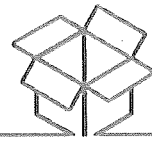
Name: Llorenc O'Prey

Email address: llorenc.oprey@wavehill.com



A little bit about us...

An independent social and economic research company



Offices in Wales,
South West
England, North
East England
and London

We want to
use research
to make a
difference!

Over **600**
projects completed since
2001

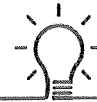
Set up in
1992

Our purpose is to
improve the projects,
programmes and
organisations we
work with



Helping clients to...

Research, plan and
design what they
want to do



Collect feedback,
learn and improve
what they do

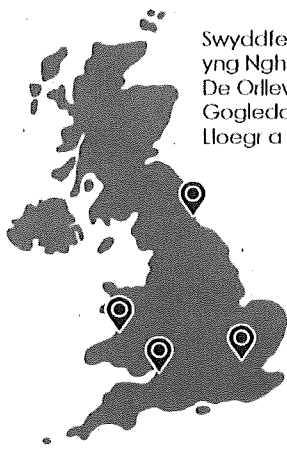
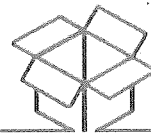


wavehill
social and economic research

wavehill.com

Tipyn bach amdanom ni ...

Cwmni ymchwil cymdeithasol ac economaidd



Swyddfeydd
yng Nghymru,
De Orllewin Lloegr,
Gogledd Ddwyrain
Lloegr a Llundain

Yr ydym eisiau
defnyddio
ymchwil i wneud
gwahaniaeth!

Dros **600**
o brosiectau wedi eu cwblhau ers
2001

Sefydlwyd yn
1992

Ein prwrpas yw i
wella y prosiectau,
rhaglenni a cyrff yr
ydym yn gweithio
a hwy



Yn helpu ein cleientiaid i...

Ymchwilio, cynllunio
a dylunio beth maent
eisiau ei wneud



Casglu adborth,
dysgu a gwella
beth maent yn
ei wneud



wavehill
cwmni ymchwil cymdeithasol ac economaidd

wavehill.com

Contents

- 1 Experience of producing comprehensive and credible analysis of feedback from2
communities or consultation responses2
- 2 Expertise in working on research projects related to equality, in particular race equality 5
- 3 Our Approach and Workplan8
- 4 Cost15

1 Experience of producing comprehensive and credible analysis of feedback from communities or consultation responses

Wavehill hold extensive experience of completing detailed and rigorous analyses of large unstructured datasets emanating from community engagement and consultation exercises. Through a number of high-profile analyses for Welsh Government, for example, we have designed and implemented rigorous protocols for the systematic treatment of large-scale qualitative datasets. This includes analysis of response data that is similar to that which will emerge from community engagement surrounding the Race Equalities Action Plan.

Most recently, we completed a detailed analysis of responses to the Independent Panel's consultation on qualifications arrangements in Wales. The research informed, in part, the Education Minister's decision to move away from exams to Centre Assessed Grades in 2021. Drawing on almost 4,000 individual responses from a diverse range of groups, including parents, teachers and the broader community, we developed a detailed examination of opinions and concerns held by respondents. We also completed the analysis within very tight timescales. We developed an interim analysis of quantitative data within 24 hours of the consultation closing, and a detailed thematic framework summarising the substantive themes raised across responses within 3 working days. From inception to the final report, we turned the analysis around in under three weeks, producing analysis that featured as an annex to the Independent Panel's final report.

We also have experience of handling consultations on culturally sensitive subjects. For the Welsh Government we completed a detailed examination of responses to the Religion, Values and Ethics consultation. This explored the views and perspectives of over 1,600 individuals and communities towards the proposed reforms to the curriculum surrounding religious education, including removing the parental right to withdraw from pluralistic provision. As part of the research, we engaged a range of voices including Gypsy and Traveler communities as well as faith and interest groups such as the Catholic Education Service and the National Secular Society. The analysis was communicated with sensitivity, highlighting areas of consensus as well as areas of disagreement surrounding the proposals. Our analysis fed into the development of the curriculum, as well as the Minister's response and continued engagement with communities.

For the Senedd, we conducted a similar analysis exploring views and perspectives of a range of community groups and stakeholders towards the Curriculum and Assessment (Wales) Bill. This explored the views of parents, children and young people, and teachers, amongst others, towards the Bill. We disseminated the findings in a number of ways, including a written report and providing oral evidence to the Children, Young People and Education Committee.

We have also conducted other, detailed consultation analyses for Welsh Government feeding into the development of national policy, including action plans. Drawing on a diverse range of evidence, including detailed technical submissions for organisations, focus groups, consultations responses and social media data, we undertook a detailed examination of views and perspectives of the education community towards the new Curriculum for Wales 2022. We have also undertaken broader consultation analyses feeding into the development of Welsh Government agricultural and industrial policy, including in supporting the development of an Action Plan for the Visitor Economy.

Through this and other experience we are very familiar with handling and analysing diverse range of qualitative information, including in structure, form, depth, and in language. Unifying this experience is a deep understanding of the empirical and methodological considerations and challenges of developing robust analyses that stand independent scrutiny. Our outputs have presented balanced and sensitive analyses that provide accurate insights that are invaluable in the development of national policy. Through detailed engagement with client teams, we have worked closely in reflecting the views and perspectives of communities in the development of policy, including action plans.

1.1 The Research Team

Wavehill propose to bring together a multi-disciplinary team to successfully complete the analysis and disseminate findings. The team hold a balance of subject knowledge and methodological expertise.

Andy Parkinson BA (Hons) MPhil Pg(Dip) Distinction, Project Director

Andy will support Llorenc in the development and communication of the analysis. He will have an important Quality Assurance function, ensuring that the conduct of the analysis and reporting

Andy has over 20 years' research and consultancy experience and has delivered assignments for a range of clients including Welsh Government, the Department for Culture, Media and Sport, the Home Office, Arts Council England, Social Care Wales and The Prince's Trust. Andy also has a background in community-based regeneration, public health and criminal justice and offers experience of undertaking consultancy work focused on exploring issues of equality of access to services and community cohesion.

In 2014 he led a review of Equality & Diversity within the arts and cultural sector in England which was used by Arts Council England to shape their investment process. He was subsequently commissioned to update this review in 2016 to guide and inform Arts Council England's future work around diversity. In 2018, he continued strands of this work to undertake an evidence review on leadership, workforce development and skills in the arts, creative and cultural sector for Arts Council England. This report explored issues relating to career development workforce diversity, highlight its influence and impact on investment decisions and programming which, in turn, affect how communities can perceive and connect

to the arts. These reports all explored issues related to race equality and have been used to inform future funding practice.

Llorenc O'Prey BSc, MSc FRSA, Lead Analyst and Project Manager

Llorenc will lead the overall analysis as Project Manager. He will oversee all aspects of the research, including the development and implementation of the thematic framework, the analysis of quantitative data, and in developing and communicating the interim and final analyses. He will also be the main contact for the client team.

Llorenc has led the successful completion of seven substantive consultation analyses feeding into the development of national policy. Through this work, he has developed and implemented research protocols for the systematic analysis of large-scale qualitative datasets. In order to ensure large teams of researchers code data rigorously and consistently, for example, Llorenc has drawn on best practice from other methodologies, including interrater reliability testing from systematic review.

Together, Llorenc has delivered a diverse range of research outputs that support and inform the development on policy and practice, including for Welsh Government. Llorenc led a number of analyses, for example, that have informed the development of the new Curriculum for Wales, including on sensitive areas such as Religion, Values and Ethics. Llorenc was also able to advise on the limits of the analysis in informing the development of proposals, including the presence of selection biases within responses and how they should be treated in communicating the findings.

Dr Dyfan Powel, PhD, Senior Consultant

Dyfan will support Llorenc drawing up a coding frame, and in writing up the final analysis.

Dr Dyfan Powel, a first language Welsh Speaker with over 12 years' experience as a researcher in the public, private and academic sectors. He has extensive experience in designing and delivering education research projects and in researching and interviewing the education based workforce over the past four years. Dyfan recently completed research into Teachers' Perceptions of Reformed GCSE Qualifications (on behalf of Qualifications Wales). He holds a nuanced and detailed understanding of wider education reforms in Wales, and the practicalities faced by teaching staff and SLTs in schools. Moreover, alongside his formal training, he holds practical and recent experience of designing and refining methods, tools and lines of questioning to elicit and capture relevant and insightful data from teachers.

Anna Burgess, BA MSc, Senior Analyst

Anna will support in the development of the thematic framework, and in coding qualitative data and in analysing quantitative data. She will also support in the development of the interim and final analyses.

Anna is an experienced consultant specialising in qualitative research and analysis, focussing on developing analytical processes and methods to ensure that qualitative data is obtained

and analysed in a sensitive, rigorous and meaningful way. Anna has completed a number of high-profile analyses that have informed the development of Government policy. Most recently, Anna led an analysis of patient experience data for the National Evaluation of Maternity Services on behalf of Health Inspectorate Wales which explored patient experience data against protected characteristics. She is also the relationship manager for localities as part of the Breaking Boundaries Programme, which aims to bring different ethnic and faith communities closer together and foster mutual respect and friendships through cricket. She has excellent qualitative and quantitative data analysis skills and has extensive experience of analysing and reporting on survey data using software packages such as Microsoft Excel, NVivo, Qualtrics and QGIS.

Sarah Usher, BSc, Analyst

Sarah will support the analysis of Welsh and English qualitative response data.

With a background in youth work and engagement, Sarah is an experienced researcher and has supported a number of projects, including in the development and implementation of engagement strategies drawing on social media. She has also supported a number of consultation analyses, including on RVE and RSE.

Tony Jones, Analyst

A Welsh speaker and experienced researcher, Tony will support the simultaneous analysis of Welsh and English qualitative response data.

A first language Welsh speaker, Tony has worked as an analyst at Wavehill for over four years. He has experience of undertaking in-depth interviews with organisations and stakeholders across a range of research and evaluation studies. He has contributed to a number of consultation analyses, including exploring responses to the Curriculum for Wales 2022.

2 Expertise in working on research projects related to equality, in particular race equality

Through our work we have been able to establish an in depth understanding of the policy context surrounding equalities both within Wales and more broadly in the UK. This includes policy specifically focussed on achieving equality in Wales, such as Welsh Government's Equality plan and objectives both 2016-2020 and more recently 2020-2024, or policy areas to which equality plays a key role such as the Wellbeing of Future Generations Act (2015), and Prosperity for All.

The Race Equality Action Plan for Wales is set to build upon the body of work already conducted by the Welsh Government that can be seen in documents such as the Is Wales Fairer Report, the Nation of Sanctuary: Refugee and Asylum Seeker Plan, and the Enabling Gypsies, Roma and Travellers report. As is highlighted in these reports, and clearly stated in

the Welsh Government's current Equality Plan, consultation is essential to the future development of equality policies and strategies involving equality in Wales. Therefore, it is critical that this consultation is analysed in a way that ensures representation and appreciates the intersectionality of people's identities, so that it can effectively inform the action plan as well as future debates and strategies.

Regarding the Race Equality Action Plan for Wales, it is our understanding that the Deputy Minister and Chief Whip indicated that the duty was to be commenced on the 29 September 2020, the Welsh Government has reprioritised its business to reflect the unprecedented nature of the Coronavirus (COVID 19) crisis. Therefore, a revised date for the duty has been agreed. The duty will now come into force on the 31 March 2021.

The duty will be a key mechanism in supporting the most vulnerable in our society and something which will be extremely important when we recover from the current crisis. COVID 19 has been identified as exacerbating inequality especially with regards to the BME community¹ and people experiencing and living in poverty in Wales². The COVID 19 pandemic, its subsequent lockdowns and social distancing measures have all had immense economic ramifications for businesses in Wales, to which we have been contributing to the analysis of through our work with councils such as Caerphilly CBC where we were tasked with assessing the impact of the pandemic. This has reinforced our awareness of the challenges communities are facing as a result of these new pressures, especially those who have been made redundant or have experienced extended periods of furlough leave, leading to severe financial stresses for some already vulnerable people and families.

In addition to effecting those who are currently in or have recently been in employment, the pandemic has also created more barriers for those who are furthest from the job market. We have conducted a lot of evaluations on behalf of Welsh Government, Councils and Local Authorities on employability programmes targeting both those who are near the job market and those who are very distanced. Many of these projects in particular the work we are currently doing in North Wales on the ADTRAC project, and our work in Manchester on the Motiv8 programme, have a focus on groups identified in the Equality Act of 2010 such as, differently abled individuals, people with work limiting health conditions, young parents, and people from BME and migrant communities. What we have seen through this research is that many of the beneficiaries of these problems now find themselves in an even more disadvantaged position with regards to entering education, employment or training due to increased competition in these markets due to the rise in unemployment.

We believe therefore that the Race Equality Plan for Wales will be even more important than when it was originally conceived as it will contribute to the recovery of the BME and religious communities from the impacts of COVID 19, as well as working towards a more general standard of equality in Wales.

¹ Mulholland, R.H. and Sinha, I.P., 2020. Ethnicity and COVID-19 infection: are the pieces of the puzzle falling into place?. *BMC medicine*, 18(1), pp.1-3.

² Patel, J.A., Nielsen, F.B.H., Badiani, A.A., Assi, S., Unadkat, V.A., Patel, B., Ravindrane, R. and Wardle, H., 2020. Poverty, inequality and COVID-19: the forgotten vulnerable. *Public health*, 183, p.110.

We have also done work with projects and organisations that have focussed on promoting inclusion and community engagement in general, and through this we have been able to compare and contrast participation data for people of different races, religious beliefs, and physical and mental disabilities. Our work on both the Get Out Get Active (GOGA) project, as well as breaking boundaries have both specifically looked at issues relating to differential participation rates and to some extent issues relating to structural and systemic racism.

Another area in which we have expertise with regards to equality, in particular racial equality is in the culture sector. We have undertaken several projects on behalf of Arts Council England relating to these issues, whether equality and diversity be the central focus of the project as was our work on Equality and Diversity Within Arts and Cultural Sector in England Report, or where they have been a key component in achieving the goals of the report as was the case with Leadership, workforce development and skills in the arts, creative and cultural sector: Evidence Review. In addition to developing our understanding of diversity and equality in the culture sector

We believe that our understanding of the policy landscape in Wales combined with our experience researching the barriers that different communities face in a range of settings will allow us to hit the ground running with this work should we be awarded it. Our methodology that we have proposed in this application is one that we are experienced in delivering and one that is proven to be effective in representing the diverse range of views of a diverse group of people.

3 Our Approach and Workplan

In this section we outline our proposed methodology in detail, including how we will analyse responses consistently and rigorously. Drawing on the requirements set out in the specification, the section goes on to provide a detailed workplan. The proposed approach reflects best practice outlined within the HM Treasury's Magenta and Aqua books. We have also delivered similar analyses within similar timescales, and have significant resource to ensure the completion of the research within the timetable set out in the brief.

3.1 Analysis Objectives

From our reading of the specification, there are two overarching objectives to the analysis:

1. To understand and map, in detail, the full range of views and perspectives held by community and grassroots organisations. This includes how they relate to and speak about issues they experience in participating in society. The analysis will draw out issues such as equality of opportunity and outcome, and intersectionality. It will highlight themes and specific concerns raised by particular protected groups and consider information relevant to geography, including rural and urban settings.
2. Assess how prevalent particular views and perspectives are across different organisations and groups and as a whole. This will enable the Welsh Government to establish possible areas of consensus and address any areas of disagreement on how to support more equitable outcomes. These will be mapped against the general thematic areas highlighted by the Race Equality Action Plan, including Health and Social Care, Employment and Income, Leadership and Representation, Housing and accommodation, Crime and Justice, Arts, Culture and Heritage and in Education.

The two objectives require slightly different analytical approaches, and each have unique methodological challenges. Together, however, the analysis will provide valuable intelligence in the development of the action plan. Accurately reflecting and addressing the views and priorities of key stakeholder groups will be important in building consensus and support for the strategic commitments contained within the proposals, and ultimately to their success.

Responses from the range of community groups and organisations are likely to be structured and communicated in very different ways, including in written and audio/video submissions. They will likely generate a diverse range of information, including in the issues they raise and the ways in which they are communicated. Heterogeneity in response data demands careful consideration in terms of how it is handled and analysed coherently and consistently. The analysis will also need to explore relationships across response data. Through a process of triangulation, we will seek to systematically explore trends within and across responses, and for different stakeholder groups

3.2 Workplan

Task 1: Inception Meeting: ASAP

Following appointment, we will arrange an inception meeting with the client team. This will seek to clarify and confirm a shared understanding of the purpose and objectives of the analysis. We will seek to review the workplan set out here, and agree any amendments to the methodology proposed in this document. We will also agree exact timescales and reporting requirements.

The inception meeting will involve key members of our team. Due to ongoing social distancing measures, we propose to conduct the meeting via Microsoft Teams. We will distribute an agenda in advance of the meeting and develop a note of the meeting with agreed action points.

Task 2: Inception Report: Within 5 days of the Inception Meeting

Following the meeting we will produce a detailed inception report. This will include a comprehensive workplan and risk register. It will also lay out in detail the agreed methodology, and the protocols that will inform the conduct of the analysis. The draft documents will be developed by the Project Manager and Quality Assured by the Project Director prior to sign off by client team.

Task 3: Data Transfer and Handling: Within 5 days of the Inception Meeting

We will develop a data transfer schedule at inception with the client team. We propose one transfer through Objective Connect, including all written and video submissions. All subsequent response data will be transferred into a master dataset in Excel, including submissions from community organisations. For videos, we will develop transcripts to support the analysis. We will create a number of dummy variables, including a unique identifier, coder and validation checks in order to support the analysis and for audit purposes.

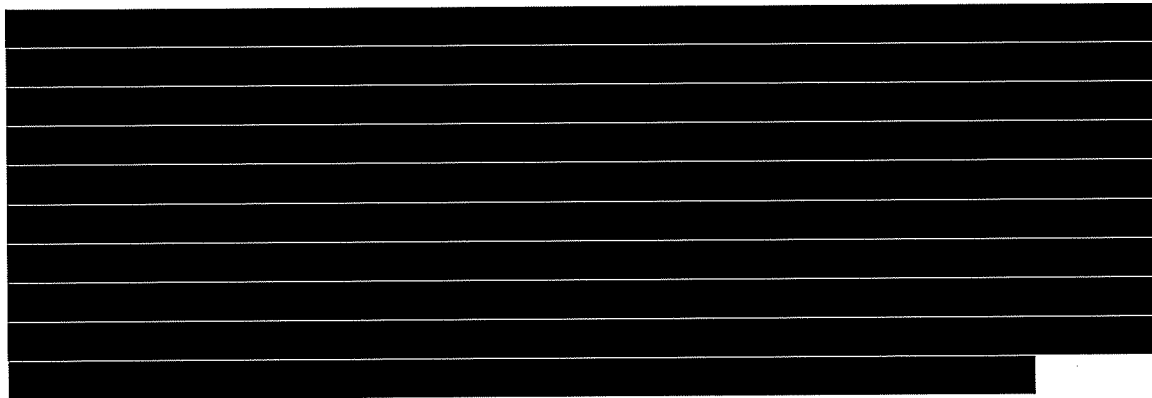
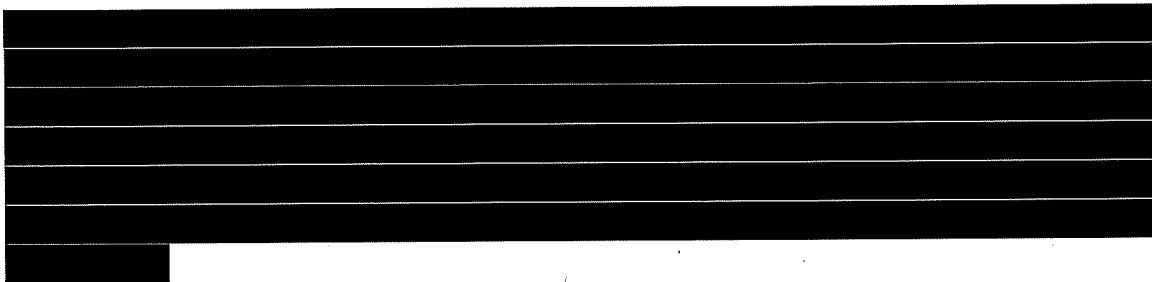
In handling and analysing data, we have robust quality and data management systems, and we are a registered agency under the Data Protection Act 1998. In the terminology of GDPR, under the terms of this ITT, Welsh Government will be the Data Controller and Wavehill will be acting as the Data Processor. Each role confers specific duties and responsibilities upon both client and contractor and makes early and robust communication about data issues critical. We are highly experienced working with Welsh Government in this way and will agree full data management protocols as part of the inception meeting.

Wavehill are a Fair Data company and agree to adhere to ten core principles. The principles support and complement other standards such as ISO and the requirements of Data Protection legislation. Wavehill has achieved Cyber Essentials accreditation which provides

our clients with the knowledge that we take cyber security seriously and reassures them that we have levels of protection in place against cyber-attack.

Task 4: Develop Thematic Framework: 5th February

With the overarching objectives and the structure and nature of response data in mind, we propose to implement an analysis strategy that rigorously examines all qualitative responses across two distinct steps. The first step is to develop a thematic framework which provides a structure from which to capture the issues and themes raised by respondents within and across qualitative data. Using thematic analysis, a systematic approach to the analysis of qualitative data, we will explore the substantive content of each unique data point (individual responses, social media post, dialogue in focus group).



Task 5: Interim Reporting: 5th February

Once complete, the framework will be shared with the client team. It will act as an interim report, as it gives a sense of the range of issues highlighted by respondents. However this analysis does not give a sense of how widely held particular views are, both within and across different community groups. This comes in step two as we turn to coding all the response data in task 8.

Task 6: Inter-rater Reliability Testing: 8th February

There are a number of analytical challenges in accurately identifying the nature and prevalence of views held by different groups and organisations. Inconsistencies and errors in the interpretation and coding of response data can serve to exacerbate biases and increases the risk of misrepresenting the views and perspectives of communities and respondents.

Ensuring consistency, rigour, and data integrity therefore becomes paramount in delivering robust and accurate analysis.

From the outset, we will work to ensure that all responses will be analysed and coded consistently by all Analysts on the team. Consistency and rigour will be central to delivering accuracy in the final analysis. In ensuring the consistent and systematic analysis of consultation response data, we have developed and implemented a number of proven research protocols. These have informed our approach to the completion of seven substantive consultation analyses for Welsh Government. We will draw on this experience and expertise in the completion of this commission.

[Redacted]

[Redacted]

[Redacted]

[Redacted]

Task 7: Coding: 10th February

[Redacted]

[Redacted text block]

[Redacted text block]

[Redacted text block]

[Redacted text block]

[Redacted text block]

Task 8: Triangulation and Prevalence Analysis: 11th February

[Redacted text block]

[Redacted text block]

[REDACTED]

Once the entire dataset has been analysed, including both qualitative and quantitative responses, the team will explore the distribution of views across different questions and groups of respondents in order to develop a more detailed analysis, including enabling subgroup analyses exploring the distribution of qualitative perspectives. This will be key to the development of the final analysis, identifying potential areas of consensus or disagreement.

Task 9: Final Report Drafting: 12th February

The main report will seek to communicate trends and insights emerging from the analysis. It will seek to draw out messages and themes, their prevalence across different groups, and how they relate back to the main thematic areas highlighted in by the action plan. It will also seek to offer insight into, or ways to address, structural and systemic racism in Wales highlighted in responses. Also, where it is included, we would seek to communicate the language that is used to communicate issues across different groups, including through the use of direct quotation drawn from submissions.

For each subsequent draft of the report, we will provide a tracked change version with all the comments from the previous version left in and track changes/comments made against them so that client can easily see whether comments have been addressed. We will also develop Executive Summaries and slide decks summarising findings before seeking final sign off from the client team.

Task 10: Reporting Sign Off: 12th March

Once the draft report has been reviewed by the client team, we will incorporate any final comments or suggestions. Once this has been agreed, we will then develop an executive summary appearing in the main report, and then short accessible summaries that would support dissemination to relevant minority ethnic languages. Once signed off, we will send all reporting outputs to external, professional proof-readers. Reports will then be translated by Welsh Government approved translators. All Welsh language outputs will be Quality Assured by [REDACTED], a first language Welsh speaker, prior to their submission.

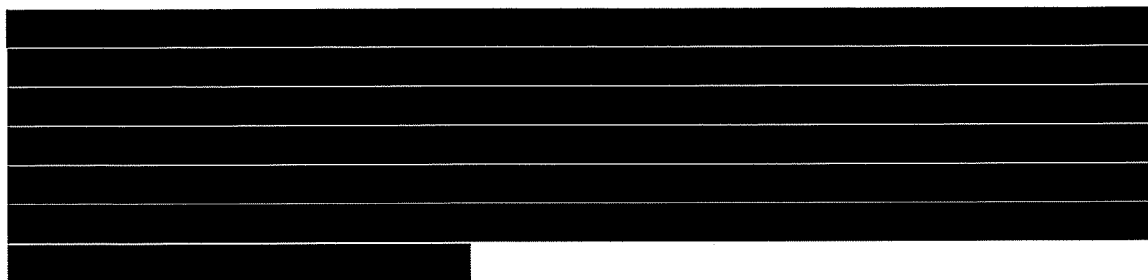
3.3 Outputs

Through this workplan, we will deliver a number of outputs that broadly mirrors the specification, including:

- 1) An interim report including a thematic framework outlining the key issues raised across responses.
- 2) Tabular summary of all response data in Excel to support further analysis by the client team and to support audit.
- 3) A detailed final report in Welsh and English including a summary of the themes raised across responses.

- 4) Accessible, short summaries of the issues and themes raised to distribute to broader stakeholder groups.

3.4 Quality Assurance



wavehill™

social and economic research
ymchwil cymdeithasol ac economaidd

01545 571711
wavehill@wavehill.com
wavehill.com

