





Public Sector Attitudes to Working with SME Suppliers

Survey Report



Acknowledgements

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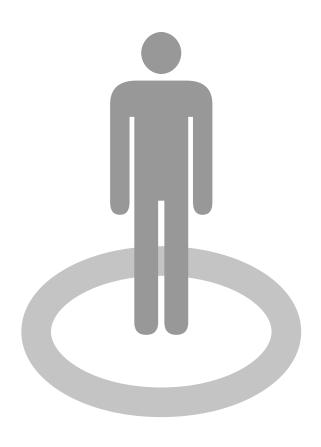
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Introduction

As part of the 'Transforming Public Procurement' Green Paper, first published in December 2020, the Government outlined its ambitions to "speed up and simplify our procurement processes, place value for money at their heart, and unleash opportunities for small businesses, charities and social enterprises to innovate in public service delivery".

Having deemed the regimes for awarding public contracts "too restrictive with too much red tape for buyers and suppliers alike", the Cabinet Office acknowledged the need for a more progressive, modern procurement process – one open to all organisations, irrespective of size.

However, while the proposed reforms are well-intentioned, iGov Survey recently sought to understand the public sector's perception of working with small and medium-sized enterprises (SMEs). Specifically, we wanted to identify the benefits SMEs bring to the table,

the issues preventing organisations from spending more with SMEs, and the ways in which the public sector is engaging them in the procurement process.

Traditionally, SMEs and voluntary organisations, community groups and social enterprises (VCSEs) are often said to have fewer resources than larger businesses, somewhat hindering their ability to engage in a competitive tendering process. Do public sector organisations still feel this is the case and, if so, what's the way forward?

To answer these questions, iGov Survey has partnered with the public procurement specialists at YPO and Go4Growth – a support service tailored to SMEs and VCSEs. Together, we've identified four of the most significant trends around SME engagement and public procurement. With social and economic upheaval set to continue, understanding these trends is a matter of critical importance to buyers and suppliers alike.

About Our Survey Partners

YPO specialise in public procurement. With the public sector under immense pressure, police forces, local authorities, fire and rescue services, health and higher education providers are delivering essential services with fewer resources and reduced budgets. In response, YPO helps those organisations to buy efficiently, ensuring value for money and freeing up much-needed time and resources.



The Go4Growth Programme is a fully funded service for SMEs and VCSEs. In addition to helping suppliers win business with the public sector, the Go4Growth Programme partners with public sector organisations to fulfil the ethical, social and financial requirements of procurement.

GO4**GROWTH**

Methodologies and Respondents' Breakdown

Methodology Overview

The survey was conducted by iGov Survey in partnership with YPO and Go4Growth. The project ran from Friday 1st October 2021 to Friday 19th November 2021.

144 individuals from 127 unique organisations participated in the survey, representing job roles across the public sector.

All survey participants have received a complimentary copy of the key findings report. There was no inducement to take part in the survey, and neither YPO nor Go4Growth were introduced as a survey partner.

Respondents' Breakdown

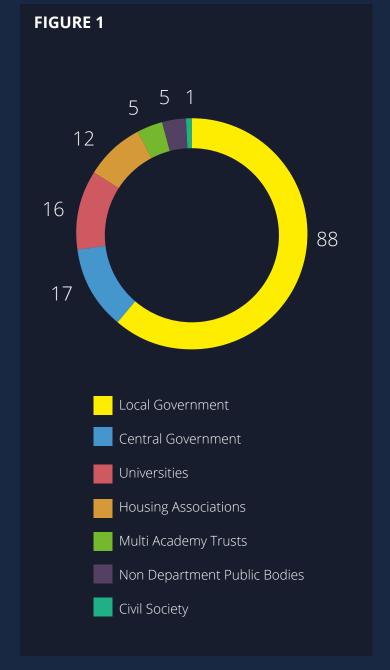
Local Government accounted for 88 of the 144 responses (61%), followed by Central Government with 17 responses, Higher Education with 16 responses, and Housing Associations 12 with responses. Our findings are therefore likely to be most reflective of the Local Government landscape.

Delving deeper, responses from each sector were completed by individuals in the following job roles:

Local Government: Of the 88 responses, the majority (32) came from those within procurement, finance, economic development and commissioning roles. Additionally, councillors accounted for 13 responses, with the remainder comprising a mix of roles, including one chief executive. This perhaps explains why responses from Local Government participants are so varied.

Central Government: Of the 17 responses, only one was from a chief executive. Given that the remaining respondents held procurement, finance and commercial roles during the consultation period, we can assume that their responses are based on 'on the ground' experiences.

Higher Education: In total, 9 of the 16 responses came from those within procurement and finance roles. **Housing Associations:** While these respondents are slightly more diverse, 5 of the 12 participants occupy procurement and finance roles.



Key Findings

Unlocking the SME opportunity is critical

With attitudes to SME engagement a core concern, we asked participants about the roadmap outlined in the Government's 'Small and medium-sized enterprises action plan'. In total, 79% of survey participants believed

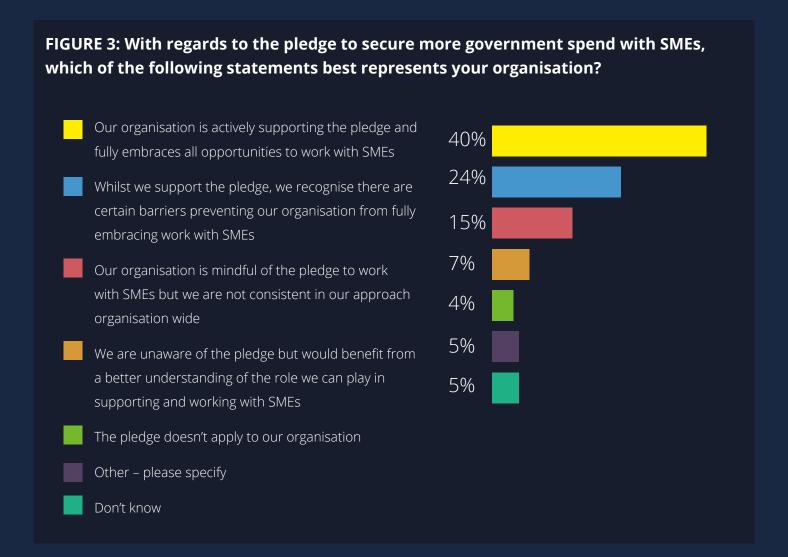
the Government's pledge to increase spend with SMEs to 33% directly and as part of the supply chain was achievable. However, of that 79%, only 35% felt the pledge could be achieved within the agreed timescales.





Interestingly, the majority of those who felt the deadline could be met occupy Central Government and Higher Education positions, suggesting higher levels of optimism in these sectors.

Additionally, the overwhelming majority (79%) support the Government's pledge, albeit to varying degrees of uptake. This is indicative of public sector attitudes more broadly, and demonstrates that - while there's still work to be done - the outlook for SME adoption is generally positive.



Supporting this, 42% said their organisation had a strategy in place to embrace working with SMEs, while a further 25% are looking to implement a strategy in the near future.

Closer inspection of Local Government responses paints a slightly different picture, perhaps owing to a wider mix of respondents in the sector. Factoring in participant job titles, awareness for the pledge is arguably less well known amongst those who do not work directly in commissioning or procurement-related roles.

However, when asked about the main drivers for pursuing work with more SMEs, the vast majority of respondents (83%) identified 'supporting local economic recovery', with 'being open and accessible as a public sector organisation' (62%) and 'creating diverse supply bases' (55%) also coming out on top. It's an indication that public sector professionals understand the social and economic responsibility of their organisations, and the need for robust supply chains – priorities outlined as part of the 'Transforming Public Procurement' Green Paper.

Barriers to SME adoption persist

However, despite these encouraging trends, SME adoption is not without its challenges. When asked about potential barriers to SME adoption, 64% cited

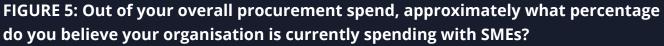
'bid/competition capability', while 42% expressed concern over the ability of SMEs to scale service delivery appropriately.

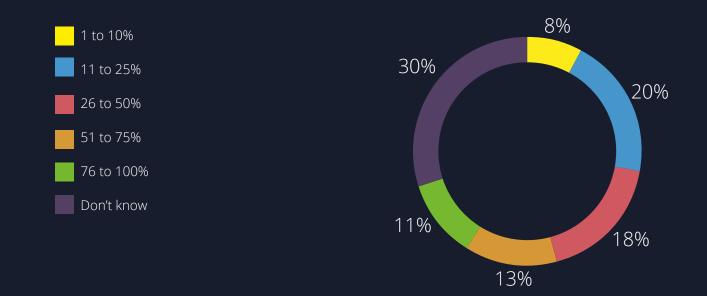




The subject of bid/competition capability was particularly significant for Local Government respondents. In total, 43 of the 88 participants stated that they found this to be a barrier. While this result came from a mix of the respondents, over 50% currently sit within procurement, finance and/or commissioning roles. It remains to be seen whether this is just their perception, or if those responses are based on their own, first-hand experiences.

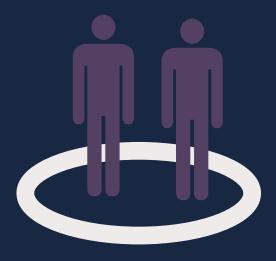
Additionally, on the ability to scale service delivery, 29 Local Government respondents said they found this to be a barrier, with only six in Central Government stating the same. This suggests that, while scalability features prominently on the overall list of concerns, it may not be high on the wider agenda. Again, it should be noted that these responses came largely from those in procurement and finance roles.





Finally, when asked about overall procurement spend, 46% said SMEs accounted for 50% or less. Of that 46%, the majority (28%) estimated the number of SMEs to be below 25%. And while no one thought their organisation

wasn't spending with SMEs, 30% admitted they didn't know the volume of contracts smaller enterprises received.

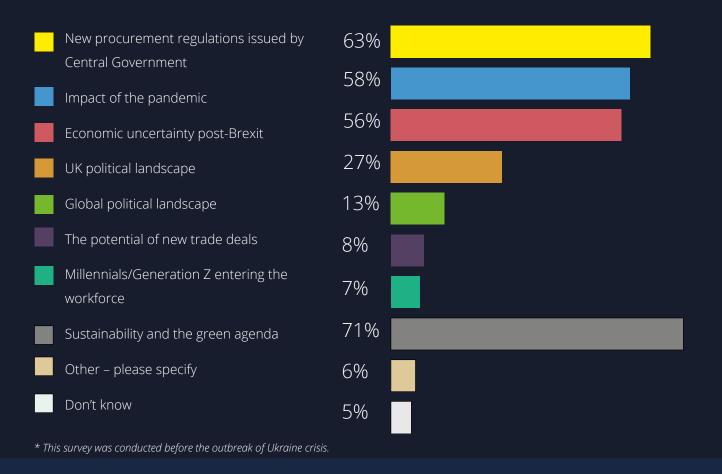


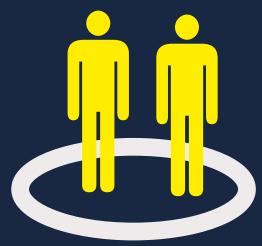
An uncertain year ahead for procurement?

According to our survey participants, 71% said sustainability and the green agenda would have the greatest impact on their organisation's procurement strategy over the next twelve months, with new procurement regulations (63%), the impact of the

pandemic (58%) and economic uncertainty post-Brexit (56%) close behind. Unsurprisingly, the outlook is uncertain for public procurement in the months ahead with many issues influencing public procurement strategies and priorities.

FIGURE 6: Which of the following external factors do you believe will have the greatest impact on your organisation's procurement strategy over the next twelve months?

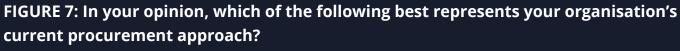




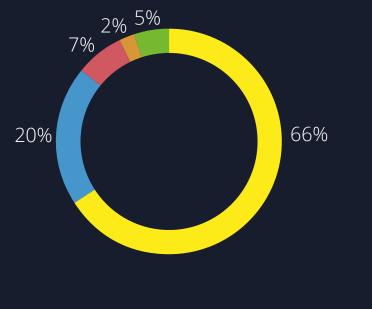
There were surprises too, most notably the prominence of 'sustainability and the green agenda'. This was perhaps driven by potential procurement reforms which prioritise sustainability as part of the social value agenda, and the Government's push for Net Zero following the much-publicised 2021 United Nations Climate Change Conference (COP26).

Less surprising were the twin impacts of Brexit and the global coronavirus pandemic, both of which continue

to cause considerable disruption throughout the UK supply chain. Similarly, given that the Government published its response to the Transforming Public Procurement' Green Paper consultation in December 2021, procurement reform is certain to be a focus in the coming years. The changes, which are currently under consideration, are set to have a considerable impact on how the public sector procures – particularly from an SME standpoint.

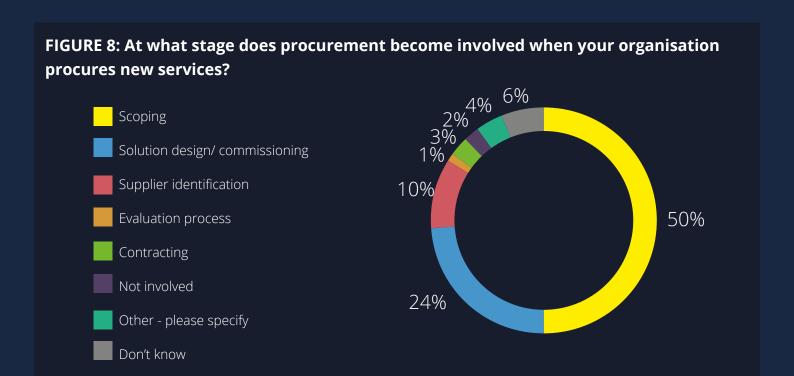


- We have a designated procurement services team responsible for developing our strategy and promoting good practice
- We have a procurement team, but it is difficult to gain a complete view or consistent involvement in all related decisions
- We have a decentralised or ad hoc procurement processes with no singular governance or policy
- Other please specify
- Don't know



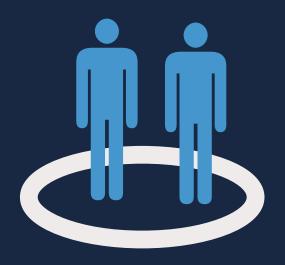
However, when asked about current procurement approaches, the outlook was more positive. In total, 66% said they had a designated procurement services team in place for developing strategy and promoting good practice. This suggests that public sector organisations

have a vested interest in improving the procurement process. There's still work to be done, however, with 27% lacking a consistent approach or reliant on 'ad hoc' methods.



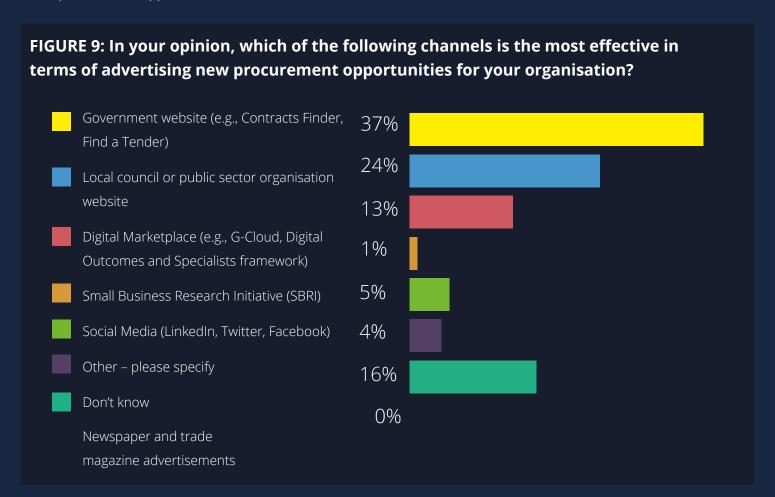
Finally, according to our survey participants, only 50% involve procurement specialists at the scoping stage, with solution design/commissioning (24%) the next highest entry point. Despite this, 61% of survey respondents later claimed that their procurement team works closely with commissioners throughout the entire procurement process. This contradictory statement suggests that there could be some confusion regarding the internal processes surrounding procurement.

More broadly, public procurement is undergoing a difficult transition, caught between much-anticipated reforms and sustainability targets amid some of the most challenging social and economic conditions in living memory. Looking ahead, this uncertainty is sure to continue, but it's heartening to hear that public sector professionals are pushing for better procurement.

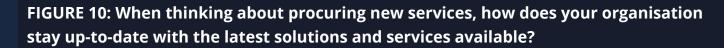


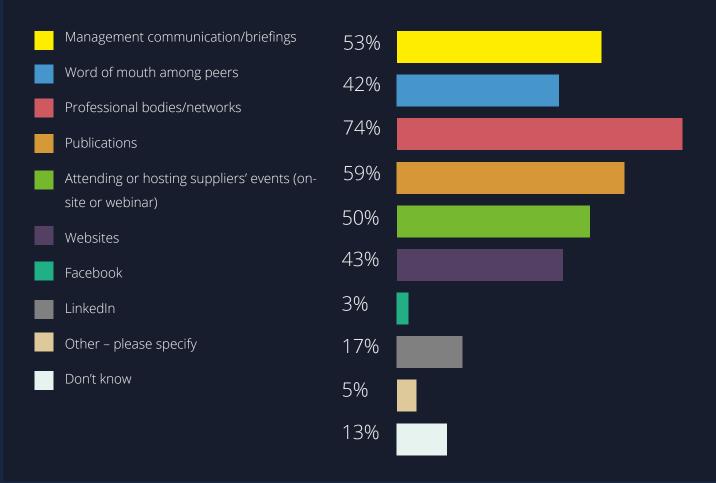
Clearer lines of communication between buyers and suppliers are needed

With awareness a major concern for suppliers and buyers alike, we asked survey participants to identify the most effective channels for advertising new procurement opportunities. In total, 37% said Government websites (Contracts Finder/Find a Tender, for example) were the most effective route to market, with local council or public websites close behind (24%).



However, only 5% named social media an effective channel, which demonstrates that opportunities for broadcasting contract alerts and public sector notices are being missed. Perhaps a multi-channel approach to publicising tenders would be more prudent, especially where SME engagement is concerned.

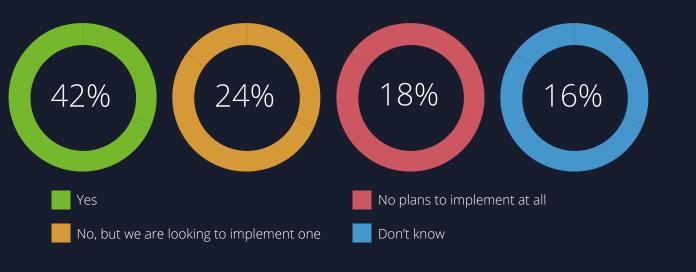




Additionally, when asked how their organisation remains up to date with the latest solutions and services, 74% of survey participants cited professional bodies and networks as their main source. In fact, more traditional

routes such as publications (59%), management briefings (53%) and supplier events (50%) were generally more popular – with LinkedIn (17%) and Facebook (3%) ranking towards the bottom.

FIGURE 11: Does your organisation currently have any proactive approach to engage with SMEs outside of the procurement process?



In closing, we asked participants if their organisation had a proactive approach to engaging with SMEs outside of the procurement process. Here, opinion was split, with 42% answering yes and a further 42% answering that they didn't currently have an approach in place. For those who answered no, 18% said they had no plans to do so. And given that 16% said they didn't know either way, there are clearly substantial gaps in knowledge around SME engagement more broadly.

This is likely to be a key aspect of the proposed public procurement reforms, and it's highly likely that organisations will have to broaden their methods and engage more widely with suppliers of all sizes to meet the new criteria.

Ultimately, there is a clear disconnect between public sector organisations and SMEs, both prior to, during and after tendering, which can only be hurting the procurement process. This disconnect could potentially be remedied by adopting less conventional methods – social media being an obvious starting point. Whether public sector organisations will incorporate social media into their procurement process remains to be seen, however. For now, the potential of SMEs in government procurement remains not fully realised, but it's clear that the majority of public sector organisations have strong intentions.



Conclusion

Simon Hill, Managing Director at YPO



SMEs hold the potential to have a huge role in the provision of services and resources for local government and public sector organisations.

Spending money with SMEs not only drives social value

and provides a boost to local economies, but often SMEs are able to operate in a more sustainable and agile manner than their larger counterparts. As we move away from the pandemic and towards a period of recovery, with an added emphasis on achieving net zero targets, the offering of SMEs is well suited to the procurement challenges ahead.

Our report, in partnership with Go4Growth, found that local government and public sector organisations do already recognise the importance of SMEs and the benefits of working with them. 67% of those surveyed said that their organisation already had a strategy in place or was looking to implement a strategy in the near future to embrace working with SMEs. An overwhelming majority (79%) support the Government's pledge to increase spend with SMEs to 33% by 2022. However, the report has also indicated that there are significant numbers of organisations and authorities that haven't yet fully tapped into procuring with SMEs, whether that is due to a lack of information, concern over potential barriers and

scalability, or a lack of proactive implementation.

Going forward, it's evident that there is work to be done should we wish to reach the Government's target and improve spend with SMEs – 42% of local government and public sector organisations do not currently proactively approach SMEs and of those 18% currently have no plans to do so. It is of the utmost importance that we now take active steps to increase the number of conversations between SMEs and procurement teams in the public sector.

Our ongoing partnership with Go4Growth will encourage engagement with SMEs, providing increased support and awareness of public sector contract opportunities. Increasing SME visibility and providing the tools to create a compliant route to market opens a corridor for communication but also assures procurement officers that working with SMEs needn't be more complicated or risky and can be more cost-effective across a range of demands.

We're already underway with increasing the number of SMEs available to the public sector at YPO, and I'm excited to see the outcomes in 2022 and beyond.







Gillian Askew, Director at Go4Growth

are 5.5 million small businesses in the UK and these small businesses are the engine of our economy. Their diversity and innovation can enable the public sector to have access to modern, agile, and affordable services, ensuring that these

organisations can remain the social and economic glue of our communities across the UK.

It is still true, however, that it can be disproportionately harder for smaller and voluntary organisations to take part in public sector opportunities. As part of our ongoing engagement activity, 70% of smaller businesses tell us they often find it hard to find opportunities in the public sector, with 78% keen to develop their bid skills in order to better take part. The public sector competitive landscape can be a complex environment and 80% of businesses tell us they want to better understand how to demonstrate value to the public sector buyer.

The Government does have ambitions to do more with the commitment to ensuring that SMEs can benefit from Government spend, targeting 33% of spend (either directly or indirectly) to flow through to SMEs by this year, 2022.

The proposed changes to our regulatory environment show a renewed focus on socio-economic procurement that delivers social value for our communities through procurement. This provides an umbrella under which we can deliver more value through increased engagement with local SMEs and VCSEs.

Amongst the wider public sector, ambitions and activities with SMEs vary and it is acknowledged that it can be challenging for buyers to access the talent within smaller, local providers. Procurement has the power to be the changemaker in helping to encourage increased public sector engagement with SMEs, so it is crucial that we do everything we can to support this agenda.

Our partnership with YPO will be a significant vehicle in helping to raise awareness on how to access SMEs and VCSEs, and how to engage the talent and resources within the local provider market whilst maintaining a compliant route to market for buyers.

The YPO and Go4Growth partnership aims to provide the tools, learning, knowledge, and awareness to help connect buyers with SMEs. Through our programme, we will support the provider market in identifying and overcoming the barriers to entry and growth as well as helping buyers plan market engagement and procurement competitions in an accessible and inclusive way going forward.



Appendix 1: Survey Questions

Question: In FY2019/20, the total central government spend with small and medium-sized enterprises (SMEs) was 26.7%. Do you believe that the government's pledge to increase its spend with SMEs to 33% by 2022 is achievable?

Answer	Percent
Yes	35%
I believe the target is achievable, but not within the given timeframe	44%
No	7%
Don't know	14%

Question: With regards to the pledge to secure more government spend with SMEs, which of the following statements best represents your organisation?

Answer	Percent
Our organisation is actively supporting the pledge and fully embraces all opportunities to work with SMEs	40%
Whilst we support the pledge, we recognise there are certain barriers preventing our organisation from fully embracing work with SMEs	24%
Our organisation is mindful of the pledge to work with SMEs but we are not consistent in our approach organisation- wide	15%
We are unaware of the pledge but would benefit from a better understanding of the role we can play in supporting and working with SMEs	7%
The pledge doesn't apply to our organisation	4%
Other – please specify	5%
Don't know	5%

Question: The UK government definition of SMEs encompasses micro (less than 10 employees and an annual turnover under £1.7 million), small (less than 50 employees and an annual turnover under £8.6 million) and medium-sized (less than 250 employees and an annual turnover under £43 million) businesses. Do you believe that your organisation is using the same definition to establish which suppliers are SMEs?

Answer	Percent
Yes, we use the same definition to establish SMEs	70%
No, we have a different definition to establish SMEs	3%
No, we do not have a definition to establish SMEs	13%
Don't know	14%

Question: Out of your overall procurement spend, approximately what percentage of SMEs do you believe your organisation is currently spending with?

Answer	Percent
1 to 10%	8%
11 to 25%	20%
26 to 50%	18%
51 to 75%	13%
76 to 100%	11%
We are not working with any SMEs currently	0%
Don't know	30%

Question: Does your organisation currently have a strategy in place to embrace working with SMEs? If not, do you plan to develop/ implement one?

Answer	Percent
Yes, we have a strategy in place	42%
No, we don't currently have a strategy but we are looking at putting one in place	25%
No, we don't have a strategy and are not looking to implement one	15%
Don't know	18%

Question: Do you plan to introduce a strategy in:

Answer	Percent
The next six months	14%
The next twelve months	45%
Post twelve months	14%
Other – please specify	10%
Don't know	17%

Question: Of the following list, what do you believe to be the greatest opportunities or benefits of working with SMEs? Please tick all that apply.

Answer	Percent
The economic impact of supporting SMEs	87%
Ability to tailor individual services	63%
Faster decision making	42%
Better flexibility and adaptability	66%
Better communication	40%
Higher level of expertise in their area	44%
Fairer competition/ equal opportunity amongst suppliers	50%
Working towards the government pledge	29%
Other – please specify	4%
Don't know	4%

Question: In your opinion, is your organisation experiencing any barriers from working with SMEs? Please tick all that apply.

Answer	Percent
Concerns around reliability	16%
Ability to scale service delivery appropriately	42%
Risk management/ lack of confidence	32%
Preference to work with previous suppliers/ providers	28%
Preference to work with well-known and established suppliers	31%
Challenging for our organisation to engage with SMEs	8%
SMEs bid/ competition capability	64%
Lack of buy-in within our organisation	11%
Other – please specify	16%
Don't know	9%

Question: What do you believe are the main drivers for pursuing to work with more SMEs across your organisation? Please tick all that apply.

Answer	Percent
Buy-in from senior management	35%
The need to support local economy recovery	83%
Increasing productivity and efficiency	26%
Reducing costs	33%
Creating diverse supply bases	55%
Inspiring competition	38%
Driving innovation	45%
Being open and accessible as a public sector organisation	62%
Working towards the government pledge	17%
Other – please specify	2%
Don't know	5%

Question: Which of the following external factors do you believe will have the greatest impact on your organisation's procurement strategy over the next twelve months? Please tick all that apply.

Answer	Percent
New procurement regulation issued by Central Government	63%
Impact of the Pandemic	58%
Economic uncertainty due to post-Brexit	56%
UK political landscape	27%
Global political landscape	13%
The potential of new trade deals	8%
Millennials/ Generation Z entering the workforce	7%
Sustainability and green agenda	71%
Other – please specify	6%
Don't know	5%

Question: In your opinion, which of the following best represents your organisation's current procurement approach?

Answer	Percent
We have a designated procurement services team responsible for developing our strategy and promoting good practice	66%
We have a procurement team, but it is difficult to gain a complete view or consistent involvement in all related decisions	20%
We have decentralised or ad hoc procurement processes with no singular governance or policy	7%
Other – please specify	2%
Don't know	5%

Question: At what stage does procurement become involved when your organisation procures new services?

Answer	Percent
Scoping	50%
Solution design/ commissioning	24%
Supplier identification	10%
Evaluation process	1%
Contracting	3%
Not involved	2%
Other - please specify	4%
Don't know	6%

Question: Which of the following statements best describes how procurement works with commissioners in your organisation?

Answer	Percent
Procurement works closely with commissioners throughout the entire procurement process	61%
Procurement and commissioners work separately and are responsible for different stages in the procurement process	16%
We do not separate procurement and commissioning, they are the same in our organisation	13%
Others – please specify	4%
Don't know	6%

Question: When thinking about procuring new services, how does your organisation stay up-to-date with the latest solutions and services available? Please tick all that apply.

Answer	Percent
Management communication/ briefings	53%
Word of mouth among peers	42%
Professional bodies/ networks	74%
Publications	59%
Attending or hosting suppliers' events (on-site or webinar)	50%
Websites	43%
Facebook	3%
LinkedIn	17%
Other – please specify	5%
Don't know	13%

Question: In your opinion, which of the following channels is the most effective in terms of advertising new procurement opportunities for your organisation?

Answer	Percent
Government website (e.g., Contracts Finder, Find a Tender)	37%
Local council or public sector organisation website	24%
Digital Marketplace (e.g., G-Cloud, Digital Outcomes and Specialists framework)	13%
Small Business Research Initiative (SBRI)	1%
Newspaper and trade magazine advertisements	0%
Social Media (LinkedIn, Twitter, Facebook)	5%
Other – please specify	4%
Don't know	16%

Question: Does your organisation currently have any proactive approach to engage with SMEs outside of the procurement process?

Answer	Percent
Yes	42%
No, but we are looking to implement one	24%
No plans to implement at all	18%
Don't know	16%

Question: Which of the following regions does your organisation locate?

Answer	Percent
North East	3%
North West	10%
Yorkshire and The Humber	4%
East Midlands	10%
West Midlands	12%
East	6%
London	10%
South East	13%
South West	9%
Wales	5%
Scotland	9%
Northern Ireland	4%
Other – please specify	5%
Don't know	0%

Appendix 2: Participating Organisations

Ability Housing Association All Saints Catholic Collegiate APUC Ltd

Argyll and Bute Council Ashfield District Council

Aspire Housing

Barnsley Metropolitan Borough

Council

Bedford Borough Council Belfast City Council

Birmingham City Council

Bishop Grosseteste University

Blackpool Council

Bolsover District Council

Borough Council of King's Lynn and

West Norfolk

Bournemouth, Christchurch and

Poole Council

Braintree District Council

Brentwood Borough Council

British Council Bury Council

Cambridge City Council

Camden Council Care Inspectorate

Ceredigion County Council Cherwell District Council Chesterfield Borough Council

Churches Conservation Trust

CITB - Construction Skills

Citizens Advice

Clackmannanshire Council

Companies House Coventry City Council Craven District Council Cumbria County Council

Cunninghame Housing Association

David Ross Education Trust

Defence Equipment and Support Department for Business, Energy &

Industrial Strategy

Department of Finance

Derbyshire Dales District Council

Douglas Borough Council Driver and Vehicle Standards

Agency

Dudley Metropolitan Borough

Council

East Riding of Yorkshire Council

East Suffolk Council

East Sussex County Council Eastbourne Borough Council

Enfield Council

Essex County Council Fenland District Council

Fife Council

Financial Services Compensation

Scheme

Folkestone & Hythe District Council

Gateshead Council

GFirst LEP

Great Places Housing Group

Heart Academies Trust

Hertsmere Borough Council

Homes England

Housing & Care 21

Hull City Council

Kent Catholic Schools' Partnership

Kirklees Council

Lambeth & Southwark Housing

Associations

Leicester & Leicestershire LEP

Lichfield District Council Lincolnshire County Council

Linstone Housing Association Lisburn and Castlereagh City

Council

London Borough of Barking and

Dagenham

London Borough of Croydon London Borough of Haringey

London Borough of Hounslow London Universities Purchasing

Consortium

Manchester Metropolitan University Maritime and Coastguard Agency

Merthyr Valleys Homes

Milnbank Housing Association

Milton Keynes Council

Ministry of Defence

Ministry of Housing, Communities

and Local Government

Ministry of Justice Moray Council

Newcastle University

Newry, Mourne and Down District

Council

North Eastern Universities

Purchasing Consortium

Nottinghamshire County Council

Nuneaton and Bedworth Borough

Council

Oxfordshire LEP (OxLEP)

PA Housing

Peaks and Plains Housing Trust

Planning Inspectorate

Plymouth City Council

Prosper UK

Rotherham Metropolitan Borough

Council

Rugby Borough Council

Runnymede Borough Council

Scottish Borders Council

Scottish Enterprise

Somerset County Council

South Ayrshire Council

South Lakeland District Council

South Oxfordshire District Council

South Ribble Borough Council

Southern Universities Purchasing

Consortium

Staffordshire County Council

Staffordshire University

Star Procurement

Stroud District Council

Surrey County Council

Swindon Borough Council

Telford and Wrekin Council

Tendring District Council

The British Museum

The Royal College of Surgeons of

Edinburgh

Thurrock Council

Trent and Dove Housing

University of Hull

University of Surrey

University of the West of England

Warwick District Council Wealden District Council

Welsh Local Government

Association

West Lothian Council

Wigan Council

Wiltshire Council

Wirral Council

Wrexham Glyndŵr University



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