LCN Fund Full Submission

Supplementary Answer Form

Tick if this answer is Confidential: ☐

Tick if this answer has been provided verbally: ☐

Project code:	SPT2005	Question Number	2
Question date	20th August 2013	Answer date	22nd August 2013
Submission section question relates to	2. Project Description		
Topic	Technical		
Question	What control group measures are envisaged?		
Notes on question			
Answer	We had envisaged control groups within the identified communities as an integral part of the design, but as this is an implementation project rather than fundamental research we must ensure that the experiemtnal design, particularly use of control groups, does not undermine the success of the project. For example, there is a risk of long term damage to engagement levels where part of the community receives a seemingly preferential service to another (the control). In an ideal experimental scenario data on perception and behaviour et.c. would be collected from groups that are exposed to the 'new market' model (and its associated comms/feedback/benefits et.c.) the same data would also be collected from a control group whose usage, behaviour and attitude is monitored but who receive		

	'business as usual' service, messaging and feedback. Organisations, businesses and residences would be randomly assigned to these groups. Given the nature of the project and the stakeholder relationships this does not seem appropriate for the successful implementation of this project. We therefore envisage using a more applied approach and building in controls that are a better 'fit' with the communities with which we will be working. For example, some natural opportunities to implement control groups as outlined above will arise within social housing stock, larger organisations and some I&C sites. We also have two other related (but smaller scale) projects that we know will be running concurrently with the LCNF and will provide opportunity for a level of comparison if not control, particularly in terms of replicability across regions. We will design the applied research with two key aims: • Successful implementation of a sustainable and replicable project. • Provision of an evidence base to answer the question 'what if this project had never existed' and to provide robust measures of impact. This will involve use of control groups, possibly randomly allocated in some instances, but only where appropriate and not detrimental to the public perception of the project or the partners. For the reasons outlined above it is likely that the intervention design will incorporate repeated measures / pre-post on the communities in the project rather than independent randomly allocated control groups in the majority of cases.
Attachments	
Verbal Clarifications (Consultants)	