

QUESTION NO 19

**By Councillor Rust for answer by the
Convener of the Transport and
Environment Committee at a meeting
of the Council on 24 June 2021**

A - Market research agency role and costs

In the report to Transport and Environment Committee "*Potential retention of Spaces for People measures*" it refers to Social Marketing Gateway (SMG) and Jump carrying out the research.

Question (1) Please can you clarify the roles and responsibilities each of these agencies had.

Answer (1)

Question (2) Please can you clarify all costs associated with the work these agencies did on the market research including analysis and presentation.

Answer (2)

Question (3) Please can you clarify if all costs were incurred directly by the council, or did third parties such as Sustrans or Transport Scotland pay any costs directly.

Answer (3)

B - Consultation

Question (4) In answers to my questions to Full Council on 11th March 2021 the total costs of the consultation were expected to be approximately £60,000. Those anticipated costs were before it was known that the consultation would attract such a significant level of responses (c.17,600) which must impact analysis time. Please can you confirm if there are any changes to costs and officer time involved in anything to do with managing the consultation.

Answer (4)