



Statement of Works to recruit and survey mature consumers for a unique, proprietary data ecosystem for Humbug, called The Hub

Dated

29th February 2024

Objective

To recruit and survey 400 individuals for The Humbug Club, a panel of representative mature consumers broadly defined as aged 55+ and more specifically, the Baby Boomer (aged 59 years +), working with the project lead at Brunel University, Professor Danae Mania, to collect data on various variables of interest (dimensions of age, and other factors important to mature consumers, as well as health marketing communication determinants and behavioural intentions) within the context of health and well-being.

Strategy

To create an engagement piece with an embedded survey which is delivered through a network of 3rd parties (such as the Humbug Partner network), the existing Community Co-op membership and Humbug Club pilot database.

Provide the results in an anonymised file to the Brunel team for analysis, alongside the Qualtrics data they will collect from 1600 other data points.

Evaluate the conversion rates between survey completions and sign-up to the Humbug Club and the value added to the insights gathered by having membership joining details as additional profiling layers.

Delivery Plan

The Co-op will:

1. Identify and work with partner networks to target a representative sample of mature consumers broadly defined as aged 55+ and more specifically, the Baby Boomer (aged 59 years +).
2. Work with Humbug Partners to identify and engage key commercial organisations (new business targets) to support and promote the initiative amongst their networks and employees.
3. Provide the necessary survey and registration software to facilitate the recruitment of new members to the Humbug Club and share their opinions and thoughts.
4. Commit to recruiting 400 new Humbug Club member surveys working with the Brunel Team to adapt the survey questionnaire so that it is fit for purpose.
5. Collate and analyse respondents profiles and feedback gathered from their membership data, selected Hub segmentation/cluster questions and other non Hub, added value questions.
6. Present analysis of this feedback to the Humbug Partners and Brunel project team.

Timings (to be refined upon award)

Project scoping, strategy and planning	August
Commercial and Anchor partner recruitment and participation planning (In parallel to above)	August
Mature consumer engagement	September
Release anonymised data to Brunel	1 st week of October
Member analysis & report 2022)	2 nd week of October

Deliverables

- Approx. 400 Humbug Club completed surveys
- New Humbug Club Member Insight Report
- Approximately £1500 of profit returned to the community to support local projects as voted for by the Humbug Club Members
- Sustainable “go to” resource for further research and insight projects, the profits from which will go back into community projects as identified and voted for by members of the Humbug Club

Agreed by Steven Rose
The Community Data Co-op

Agreed by Tim Birchinall
The Humbug Partnership LLP

Dated: 29/2/24