

HUMBERSIDE COMMUNITY ACCOUNTING SERVICE (HCAS) MARKET RESEARCH BRIEF

PURPOSE

- To gather and analyse information that will assist the HCAS stakeholders to define the future scope, structure and funding of a community accounting service(s)

OBJECTIVES

- Assimilate current research, stats and other relevant data
- Facilitate SWOT analysis
- Map existing services – local as well as those that are/could be provided on a sub-regional basis
- Profile of existing/potential client base
- Needs analysis
- Establish services – fee based and assisted
- Community accounting services within the wider context – other providers/ CAS within LDA structures and relationship with FoLDA
- Risks
- Professional issues

HCAS SLA TARGETS

- Definition of scope of service
- Future *function and* operational structure of sub regional CAS
- Introduction of a uniform charging policy and structure
- Funding bid submissions to enhance service

WHO IS PARTICIPATING

- FoLDA
- HCAS Staff
- Current clients
- Potential clients

KEY DATES

- Meetings with key stakeholders completed by 2nd February 2006
- Update and issues e.g. Charging HCAS meeting 9th February
- Meetings/telephone interviews and events with existing/potential clients completed by 9th March 2006
- Findings discussed at HCAS meeting 14th March 2006
- Draft report circulated for comment 23rd March 2006, Completed by 31st March 2006

FURTHER INFORMATION

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