

## Research Consultancy Rates

CLAPA is dedicated to promoting research into cleft lip and palate. This includes making our community of patients and families aware of opportunities to get involved with and participate in research (as well as the outcome of this research when possible), and also working with researchers to make their work more accessible and appropriate.

Patient involvement can have a huge impact on the credibility and quality of research projects, and CLAPA aims to make this a simple and cost-effective process for researchers.

As a small team with many commitments and limited funding, CLAPA requests consultancy fees for certain kinds of patient involvement work which falls outside simple promotion of projects. This is outlined below, but researchers should get in touch if they are unsure about their particular projects or the kind of work they would like CLAPA's help with.

### Free of charge:

- Posting adverts for participants and/or reviewers and/or requests for feedback from the community.
- Posting research summaries or other articles about your research as appropriate
- Minor suggested changes to wording or layout to improve readability and sensitivity
- Suggestions of links to other projects or organisations to help with your research as appropriate

### Consultancy Rates Apply:

- Meeting with one of CLAPA's consultancy groups (e.g. Adult Voices, CYPC)
- Involving CLAPA as a sensitivity reader or consultant for materials more than 2 pages in length
- Developing a specific consultation group organised by CLAPA for your project
- Any other activities or requests (other than those listed as free of charge) which would involve CLAPA's staff for 30+ minutes

## CONSULTANCY RATES

Consultancy rates will apply for specific pieces of work and are calculated on a full cost recovery (also known as full economic costing) basis which includes staff costs as well as a proportion of CLAPA's overheads. We will also request expenses be paid when staff and/or volunteers are required to travel to attend meetings.

If you're unsure about what rates will apply to your project, please get in touch to let us know what you have in mind and we can provide a quote. If you have a strict budget, we can advise what is possible and what we recommend for the greatest positive impact.

- 1. Senior Management Staff** - £320 per day, or £46 per hour (excluding VAT\*)
- 2. Senior Staff** - £200 per day, or £29 per hour (excluding VAT\*)
- 3. Junior Staff** - £150 per day, or £21 per hour (excluding VAT\*)

### **PLEASE NOTE**

- \*At time of writing, CLAPA is not VAT registered and therefore does not charge VAT.
- Any adverts or summaries should be prepared for laypeople and ready to post, though we may make minor edits for length and clarity. If we judge that your advert or summary will not be well understood by our audience and will require significant changes, we will advise you of this and ask that you update and resubmit it.
- Depending on its relevance and the benefit to our community, we may post about your project multiple times in several areas, or just once. This will be at our discretion with reference to our content policies, and will be explained to you.
- If your request targets a specific audience (e.g. parents of school age children), we may be able to accommodate this within a communication which is already planned, but we will not typically create specific, targeted communications for projects.
- Paying consultancy rates entitles you to the time of a CLAPA staff member for a specific purpose, it does not mean your project will be prioritised on our communication channels nor does it entitle you to 'access' to our community over and above our standard use of communication channels detailed below. How we choose to advertise your project will be in reference to our content policies which prioritise the benefit to our community.
- The standard range of communication channels we may use at our discretion to promote projects includes:
  - o CLAPA Website (~16,000 unique users/month)
  - o CLAPA Community Facebook page (~14,000 Likes)
  - o CLAPA Community Twitter (~3,500 followers)
  - o CLAPA E-Newsletter (~4,000 subscribers)
  - o CLAPA Community Parents' Facebook Group (~10,000 members)
  - o CLAPA Adult Voices Facebook Group (~2,000 members)
  - o Local CLAPA Facebook Groups (various)

### **MORE INFORMATION**

Please contact Anna Martindale, Communications & Information Manager, at [anna.martindale@clapa.com](mailto:anna.martindale@clapa.com) or 020 7833 4883 for a chat about your project and how we may be able to help.