

PCA user research project restarts – how to get involved

News story

Information about how to participate in the project and give your view about how Pubs Code rights should be communicated



The user research project commissioned by Fiona Dickie, Pubs Code Adjudicator, will now restart on the 24 August and run until 02 October.

The research will be carried out by independent design and research agency Hive IT. They will be talking directly to tied tenants, tenant representative groups and relevant trade bodies to gather their facts and opinions about Pubs Code and PCA communications. This research will inform an evidence-based plan and recommendations report which will be made public at the end of this project, with all information anonymised.

You can register your interest with this quick 5 minute [online survey](#) or by texting YES to 07401 230 698

Fiona Dickie, commenting on the recommencement said,

It is crucial that the industry, and tied tenants in particular, are able to access clear and consistent information about their Pubs Code rights and how to exercise them. This project will play a large part in supporting that by connecting directly with tenants and other stakeholders and getting their views about the most effective ways we can communicate and engage in the future. I urge all tenants who are able to do so to please register their interest, so we can ensure that the findings convey the opinions of all our users.

Restarting the research at this time has been informed by some initial engagement, conducted by Hive IT, through a screener survey and contact with

stakeholder groups.

You can find out more information about the project and Hive IT [here](#).

You can keep up to date with all the latest news from the PCA, including this project, by signing up to [email alerts](#).

You can also follow the PCA on [twitter](#).

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