

WORKING WELL TOGETHER FOR IMPACT



Representing the Working Well Together campaign



Ruth Hinton

Vue

AURA Member & Chair



Georgia Lewin

The AA

AURA Member & volunteer

We believe the way clients
and research agencies work together
can make a real difference
to people's confidence and wellbeing

... and to the impact of the work



The 6 principles of the Working Well Together Charter were developed through consultation



When we ask you for a proposal we'll respect your time



When we work with you we'll commit to open and honest conversations at all times



We'll leave you to do your best work by managing our side of things well



We'll treat you as an extended part of our team



We'll respect your right to disconnect



We'll commit to proper feedback



Bringing the Working Well Together Charter to life



Ciaran Acford

Ooni



Ruth Hinton

Vue



Morag Spencer

Hummingbird Insights

“ My commitment as a client is to get the agency access to the info and people they need for great analysis ”



Ciaran Acford

Ooni

**“ Treating agencies as
an extended part of our
team ensures the
insights have more
impact - and it's really
energising for me too ”**



Ruth Hinton

Vue

**“ Following the charter
allows everyone to do
their best work, which
enables clients to get
the most value out of
their spend ”**



Morag Spencer
Hummingbird Insights

ANY QUESTIONS?



Join in with Working Well Together



Sign up today as a Client Supporter or Agency Supporter at aura.org.uk



Discuss the 6 WWT principles with your colleagues and partners



Share stories of positive impact on LinkedIn
Tag @AURA Insight and #WorkingWellTogether

