



**Welcome** to the latest edition of the IQCS newsletter, which outlines the latest news, information and updates from the IQCS and around the industry.

As work, and life conditions gradually start to return to the new normal, we hope that all members and your families have been keeping well and safe during the pandemic.

**In this edition we have news on:**

- **Research Heroes**
- **New Members**
- **IQCS AGM 2021**
- **Covid-19 - Latest MRS guidance for the sector**
- **The IQCS Awards 2021**
- **MRBA**

## **MRS Research Heroes**

The Market Research Society has published its first set of 25 Research Heroes as part of a year-long programme to spotlight unsung heroes of the research sector.

Following a call for nominations from the industry, the final 25 were decided from the list by a panel of judges including Unilever's Gemma Bumpsteed, HSBC's Lucy Watts, Kenny Imafidon of ClearView Research, MRS chief executive Jane Frost and Katie McQuater, editor of Research Live and *Impact*.

**We are extremely proud to see that our very own Gill Wareing was chosen as one of the 25 Research Heroes for knowing the Market Research business "like the back of her hand"**

Not only is Gill the Administrator for IQCS, she is also the Administrator for the Archive of Market and Social Research (AMSR) and Secretary/Treasurer of The Research Network.

Gill Wareing's career in market research began in 1975. She started her career as Assistant Secretary General at the Market Research Society and went on to help run the Market Research Benevolent Association (1981-2007), the Interviewer Quality Control Scheme (since 1987), the Research Network (since 2002), and AMSR (since 2017).

## **A Huge Congratulations to Gill! 😊**

Research Heroes is an ongoing programme throughout 2021, with a second tranche of Heroes to be published in October. Nominations are now open for the autumn list.

To be considered for the list, individuals must work in research, insight or analytics (including support and operations) and have done one or more of the following:

- **Contributed during the past year to make a difference in the sector or to support colleagues or the community**

- **Given consistent service for which they cannot be recognised with a professional award, e.g. a fellowship**
- **Have forwarded the cause of research, or causes such as quality, diversity and sustainability.**

Jane Frost, chief executive, Market Research Society, said: “On our 75th anniversary, it’s only right that we celebrate the great work done by so many of the unsung heroes of the sector.

“They demonstrate the breadth of research and everyone deserves to be celebrated.”

## New Members

### A big IQCS welcome to two new members.....

**Transport for Greater Manchester** - a new IQCS inspected Company



Transport for Greater Manchester (TfGM) is the local government body responsible for delivering Greater Manchester’s transport strategy and commitments.

<https://tfgm.com/>

**and**

**MEL Research** - a new ISO member!



M-E-L Research is one of the UK’s leading Social Research and Behavioural Insights consultancies. With over 30 years experience of working with public services organisations, we can help clients with their research and evaluation challenges and provide insight to help them make informed decisions.

<https://melresearch.co.uk/>

## IQCS AGM Date for your Diary

This year our AGM will be held on Thursday 25th November

At this stage Council are still undecided if it will be a face-to-face meeting or Online - but do please put the date in your diary. We would love to see you!!

## Covid-19 - Latest MRS guidance for the sector

During August the MRS undertook a small pilot testing the conditions for the resumption of in-home data collection. The results of this exercise have been favourable and in-home data collection can resume from the beginning of September 2021.

Before you begin any in-home data collection you must become familiar with all the new in-home requirements set out in the [MRS Guidance: Undertaking Safe Face-to-Face Data Collection](#) and have trained all staff undertaking in-home data collection with these new requirements.

The new in-home guidance includes considerations such as:

- **Following relevant Government safe working guidance.**
- **Training research practitioners with appropriate in-home protocols.**  
**Only entering participants properties once an initial risk assessment has been undertaken, e.g., composition of household, availability of suitable room/space, ventilation, etc.**
- **Undertaking continuous agile risk assessments once in-home.**
- **Offering alternative data collection modes if risk profile changes e.g., in-home conditions and circumstances change.**
- **Endeavouring to schedule in-home data collection.**
- **Considering breaks during data collection and when taken these should be outside.**
- **Reducing risk of transmission when sharing objects.**

See the requirements 66-80 within the updated MRS guidance for the full details. It should be noted that in-home resumption may have to be paused if the Covid-19 situation in the UK change significantly and the in-home data collection risks increase.

Other changes have been made to the MRS guidance including:

- **The withdrawal of the separate Scottish protection level guidance as a result of Scotland going beyond Level 0 and moving away from the protection level system.**
- **Some amendments to the screener requirements reducing the number of considerations.**
- **Amendments to the social distancing requirements reflecting the increasing challenge of always maintaining social distancing in all environments.**

The links to the updated guidelines can be found via the MRS website:

- [Undertaking Safe Face-to-Face Data Collection - September 2021](#)
- [Undertaking Safe Face-to-Face Mystery Shopping - September 2021](#)
- [Facilities Used for Face-to-Face Data Collection - September 2021](#)

## **IQCS Quality Awards 2021**

**The IQCS Quality Awards celebrate the unsung Heroes of Quality in research operations...those individuals and member companies who go the extra mile in making quality an integral part of the entire data-collection process.**

The awards are an opportunity for companies to showcase the excellent work that they do in delivering quality data-collection for both internal and external clients.

They embody everything that is great about being a part of the IQCS and highlight the passion and pride our membership have in upholding the core values of IQCS throughout their work.

**The awards will be judged by current IQCS Chair, Penny Steele and former IQCS Chair, Claire Harris and the awards winners will be announced at the IQCS AGM on Thursday 25<sup>th</sup> November 2021.**

### **The awards categories for this year are:**

#### **IQCS Interviewer Excellence**

This award celebrates an individual or team in data collection operations who have demonstrated that they go the extra mile in consistently delivering interviewing excellence.

##### **What the judges are looking for:**

- Dedication to quality
- Consistently high standard of interviewing
- Robust data-collection
- Going the extra mile to complete a challenging project or projects
- Delivering excellence to your internal/external client

#### **IQCS Data Collection Excellence**

This award celebrates the best in Face to Face or Telephone data-collection. We are looking for a case study of a recent project which you were particularly proud of, which demonstrates how your organisation achieved fieldwork excellence in completing a particularly challenging project.

##### **What the judges are looking for:**

- Robust data-collection
- High quality interviewing
- Going the extra mile to complete a challenging project
- Delivering excellence to your internal/external client
- Demonstration the importance of great quality assurance processes underpinning the data-collection process

#### **IQCS Quality Ambassador**

The award is going to an individual or team who consistently champion and promote quality standards for data-collection within their organisation.

##### **What the judges are looking for:**

- Details of how the particular individual or team have been pro-active quality ambassadors for their organisation
- Evidence of how they promote and encourage high quality standards across their business
- Details of how the overall quality of data-collection processes or deliverables has been positively affected by the efforts of the quality ambassador/s
- Feedback from users of the data-collection on the positive impact the quality ambassador/s has played in ensuring quality underpins all aspects of the data-collection process

## **Best IQCS Interviewing Training and Development**

The award will go to the organisation demonstrating wholehearted commitment to interviewer-centric training and development with IQCS quality standards and the MRS Code of Conduct underpinning the whole process.

### **What the judges are looking for:**

- Great feedback from Interviewer attendees on both the content and administration of the training (could be examples of post-training feedback forms).
- Promotion of the core IQCS values throughout the training
- Inclusion of relevant information on the MRS Code of Conduct and the GDPR
- Innovation and creativity in delivering the training – could be multi-media, PowerPoint, or through inter-activity
- Development of existing skills through targeted follow-on training in response to monitoring feedback or the unique requirements of a specific type of work (e.g. probing skills, handling B2B Gatekeepers, qual interviewing)
- Strong focus on improving interviewer competence, confidence, engagement and morale, investing in the continual improvement of skills to ensure quality and aid interviewer retention

## **Operational Excellence in the face of Covid-19. Your story!**

The award will go to the organisation who demonstrates operational excellence in the face of the ongoing global pandemic.

### **What the judges are looking for:**

- Going the extra mile to maintain great team collaboration / morale
- Delivering excellence to your internal/external client
- Going the extra mile to complete a challenging project
- Showing initiatives to keep internal/external clients happy, with feedback from users

**Submissions for this year's awards are currently being accepted.  
The entry deadline is Wednesday 3<sup>rd</sup> November 2021.**

Submissions should be presented on the application form and comprise an overview of how your organisation has demonstrated excellence against the specified category requirements. The cost of entry is £75 per submission. Organisations can submit multiple entries in each category.

**Category winners not only receive the prestigious award itself, but also an Awards Winners Logo, for use on their website and in marketing materials to demonstrate their achievements. Winners are also invited to showcase their services with a featured page on the IQCS website**



*Everybody's got a story,  
what's yours?!*

MRBA



## The Market Research Benevolent Association

Helping Researchers in Need for 40 Years

The MRBA is so crucial to our industry – no more so than throughout these last difficult 18 months - so please pass the details onto anyone who needs help not just interviewers and recruiters but anyone who works in Market Research

<https://mrba.org.uk/>

**IQCS are very proud to be Corporate Patrons of the MRBA**



For more information on the IQCS please go to our website: [www.iqcs.org](http://www.iqcs.org) or feel free to contact us at our mailing address: [info@iqcs.org](mailto:info@iqcs.org)

IQCS are also on Twitter so please follow us there and join the discussions with like-minded market research professionals. <http://twitter.com/IQCSinfo>

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