



Welcome to the latest edition of IQCS News, which outlines the latest news, information, and updates on the IQCS and around the industry.

In this edition we are featuring:

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- **MRBA**

Spotlight on our New Council Members

Our IQCS Council is made up of a combination of elected member company representatives and representatives of various industry bodies. Our three most recent Council members are:

Melanie Newall – Business Intelligence Manager/SRAD Co-Manager, Transport for Greater Manchester

Melanie Newall has worked in market research, business intelligence and statistical analysis since 1995, both in the UK and New Zealand.

Areas of research include: demography, institutional research, politics, education and transport, with extensive experience in delivering face-to-face, observational and online surveys through stages of survey design, data collection sampling strategies and electronic data capture techniques (including handheld devices, online surveying and video surveys).

Melanie holds a postgraduate certificate in Research and Analysis and a Master of Science.

Louise Crafts – Quality Lead in Data Collection for Kantar Public

Louise started her career in research over 26 years ago in Australia, before returning to the UK and joining Millward Brown, / TNS / Kantar.

She has held every role within the call centre as well as other positions within Data Collection Operations – but has always specialised in guidance, support, and training for the interviewer panel.

Louise's expertise is around participant queries, helplines, complaints, quality, information security, data protection, UK GDPR, and MRS and ISO compliance.

Quality has been at the core of Louise's whole career leading up to her joining the IQCS Council as an elected member in 2022.

Kerrie-Jane Lisney – F2F Field Support Team Manager at Ipsos

Kerrie-Jane first became aware of Market Research and what it entailed as a teenager, when her mum started working part time at RSG. 'Growing up in a house where interviewers would ring in their

daily figures from 8am-10pm and helping out on the additional phone line we had to have installed proved there was really no getting away from it!

After having her children, Kerrie-Jane was offered the opportunity to work for RSGB helping with interviewer admin. Whilst working there she was asked by a colleague if she'd be interested in helping out 'just for a few days' at MORI Field and Tab. That was in February 1996 – and all those years (and several company mergers) later, Kerrie-Jane works for Ipsos as F2F Field Support Team Manager. Her current role covers the F2F Field Validation process and includes the Field Administration team, and she's also a member of Ipsos's internal BES team and performs internal audits.

Changes to the Timing of IQCS Inspections

As already advised, IQCS Council is looking to making changes to the timing of inspections.

Due to Covid, 2020 and 2021 inspections were delayed, which had a knock-on effect as it resulted in inspections being mainly conducted in the last quarter of the year - with one or two spilling over into 2022.

The autumn is a busy period for agencies, and we are therefore looking to bring inspections forward and introduce a rolling year system whereby a company will get inspected at the same time each year, e.g. if a company is inspected on 15th July, then the inspection the following year will take place around the same time. Allowing for some flexibility, inspection will be within 13 months of that of the previous year.

The IQCS Membership Certificate will be issued when the Judging Panel has passed the inspection report instead of all certificates being effective from 1st January as currently.

Application forms

All application forms for IQCS will be available on the IQCS Website for Inspections in 2023

IQCS Standards Review

The IQCS Council is currently reviewing the standards in conjunction with changes applicable to fieldwork in the latest version of ISO 20252.

There had been no significant changes, but the opportunity had been taken to review the format and language in line with present-day usage and to make clarifications where necessary. It had resulted in a more user- friendly document and made the required processes easier to follow.

Changes to the Standards have been highlighted and will in due course be sent out to members for consultation. The revised Standards would apply to all inspected companies as from 2023.

IQCS AGM Date for your Diary

This year our AGM will be held on Thursday 24th November. We will be starting early evening as usual and are hoping for an in-person event this year! Watch this space!

Please put a place holder in your diary. We would love to see you!!

MRS Code of Conduct Review

The MRS are revising the MRS Code of Conduct to ensure that it continues to represent ethical best practice and are consulting on the proposed revisions to the Code.

They are inviting input in this process for all MRS members and MRS Accredited Company Partners. We will also be consulting with other interested stakeholders, especially those representing the rights of individuals..

Revisions have been made to the existing MRS Code of Conduct to reflect a stronger emphasis on good research practice, clarity on obligations about reporting requirements for samples including those described as nationally representative, increased focus on participant wellbeing, and reinforced member obligations regarding the resolution of complaints.

The proposals are set out in more detail in the following documents:

- [Consultation document](#)
- [Revised MRS Code of Conduct 2022](#)

This consultation will run until **3 November 2022**. Responses should be submitted to codeconsultation@mrs.org.uk or by post to the following address by no later than 5pm (UK time) on Thursday 3 November 2022:

MRS Code of Conduct Consultation
The Old Trading House
15 Northburgh Street
London EC1V 0JR

Once the final revisions have been implemented and the new MRS Code of Conduct has been finalised, the MRS plan to do an info session for members on the changes.

IQCS Quality Awards 2022

They are BACK! BACK! BACK! The IQCS Quality Awards, which 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.

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

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

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

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

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 24th November 2022.

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.



Entry Forms will be available from Monday via the IQCS website. The deadline for submissions is Monday 7th November 2022. The link is:

<https://iqcs.org/iqcs-awards-2022/>

Research Network



Everyone is time-pressured and busy nowadays so it can be difficult to keep in touch with colleagues from across the research industry. The Research Network is a lively community of research professionals who meet three times a year for lunches at central London restaurants and strive to stay connected both with one another and through links with other professional research bodies

Members represent a wide range of disciplines from social, market, brand, media and advertising insights through to data collection and analytics, and business owners.

Autumn 2022 marks the 20th Anniversary of the formation of the Research Network and we will be celebrating this in style with a very special Autumn Lunch at the RAF Club in Piccadilly, on **Tuesday 11th October**. The ticket price for this very special event is **£70**, which includes a glass of wine on arrival, table wine and a set three course menu, followed by coffee and petit fours.

The IQCS is supporting the Research Network and Penny, Chris and Gill will be there on the 11th! 😊

If you would like to come along, please contact Gill Wareing via email at: secretary@research-network.org.uk or by phone on: 07935 057276

If, following the anniversary lunch, you decide to join the Research Network within 2 weeks of the event, you can do this for a special discounted membership fee of £15 (starting 1 November 2022).



The RAF Club is situated in an elegant building at the Hyde Park Corner end of Piccadilly in premises that were formerly the Ladies Lyceum Club. Inside, the Club is wonderfully elegant, with oak panelling and a stunning stained-glass window depicting an early scene of the RAF in action behind the staircase. The fascinating history of the Club can be found on their website.

<https://www.rafclub.org.uk/club-history>

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 or feel free to contact us at our mailing address: info@iqcs.org

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