



Quantitative and Qualitative Market Research for Private, Public and Not-for-profit Sectors



“Ask for the Strategic High Ground!”



Ask for Research

Robust and reliable intelligence is key for effective business decisions.

With over 20 years' experience in the market research industry, our practical knowledge is supported by significant academic and professional achievements.

Ensuring effective and enjoyable working relationships, our client satisfaction illustrates the quality, professionalism, attention to detail, effectiveness and value which are core to our provision.

With well-balanced experience over public, consumer and business research, our wealth of expertise advises clients regarding the most effective solutions.

We are a dedicated and enthusiastic market research agency, providing all aspects of [quantitative](#) and [qualitative](#) research for the [private](#) sector, [public](#) sector and [not-for-profit](#) sector.

The aim of research is to inform appropriate action. From in-depth focus groups to large scale quantitative surveys, we have the experience, expertise and capacity to meet project objectives effectively, working to tight deadlines and precise budgets.

All research is conducted in accordance with the [Market Research Society Code of Conduct](#), and is underpinned by adherence to strict industry guidelines, extensive research experience, academic qualifications and professional memberships.

Our range of services includes:

- *Project design & management*
- *Sample design & contact detail generation*
- *Questionnaire design*
- *All survey approaches - telephone, face-to-face, online & postal*
- *Focus groups & consultations*
- *Data input, processing & statistical analysis*
- *Report writing - analysis, interpretation & recommendations*
- *Presentations, training & workshops.*

Ask for Research provided a professional and insightful analysis of the 2013 Sheffield Children's Festival. Su Walker, Off The Shelf, Sheffield City Council

With professionalism, quality, continuous improvement and client satisfaction being at the forefront of all of our activities, our memberships of key professional organisations demonstrate our commitment to the industry.



Our survey work covers:

- *Business & industry*
- *The Public, consumers & clients*
- *Employees & stakeholders*
- *Members & associates*
- *Social & communities.*

We have the expertise and capacity to meet project objectives effectively whilst working to tight deadlines and within precise budgets.

“Ask for Research provided a friendly yet professional service. They were flexible and adapted to accommodate our requirements and time frame. They were efficient and good at responding to queries, and the project provided us with a comprehensive range of findings to feed into our planning.”

Simon Bergin, Head of Marketing, CLA

Our experience in conducting comprehensive quantitative and qualitative research is based on telephone, face-to-face, on-line and self-completion methodologies throughout the UK for consumer, business, public and stakeholder surveys.

Our aim is to improve business performance, and to this end we offer:

- *Market Testing*
- *Marketing & communications*
- *Service & product development*
- *Planning & strategy*
- *Consultations*
- *Business development*
- *Customer focus*
- *The business in context*
- *Evaluation.*



Intelligence providing direction and guidance

Ask for sector specialists

Market research's strength and value are in its relevance to, and significant ability to impact on, all industry sectors. It consistently enhances business performance through informing policy and strategy which is based on rigorous and robust intelligence.

Our sector experience includes:

- Associations, memberships & stakeholders
- Business support
- Communities, housing, social & crime & safety
- Construction, engineering, manufacturing, automotive, ceramics & utilities
- Food & drink
- Education & training
- Enterprise, export & the economy
- IT, marketing, communications, legal & finance
- Health, people with disabilities, equality & the elderly
- Local, regional & central government
- Retail, exhibitions, distribution, travel & transport
- Textiles, printing & publishing
- The environment, rural, forestry & agriculture
- Tourism, recreation, leisure & DIY
- Skills, employment & employees
- Voluntary sector
- Young people, children & childcare.

"Ask for Research provided us with an efficient service and excellent support throughout our programme. The response rate and results were good giving CSCS invaluable insight."

Helen Atkinson, Director of Strategy & Communications, CSCS



The insight gained from a clear view

"I was very impressed by the service provided by Ask for Research when we worked with Angie earlier this year. She was able to accommodate our brief and provide insightful information very competently. It was a pleasure to work with her and I hope we have the opportunity to do so again soon."

Elaine Nester, Director, Alpha, Design & Marketing Group

Ask for private sector research

Our research provides the private sector with insight and intelligence to inform key business decisions made within complex operating environments.

Our private sector clients include:

- Alpha Design & Marketing Group
- Betts Ecology
- Beyond Dark Ltd
- Consultancy Prime
- Cyclone Technology
- John Wiley & Sons Ltd
- Marley
- Parker Ward Ltd
- Plinkfizz
- Progression Through Marketing
- Shropshire Spice
- The Hay Group
- Touchline Ltd
- Xenos.

"Ask for Research were a pleasure to work with. They provided a professional and personal service and we would certainly recommend them."

Rachel Dunham, Client Relationship Manager, Betts Ecology

We help to take businesses forward in areas such as product and service development, market growth and diversification, CRM, competitor analysis and marketing and communications. Our clients range from consumer and business service providers to manufacturers, construction companies, retailers and tourist businesses.

Ask for public sector research

Our research supports the public sector in assessing public, business and client demand within a constantly evolving environment.

"The meeting with Angie from the outset gave us a great feeling that we could work well together, and the communication was excellent throughout. The service provided and the information we have gained has given value for money. The objectives were all met, the reports were very clear and the presentation of the findings really added value to the research."

Stella Fox, Support Officer, City of London Corporation

Working directly for public sector organisations, on behalf of partnerships and for stakeholder groups, we support the effective application of available resources to achieve maximum positive impact. We work with national government organisations, regional agencies, local authorities and partnerships.

Our research provides the intelligence and insight to inform service development, service evaluation, CRM, stakeholder effectiveness, policy and strategy development, marketing and communications and anticipating and responding to demand.

Our public sector clients include:

- Borough Councils - Colchester, East Staffordshire
- City of London Corporation
- Countryside Agency
- County Councils - Worcestershire, Shropshire, Monmouthshire, Oxfordshire, Denbighshire
- Defra
- District Councils - North Shropshire, Aylesbury Vale, Cannock Chase
- Environment Agency
- Finance Wales
- New Deal for Communities
- Sheffield City Council
- Stockport Council
- Welsh Development Agency, Welsh Government.

"The commission was managed excellently by Ask for Research from the initial contact through to completion and in the provision of aftercare support and advice. It was a pleasure to work with Angie and her expert knowledge, advice, professionalism and willingness to go the extra mile to ensure the best outcomes for the Council was exceptional. The consultation undertaken was comprehensive and the quality of the research and output was excellent."

Mike Edmonds Head of Commissioning, Cannock Chase District Council

Ask for not-for-profit sector research

Our research helps the not-for-profit sector in achieving their specific strategic objectives to fulfill market demand and maximise their impact.

Working in diverse environments with a wide range of internal, partner and external clients, we support the not-for-profit sector in meeting a range of audience needs. This includes service users, businesses, the public, clients, stakeholders, supporters, volunteers and funders.



Direction and confidence to stride forwards

Our not-for-profit clients include:

- Association of Convenience Stores
- Black Country Learning & Skills Council
- Business Link West Midlands
- Chartered Institute of Housing
- CIC
- Cobalt Unit Appeal Fund
- Colleges - Rodbaston, Leicester
- Community Council of Shropshire
- Construction Skills Certification Scheme
- Country Land & Business Association
- International Copper Association
- Merseytravel
- Mobility Link
- Opportunity Bewdley
- R3 - Association of Business Recovery Professionals
- Rail Passenger Committee
- Safety Community Partnerships - Lichfield, East Staffordshire, Tamworth
- Show Racism the Red Card
- Shropshire Chamber of Commerce
- The Stroke Association
- Tourism Partnership North Wales
- Universities - Harper Adams, Wolverhampton.

We maximise impact through helping effective service, support and product provision. This includes establishing market need and demand, service and product development, evaluation and impact, marketing and communication strategies, funding and support.

"Ask for Research proved to be the perfect partner for our external evaluation. The experience, flexibility and personal approach of Angie and her team was invaluable to the success of our project. They delivered a robust, cost effective and professional evaluation, meeting all of our deadlines along the way. In the current economic climate when monitoring and evaluation is more crucial than ever, I would have no hesitation in recommending Ask for Research for any external evaluation."

Paul Kearns, Deputy Chief Executive, SRtRC

Ask for more

For further information on how research and our services can help to take your business forwards, please call, email or drop us a line:

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