



**An introduction to Social Research
from
Vision One Research**



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VISION ONE RESEARCH ANSWER QUESTIONS, SOLVES PROBLEMS AND DELIVERS ACTIONABLE INSIGHTS

Vision One is a fresh thinking full service research agency offering a wide range of traditional and innovative research to address all your social research needs.

The Vision One team have years of experience in social research across a variety of areas including central/local Government, charities, PCTs, broadcasting, national newspapers, universities, NHS, learning and skills councils and a variety of non-governmental organisations. Vision One is able to deliver meaningful and intelligent insights which enable our clients to meet targets and deliver the optimal solutions.

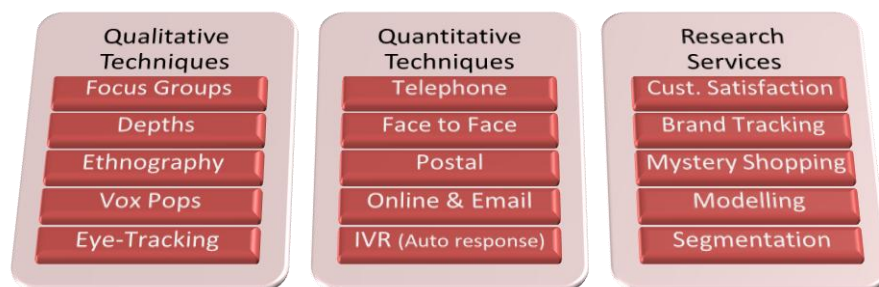
Vision One conducts high quality research and we believe that questions should be answered and results be insightful & actionable - we don't believe in just giving you figures!



So, what can we offer you?

At Vision One, "hands-on" directors manage all aspects of both qualitative and quantitative research studies - from project inception, fieldwork, analysis to final presentation. We have our own fieldwork division, Vision One Fieldwork which delivers high quality face-to-face and telephone interviewing. We have leading edge technology for handling the simplest to the most complex online and web based surveys as well as scanning facilities for postal surveys. Vision One Fieldwork is ISO 9001:2000 and ISO 20252:2006 accredited.

We offer a full range of both B2B and public/customer research approaches, including:



Our aims are to:

- Design and deliver robust and actionable research, offering a full range of approaches to best meet the needs of your customers
- Provide expertise in analysing and unpicking your results
- To bring the research to life and to communicate your results in a tailored and interactive way to engage internal clients (Vox Pops & multimedia presentations)

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Our areas of expertise

We have worked with a wide range of organisations, some of our main areas of specialism within Social research include:

Learning and Skills



We have a positive and comprehensive track record when it comes to conducting high quality and innovative research in the learning and skills sector

We are a multi-disciplinary team with expertise across both qualitative and quantitative methodologies. Our team has wide range of experience in this area and has worked with central government departments, local learning and skills

councils, colleges, sector skills agencies and charities. Our research and analysis is robust and creative, and we focus on delivering evidence, answers and solutions, rather than merely delivering results.

Charities

Vision One Research helps charities in every aspect of their work. Our Social sector team works with not-for-profit organisations to achieve their aims, whether it is to maximise their fundraising efforts, connect with key audiences or heighten media coverage.

We have conducted research with a range of charities in the UK including; Cancer Research UK, I CAN and The Children's Society. We offer quality, commitment and a detailed knowledge of the voluntary and community sector.



Housing



For almost 10 years, Vision One have worked on a broad range of housing projects. This includes STATUS surveys, qualitative and quantitative research to understand tenants, measuring customer satisfaction and involving tenants in the decision making processes.

With the Department for Communities and Local Government (DCLG) and the Audit Commission requiring evidence of customer satisfaction

measurement, research has a key role to play in understanding the needs of tenants. Vision One can help housing providers to understand what matters to tenants in order to improve the services they provide them.

Service delivery and strategy

We can help you with monitoring and improving your service delivery through a range of products and services, including mystery shopping and **totalrecall** (IVR technology).



totalrecall is an easy to use and highly cost-effective way of gaining customer feedback and insights using the latest in IVR technology. It is a fully automated feedback system which utilises a variety of data collection methods, including: **telephone, kiosks, website, and SMS** - all at a fraction of the cost of traditional research methods.

Powerful and intuitive analysis tools are available online, 24x7, on a secure website with real-time reporting.

We can also help with brand and business development – we have conducted brand image and equity studies amongst housing associations and other public sector organisations to identify how strong the brand is and to maximise its potential.

Strategic research we have recently conducted includes:

- Target market and market segmentation
- Customer and staff workshops
- Customer service measurement and evaluation (through mystery shopping and traditional research methodologies)

We offer **consultancy** throughout the process, ensuring you can maximise your efforts and create action from truly inspired information and insights.

Researching hard to reach groups

Vision One understands the difficulty in reaching specific groups of people who are often excluded or under-represented in research and the difficulties of discussing sensitive subject matter - we have the capacity to conduct telephone interviews, depth interviews, face to face and focus groups in languages other than English, as well as matching interviewers to respondents. We are also experienced in using community organisations to help recruit respondents and also have access to online panels.

Researching different **ethnic groups** goes beyond finding respondents, and that everyone involved in the research and recruitment process has to understand and buy into the research. We also understand that religion and cultural issues must be taken into account when interviewing, for example religious holidays.

Researching disabled people

Vision One Research has the skills to conduct high quality and innovative research amongst disabled people and has the resources to cope with the most demanding projects. For example, we offer minicom for those who are deaf or hard of hearing people or Typetalk - a text to voice and voice to text relay service.

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About Vision One

Vision One Research is a leading and innovative independent full service research company delivering quality research and planning solutions across a wide variety of sectors. We specialise in retail and shopper behaviour and undertake all aspects of qualitative and quantitative research and also provide analysis and consultancy services.

Vision One Research operates a quality management system. We are members of the **Market Research Society (MRS) - MRS Company Partners**, which provides reassurance to clients of our commitment to quality and adherence to the code of conduct of the MRS. Vision One Fieldwork is ISO 9001:2000 and ISO 20252:2006 accredited and a member of the Interviewer Quality Control Scheme (IQCS).



In addition, Vision One is committed to meeting the requirements of:

- UK Data Protection Act 1998
- European Directive EU 95.46/EC
- ICC/ESOMAR (The World Association of Research Professionals)
- International Code of Marketing and Social Research Proactive

Vision One is dedicated to superior quality research and is continuously looking for new ways to improve. As part of this programme, we track our client's satisfaction on every project we do. For the past two years, since tracking began, we have managed to achieve a remarkable 100% satisfaction with all our clients.

Feel free to contact us for more information about housing research or any other research requirements you may wish to discuss:

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