

23 July 2020



Company update

An update from us

This lockdown and pandemic has obviously brought some of the most difficult and challenging times we've known, but despite this we are very proud of how we have been able to maintain our business continuity and ensure the health and welfare of our staff.

As the lockdown restrictions begin to ease, we wanted to update you on what we have been doing over the last few weeks and some of the plans we are putting in place as we look to the future, including our plans to restart some of our face to face interviewing operations which have been suspended in line with government advice.

We have had three objectives since the lockdown in March: maintain business continuity of our research services, be in a position to re-start all of our research activities including face to face interviewing when government advice allows and support the health and welfare of our team.

Our team here have worked incredibly hard over the last few months. Working remotely from home we have been able to maintain our services and have continued to provide our online and telephone research data collection services with minimal disruption. As the current government advice indicates the majority of our staff continue to work remotely from home, but we are now taking pro-active steps as we look to get back to a more 'normal' way of working.

These include:

- Health and safety. We have always taken the safety of our staff and research respondents seriously. Our management team have been closely monitoring the situation and reviewing guidance issued by the WHO and the UK government. As we prepare to begin the re-opening of our offices in the Autumn, we are undertaking a comprehensive risk assessment, and introducing new policies to cover cleaning, staff COVID training and changes to the layout of our offices to ensure appropriate social distancing can be maintained.
- Face to Face interviewing. In line with the government our Face to Face interviewing operations have been suspended since March. As the restrictions begin to ease and following the advice from the Market Research Society (<https://www.mrs.org.uk/standards/undertaking-safe-face-to-face-data-collection>) we are planning to restart our face to face operations in a safe way. More details will follow on this as we finalise our planning and obtain feedback from our face to face teams.

We remain incredibly grateful for the support that our staff, our suppliers and clients have shown us over the past few months, and whilst there will inevitably be further changes to the way we work as a result of the pandemic we remain confident in being in a position to be able to maintain and enhance the services we are able to offer our clients.

Thank you all for your continued support of Critical Research, and if you have any questions please do get in touch with your account manager

Best Wishes,

Ben Farr
Managing Director



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