

**the qualitative lab**

[www.thequalitativelab.co.uk](http://www.thequalitativelab.co.uk)



## COVID SAFETY MEASURES

Keeping Visitors & Staff Safe  
Preventing the Spread of Covid-19

**the qualitative lab**

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# STAY SAFE MEASURES

At The Qualitative Lab we are continuing to do all we can to keep our visitors and staff as safe as possible, and trust that you will support us with this. As well as following the latest Government and Market Research Society (MRS) Guidelines, we are maintaining the following precautionary measures:

**01 Free on-site parking** and cycle storage will be made available to as many visitors as capacity allows, enabling door-to-door travel and reducing need for use of public transport.

**02 Regular cleaning and sanitising** of the facility will take place both prior to and throughout the duration of the hire, with special attention paid to high traffic areas, toilets, food & drink and stationery. Alcohol-based hand sanitiser will be available in all rooms for participants /moderator/clients

**03 A protective screen** will remain in place at our reception desk and our host team will wear protective face coverings at all times. All other staff in the building will wear face coverings in communal areas and will avoid these areas where possible when clients/respondents are present.

**04 Ventilation:** Where practical, windows and doors will be open throughout the building to aid ventilation.

**05 Health Questions:** When agreeing to participate, respondents will be asked to confirm that they do not have any symptoms of Covid-19 and that they have not been in contact with any unwell or quarantined persons. Upon arrival at the venue all visitors will be asked to sign a 'COVID-19 Precautions' form stating the same, and agreeing to inform the venue if they test positive within 14 days. Anyone not able to confirm this will not be invited to attend/be asked to leave.

**06 'Instructions for visitors'** detailing arrival procedures and maintaining safety within the facility will be provided to hirers and must be shared with all attending. To avoid overcrowding during check-in, visitors may be asked to wait outside / in their vehicles prior to research commencing.



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## 07 Arrival Process:

- The host will invite you in to the reception area when it is clear
- Use alcohol-based hand sanitiser provided
- Host will take temperature with a hand-held thermometer/record - *if a temperature is too high, the attendee will be asked to wait in a separate waiting area for 5 minutes before re-testing. If the second reading is also too high, they will not be able to participate and will be asked to leave the building*
- Signing of our 'COVID-19 Precautions' agreement document
- Issuing / fitting of face coverings (see below)

**08 Facial Coverings:** Although no longer mandatory as of 19<sup>th</sup> June 2021, The Qualitative Lab requires face coverings to be worn in all communal / public areas of the building, and when moving around.

We encourage the use of clear visors in the studio room and provide these free of charge.

In line with Market Research Society Guidance, **ALL RESPONDENTS, MODERATORS, CLIENTS MUST BE TOLD IN ADVANCE** whether facial coverings are required/not required once settled in the studio room. The Qualitative Lab needs confirmation in writing of this requirement (and that all including the moderator have been informed of the expectation) at the time of booking. We encourage the use of face coverings in the client viewing room. All viewing clients must also know the expectation in advance.

**09 Distancing:** Chairs in the respondent studio and the client viewing room will be spaced out to accommodate social distancing wherever possible. Where numbers / the nature of the project dictates otherwise, participants, moderators **MUST** be informed beforehand. The Qualitative Lab requires written confirmation from the hiring client, confirming that all participants have been made aware of whatever the requirement is for the particular group, and that they are in agreement. All visitors are asked to distance as much as possible while in high traffic and public parts of the building. Reminder posters/stickers are displayed throughout the building.



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**10 Catering:** No food will be prepared on site – only sealed, pre-prepared food and takeaway food will be served. Disposable cutlery, cups etc will be used

**11 Incentives:** Where possible, we ask that incentives are paid electronically. When cash is to be used, we ask that this is prepared in advance and brought to the venue in a sealed envelope and handed to respondents by the moderator, in the studio room

**12 Remote Viewing 'TQL Live' Streaming** is available at very competitive rates, offering an alternative to clients who do not wish to travel to/attend the venue. **'TQL Live' Remote Moderation** is also available, where respondents attend the venue and the moderator can run the interview / group via live stream on our large TV Screen. If required, a member of our host team can oversee the proceedings (costs apply)

**13 Moderation:** If you/your moderator is unable to travel to the venue then experienced moderators from our in-house team The Qualitative Centre are available (costs apply)

**14 Recruitment:** If you require assistance with recruitment, our in-house team **'The Field Division'** at Plus Four are happy to help - all participants are fully screened including COVID related questions.

**15 Alternative methodologies:** If your project is unable to be carried out person to person, then we can offer you an alternative online qualitative solution

**These measures will continue to be adapted as Government and industry advice evolves, and as we work our way through this transition phase to a COVID free place. Please contact us if you have any queries on the measures, or need clarification/ reassurance for you or your clients. We are always ready to talk projects!**