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MRS Diploma in Market & Social Research Practice
Unit 5 – Section 1 – 6th December 2012 Assessment Materials
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Instructions for Candidates

Time allowed: up to 90 minutes

- This booklet contains information necessary for Section 2 of this examination.
- You have up to 90 minutes to read this information. You may make notes in the Notes Booklet provided or in this booklet during the 90 minutes preparation time.
- Once the 90 minute preparation time has started, you may not leave the room and then return. The only exception to this is for candidates who need a toilet break. In such cases, you must submit your Exam Preparation Materials and notes to the invigilator before leaving the room. You will be accompanied by an invigilator.
- You may not leave the examination within the first 30 minutes of the start time. Thereafter, candidates wishing to leave before the end of the 90 minutes preparation time are permitted to do so. Exam Preparation Materials and notes **MUST** be handed to the invigilator before leaving the room. You will then not be permitted to re-enter the examination room until the start of Section 2 at 2.00pm.
- This material and your notes **MUST** be returned to the invigilator or examination administrator at the end of both Sections of the examination.
- Any candidate who attempts to remove this material or their notes from the Examination Room at the end of Section 1 may be excluded from Section 2 of this examination.

The research problem and proposal contained in this material are based on a real-life project. Identifiable details relating to the project have been removed and all required permissions have been obtained for its use.

MARKET RESEARCH BRIEF issued by *Come to Bestland (CTB)*

Request for proposal for brand & advertising tracker for “Come to Bestland (CTB)”

Background

Bestland is an island based on the coast of Scotland. It offers many attractions, both historical and new. It was revitalised thanks to some very wealthy benefactors. “Come to Bestland” (or CTB) is a company with two key goals – to increase tourism to the island and to encourage businesses there to market their own tourism. The company has over 200 employees located in the UK, France, Germany, The Netherlands, Belgium, Denmark, Spain, Italy, Australia, USA and Canada. In addition it has agency representation in Austria, Switzerland, Poland, South Africa, Portugal, New Zealand, Bahrain, Israel, India, China and Japan.

Since 2000, CTB’s Brand and Advertising Tracking research has been conducted in our key markets every year. It has been an integral tool in market planning and strategy development, and identifies key segments to target. We are seeking a new supplier to carry out our Tracking research in our main markets in the next three years (2013-2015).

Research Objectives

1. To track the changes in consumer interest in visiting the island.
2. To understand consumer motivations and barriers to holidaying on the island.
3. To understand who our target should be.
4. To evaluate how to react to changes in consumer holiday motivation and behaviour.
5. To evaluate marketing campaigns to understand which are the most suited to which countries and to help develop marketing strategies.
6. To understand and track the island’s image, positioning and selling messages in relation to competition.

Project Methodology

There are two waves per year, one in April and another in September. To date this research has been a telephone survey. However we expect the proposal to use online methodologies in markets with high internet penetration.

The Questionnaire

The questionnaire exists already and is supplied for costing purposes. Up to three versions could be employed for any single wave, depending on the market surveyed. The length is related to the importance of a market: priority countries have the longest questionnaire.

The content covers the image of the island; general consumer holiday behaviour; and reactions to and recall of our advertising campaigns. It also examines barriers to visit, interest in holidays on the island and holiday preparation behaviour.

- Spontaneous advertising recall
- Prompted advertising recall
- Short breaks
- Activities

Sampling

In the past a sample of 1,000 ABC1 overseas holidaymakers was interviewed each year, in each market, in each country, in each of the two waves. Only a selection of markets are surveyed in any one wave. Quotas were set around age, gender, region of residence.

- **Priority countries** include the UK, USA, Germany and France.
- **Secondary countries** are Australia, Canada, Spain and Italy.
- **New Markets** are the BRIC countries: (Brazil, Russia, India & China)

Screening questions are:

- ABC1
- 18+ years
- Resident overseas
- Holidaymakers

Timing

Fieldwork is set at different times in each market, to coincide with the peak in advertising activity. The findings are used for our annual strategic plan so in Wave 1 synoptic topline results are expected in the last week of May and individual country reports in the following month. The second wave results are for creative development so are less time sensitive.

Reporting

We will require reporting on each market individually (PowerPoint) and a global presentation covering all markets with cross-market comparisons. The supplier should draw comparisons with results from previous waves. Please budget to deliver a two page summary report (word) and a final debrief Global PowerPoint presentation at our head office. An electronic data file of responses is required for future analysis.

Costings

CTB requires costings for conducting one wave of research in each of the countries and any fixed costs not affected by the number of markets included. This will enable us to calculate variations we might want. The prices should not increase in the next 12 months. Thereafter, any increase should be in line with the Consumer Price Index.

Further Information

If you have any questions in relation to this brief, please contact David Smythe, CTB at david.smythe@ctb.org.uk

MARKET RESEARCH PROPOSAL issued by Gemini Research

Come To Bestland Tracking Survey, 2013-2015.

- A research proposal prepared for Come to Bestland -

1.0 BACKGROUND AND BUSINESS OBJECTIVES

This proposal has been prepared following a written brief from Come To Bestland, for their Tracking Survey 2013 to 2015.

The tourist industry is important to the economy of Bestland. Come To Bestland (CTB) is the centrally funded body with the responsibility to attract and maintain a sufficient level of tourist income each year. It conducts advertising in many countries around the world and maintains staff in those countries to promote Bestland as a tourism destination.

In recent years CTB have conducted a study twice a year in many of these countries to evaluate the effectiveness of the advertising and marketing and to assist in marketing planning and strategy. To date this study has been carried out using telephone interviewing, but there is now a wish to see data collection move online wherever that is feasible. In this document Gemini Research puts forward our proposals to develop and enhance this project for the next three years.

2.0 RESEARCH OBJECTIVES

The objectives are given in the brief as being:

1. To track the changes in consumer interest in visiting the island.
2. To understand consumer motivations and barriers to holidaying on the island.
3. To understand who the target audience should be.
4. To evaluate how to react to changes in consumer holiday motivation and behaviour.
5. To evaluate marketing campaigns to understand which are the most suited to which countries and to help develop marketing strategies.
6. To understand and track the island's image, positioning and selling messages in relation to competition.

In preparing this proposal, we recognise that there are a number of key issues which will have to be addressed satisfactorily to ensure that the various research objectives are met and that,

importantly, the outputs from the programme of research provide CTB with the actionable insight and understanding required. In our opinion, these key issues will include:

- Recognising the fact that this programme of research is required to deliver outcomes on the basis of a variety of related research objectives
- The need to manage this process accordingly across a range of markets.
- The effective management of the transition of the survey methodology from telephone to online.
- Identification of appropriate sampling frames for the target audience in each of the markets to ensure, as far as possible, comparability with previous surveys and the generated trends data.

Each of these is examined in more detail in this document.

3.0 RESEARCH METHODOLOGY

3.1 Delivering the required outputs

It is important to recognise that this programme of research is required to deliver a range of information and insight for CTB – it is not a simple survey designed to deliver against a single objective. This presents a number of challenges in terms of managing the scope and content of the questionnaire but also, critically, ensuring that the analysis is delivered which meets the needs of the various end users within CTB.

Tourists and holiday makers can be thought of as going through a number of stages in their decision making which may be characterised as being interested in the destination; having an intent to visit that destination at some point; and actively planning to visit the destination. We should determine what is the key competitive set at each of the stages to enable Bestland to pitch their offer appropriately.

A second critical aspect of the research will be the measurement of a number of standard metrics for evaluating the effectiveness of communications activities generally and advertising in particular. *In this context, Gemini can offer a number of approaches which we believe provide added insight and understanding and these are detailed later in this section of the proposal.*

In addition to the tracking of the communications activities, an integral part of the study will be to measure and benchmark the established brand imagery of Bestland vis-à-vis its main competitors within the target audience in the various markets.

Finally, we are also conscious of the need to take into account the fact that Bestland appeals to a number of different 'segments' within the various markets. Consequently, it will be very important to ensure that the design of the survey and in particular, the range of questions asked enables detailed analysis to be undertaken to the level of individual market segments.

Survey Management

One of the critical aspects of this study will be the ability of the appointed agency to manage the survey process – both within and between specific geographical markets to ensure a consistent framework within which accurate evaluation of the brand and communications activities can be undertaken.

In this context, we believe that Gemini has much to offer because of its ability to draw upon a global network of companies, providing, for the majority of markets identified by CTB, local coverage and understanding – either from researchers based in that market or researchers based in the region who are working in these markets on a regular basis. Secondly, based on our experience in the conduct of other major, global brand and advertising tracking studies, we would be in a position to identify and recommend the most appropriate measurements for inclusion within the evaluation of individual markets in relation to Bestland as a tourism destination.

4.0 SAMPLE DESIGN

4.1 Sample definition

We have assumed a sample size of 1,000 completed interviews with respondents from the target audience in each market, as specified in the research brief, namely:

- Aged 18 years and over
- ABC1 social grades and the equivalent in the various markets
- Have taken at least 1 holiday outside of their own country in the last 5 years or are intending to do so in the next 12 months.

This is the definition that CTB have successfully used in previous studies and we see no reason to change it.

4.2 Transition from telephone to online data collection

We concur with the suggestion in the brief of the proposed transition from telephone to an online methodology wherever possible. Increasing penetration of household internet access serves to reduce any inherent bias within the sample and this is especially the case amongst the target audiences for this study. We therefore propose that data collection is undertaken online in all countries where penetration amongst the research population is greater than 60%.

4.3 Data Continuity

Where the data methodology changes there will be a loss of continuity of data with previous surveys. However, we have considerable experience in the transition from one survey methodology to another, whilst being able to maintain the historical trends information.

Where data collection changes to online it is our recommendation that the conduct of a parallel study would be a priority for the first half of 2013 to establish the position with regard to the 'differences' between the two survey methods. If a parallel study is not conducted we may not be able to identify how much change in the data is due to the change in the methodology and how much is due to changes in the market.

In relation to this study, the main distinctions between telephone and online data collection are in relation to:

- i. Differences in questioning
- ii. Response differences
- iii. Sample differences

Differences in questioning

There are a number of ways in which questions can be asked differently online to on the telephone.

- One difference is that online questionnaires present the opportunity to show material such as advertisements for recognition purposes. These can be press, poster, television or even radio ads. This is a major advantage over telephone interviewing where we can never be certain which ad the respondents have seen, nor where they have understood an ad described verbally.
- Visual prompts can be used in many other ways both to improve the data that we collect through showing stimulus material, logos, etc, to enhancing the experience for the respondent and making it more engaging, for example by using maps for questions about countries that have been visited.
- More complex questions can also be asked online than by telephone. Image perception questions are more easily asked with the respondent able to see a number of dimensions on the screen at the same time, making it easier for them to discriminate between them in their responses.
- Techniques such as 'drag and drop' can be used to enhance the experience further. Attributes can be 'dropped' against countries or against scale points. This makes the interview more interesting for the respondent, while, at the same time, it has been shown, reducing pattern responding (or straight lining of answers) so improving the discrimination in the data.

ii. Response differences

We believe that collecting data online leads to improved data quality:

- Online respondents complete the questionnaire in their own time. They feel no pressure to provide answers quickly as they do with an interviewer. Brand awareness levels will sometimes increase for this reason, as respondents take longer to think about it.
- Responses to open ended questions are often fuller online, again because the respondent has the time to consider their answer. Descriptions of advertisements seen are more complete. There is likely therefore to be an increase in the proportion recalling individual elements.
- Online interviews have been shown to suffer less from socially desirable responding. People often try to impress and may, for example, claim to have been to more exotic destinations than is actually the case. Removal of the interviewer reduces this effect as there is no longer someone immediately there to be impressed.
- Recall data is more accurate. Because they are not under pressure to give an answer immediately, online respondents can take their time and recall more accurately exactly when they went away.

- There is less of a primacy-recency effect online. With telephone interviewing there is a tendency for respondents to give as their answer either the first or last of a series read out by the interviewer. These are the two that they 'hear' most clearly, with the greater bias being towards the last answer. Use of end points on scales, for example, is reduced with online questionnaires.
- Online questionnaires do suffer in one respect from the absence of an interviewer. With no interviewer to correct misunderstandings, questions must be clear and unambiguous. Questions which previously worked because interviewers were able to explain or correct misunderstandings may no longer do so.

For all of the differences the data may change because of the change in methodology.

iii. Sample differences

A further cause of difference in the data arises from differences in the samples covered by each method, and how representative of the survey population the survey is. For an online sample the main issues are the penetration of online access in each country and any differential penetration between key sub-groups. The effect of each of these will vary between countries with Canada and the Netherlands having higher penetration than India and China.

However, as the survey is restricted to ABC1s or equivalent, online penetration is acceptably high in all countries amongst the survey population.

Some groups, such as the elderly, are likely to have lower penetrations in most markets, and there may be a concern that people who are not online may be attitudinally or behaviourally different from those that are not. People who are online may be more adventurous, they may be stimulated to travel more by surfing the internet and they may have easier access to booking.

With telephone interviewing there is also a proportion of the population who cannot be reached. The proportion of homes with no land line is steadily increasing in most countries (in the UK it is currently about 10%). These are homes that rely on use of a mobile phone for all their calls and tend to be younger households. The group that is missing from a telephone sample may therefore be more technologically savvy and more adventurous.

This is an assessment that needs to be made in light of the objectives of the study and any cost trade-off. If there is only a small proportion of the research universe who are not accessible, then we may well be able to do without them. A missing minority would have to be significantly different in their responses in order to make a small difference to the overall finding.

In summary, Gemini endorses the intention of CTB to move the survey to an online methodology, which we feel is appropriate for the survey population in all the relevant countries. We also recommend that a parallel test is carried out to assess the effect on the data of the change in methodology. The size and scope of this exercise will require further discussion and cost have not been included here.

4.4 Sampling frames

Where data collection moves online, Gemini would use online Access Panels in all of the markets. We have experience of using various Access Panels in each of the markets to be included and would use the most appropriate one for each country. In countries other than the UK the administration of the survey would be sub-contracted to the appropriate Access Panel provider.

In markets where a telephone survey was being undertaken, the interviews would be conducted using CATI with a contact sample based on a Random Digit Dialling (RDD) approach. In preparing our costs, we investigated the possibilities of undertaking the interviews 'in situ' in each of the markets, or remotely from our UK CATI centres. This latter option is often more cost-effective, however in this case, costs are all lower on the 'local interviewing' option. If appointed however, throughout the course of the contract, we will continue to review this and pass on any emerging cost savings and efficiencies to CTB.

Within the context of a telephone interview, the use of a relatively simple selection procedure such as the 'next birthday' rule is one which we have used in previous surveys of this type and we would be happy to maintain this procedure for the selection of the individual respondent within the household.

5.0 DATA COLLECTION

5.1 Questionnaire design

We understand that the questionnaire already exists and is as supplied by CTB. There is clearly a desire and need for continuity with previous surveys. However, we suggest that some amendments to the questionnaire may be considered in order to make the survey output more actionable. As an agency we believe that we should thoroughly question the rationale and investigate all of the alternatives each step along the way. One such instance here is in the area of communication measurement.

5.2 Communication measurement

Gemini recommends incorporating into the study additional communication measurements to add value in the key area of assessing the influence of Word of Mouth

Word of mouth has always been important to brands in providing a recommendation that is perceived as unbiased and relevant to the consumer. With the increased use of online communication and communities, the possibilities for online word of mouth are multiplying and their influence of reaching more people is rapidly increasing.

Gemini recommends introducing questioning to assess the level and content of word of mouth associated with Bestland as a tourist destination. These questions will include the nature (content and whether positive/negative/neutral) of word of mouth communicated and the channel of communication.

5.3 Translating the questionnaire

Gemini will be responsible for initial translations of questionnaires and will utilize our partners in the overseas countries because they have the research knowledge. We propose that translations are then shown to the CTB office in each country for their comment, for terminology relating to tourism as used in tier country. It must be stressed, though, that they will not have an opportunity to change the questions at this time.

5.4 Data management and quality procedures

All data will be returned securely to Gemini where it will be edited. Editing will include the identification of incomplete questionnaires and unacceptable data quality evidenced by flatlining and inconsistent responses at respondent level. Where the level of rejection exceeds allowances made, the panel provider will be required to supply further completed questionnaires to make up the shortfall.

6.0 DATA ANALYSIS

Data will be analysed separately for each country with comparisons made between countries. Tabulations will be provided for each country, with cross-analysis of up to three pages, approximately 60 sub-groups. The cross-breaks will have a common definition for all countries. Where appropriate, mean scores and standard deviations will be provided on the tables.

6.1 Normalisation

The questionnaire contains a question consisting 20 attitude dimensions with scale responses. We anticipate that there will be differences in response patterns to this question between countries. This is because different cultures respond to scales in different ways. These differences will be normalized so that comparisons can be made between countries.

6.2 Segmentation

In addition to simple cross analyses, Gemini will perform multivariate analysis to explore the possibility of creating actionable segments based on attitudes to holidays and what people require from them. This will be based on the 20 attitude dimensions with scale responses currently included in the questionnaire. This can only be exploratory as there has been no prior work to hypothesize segments nor to determine the attitude dimensions that would define them.

7.0 TIMINGS

The timing for fieldwork will vary between countries, but we understand from conversations with CTB that fieldwork will commence in some countries in mid-February and that all Wave 1 fieldwork will be completed by the end of April, with some countries completing by the end of March.

From this we anticipate the following timetable for wave 1:

1. Questionnaire agreed: End December
2. Translations completed and agreed: Mid-January
3. Scripting and checking complete: Early February
4. Fieldwork: Mid-February to end April
5. Delivery of Overview report: End May
6. Delivery of country reports: Throughout June.

Unless CTB has other requirements, we will deliver reports for Priority countries first, followed by Secondary Countries and then New Markets.

8.0 COSTS

Costs not reliant on the number of markets or questionnaire length:

Description	Cost (£):
Global overview presentation	8,000
Travel to Bestland for up to 3 meetings per year	900

Costs reliant on the number of markets and questionnaire length

The costs overleaf are given for one wave in each country. Costs are given for both CATI and Online data collection in all Priority and Secondary countries, to provide comparison, although we recommend online data collection in all countries.

For the online option three different lengths of questionnaire have been costed for. For Priority Countries we have given costs only for the longest questionnaire, timed at 25 minutes as this will always be required. For other markets we provide costs for questionnaire length options as requested in the brief. We also provide costs for the longer questionnaire options to allow CTB to consider the possibility of collecting all the data in the Secondary and New markets.

Online questionnaire lengths are taken to be:

- Short - 10 minutes, one open ended question
- Medium - 15 minutes, two open ended questions
- Long - 20 minutes, three open ended questions

	Costs for one wave in 2013 (£)				
	CATI		Online		
	Questionnaire version		Questionnaire version		
	Medium	Long	Short	Medium	Long
Priority countries					
UK		50,000			14,000
USA		45,000			15,000
Germany		55,000			16,000
France		58,000			17,000
Secondary countries					
Italy	45,000			15,000	21,000
Spain	35,000			14,000	23,000
Canada	38,000			12,000	16,000
Australia	38,000			13,000	18,000
New Markets					
Brazil			12,000	16,000	20,000
Russia			12,000	16,000	20,000
India			12,000	16,000	20,000
China			10,000	14,000	18,000

* 300 interviews – CATI

All CATI costs are based on local country dialling, except for Canada where dialling from the UK is more cost effective.

Prices are based on the following assumptions:

1. Costs given are for questionnaire lengths and number of open-ended questions as stated.
2. There will be no more than three meetings at the CTB offices in Bestland, as costed for.
3. All advertising-based stimulus material, such as story-boards, stills or radio ads, is produced by CTB.
4. Data collection costs outside of UK will be held for fluctuations in exchange rates up to 5% from those at the date of the proposal. If exchange rates vary beyond that we reserve the right to amend the prices either up or down as appropriate.
5. Otherwise costs shall hold valid and shall not increase in 2013. Thereafter, any increase in the costs shall be applied annually and shall not exceed the 2013 costs increased according to the Consumer Price Index.

9.0 REPORTING

Given that the audience for the reports will be from a range of marketing and research backgrounds, we feel that it is vital that the outputs produced are as accessible and user-friendly as possible. We will work with CTB to include their knowledge of the needs of the end-users in designing both the content and the format of the reports.

Obviously, as a starting point, it is important that each wave of research is reported fully also ensuring that the format allows straightforward comparison with previous waves of research. Consequently, for each wave, we would provide a report that presents the study findings, containing an executive summary, data tables and detailed analysis of the survey results. This would also include tables and charting in order to highlight relevant findings and conclusions.

We note the requirements for reporting as outlined in the brief and we would provide the following for each wave:

- Reporting on each market individually (PowerPoint)
- Global presentation covering all markets with cross-market comparisons.
- Two page summary report (word)
- Final debrief Global PowerPoint presentation in Bestland.

We recommend that the Bestland presentation takes the form of an interactive 'workshop session' whereby the results and recommendations are presented but there is also an opportunity for considerable discussion about the implications of the findings. We have used this approach in previous projects and clients have found it to be very useful.

10.0 RESEARCH CREDENTIALS

10.1 Research team

Tim Jones - Head of Travel and Tourism,

Tim has almost 25 years' experience in market and social research for a range of public sector organisations. He carried out postgraduate research on leisure studies at the University of Exeter, then joined the Research Department of the French Tourist Office becoming Head of Research after four years.

Since 1989, he joined Gemini Research, and has worked with a particular focus on leisure, recreation and tourism studies since then. Tim has had responsibility for research projects in these areas. He is a Full Member of the Market Research Society and also a Fellow of the Tourism Society.

Tim would act as Project Director on this study and would have overall responsibility for the delivery of the project to CTB

Jon Clarke- Associate Director

Jon graduated from the University of Glasgow in 1987 with an Honours degree in Geography and then from the University of Strathclyde in 1988 with a post graduate degree in Tourism. Jon joined Gemini at the beginning of 1999 after spending ten years within the Research Department of Dinky Air. Since joining the company, Jim has been involved in all of the tourism and leisure studies undertaken by Gemini and has worked on many multi-country projects in recent years

Jon would be the Project Manager, responsible for day-to-day liaison with CTB.

10.2 Relevant research experience and tools

In addition to these examples featured above, Gemini Research has undertaken or is currently undertaking a number of brand and communications tracking studies in single markets for a number of tourism destinations including:

- Tourism Anyland
- Visit Norfolk
- Tourism Wales
- Italian National Tourist Board
- Andalucia
- Visit Oslo
- Crete Tourism Authority
- Bristol City Marketing Bureau.

Of particular relevance to this project is the similar exercise being undertaken for Tourism Anyland, who have given us permission to reveal details of the study.

Gemini was commissioned in 2009 to conduct the Global Brand Health and Communications Tracking for Tourism Anyland for three years. The Tracking was conducted in eight markets in 2009 and 2010, this expanded to fourteen markets in 2011. We have recently been re-appointed for a further three years' contract.

The methodology involves a mix of face to face, online and CATI surveys across 14 countries including the UK, USA, and many of the other countries covered by this study. The survey has a highly complex design including an extensive destination code frame which tracks awareness of Anyland and competitive destinations in each of the markets.

Gemini provides Tourism Anyland with highly sophisticated analysis incorporating findings from the research, market trends and secondary data. Presentations are also made to each of Tourism Anyland's regional offices in the markets where the tracking is conducted. This analysis is used to inform Tourism Anyland's communications strategy in each of the markets. Gemini conducts regular workshops with Tourism Anyland.

In addition, ongoing brand and communications tracking projects are being conducted for a number of major European holiday and tour operators – both offline and online suppliers.

If references are required, contact details for a number of the organisations featured above can be provided.

11.0 TERMS AND CONDITIONS

1. All costs exclude VAT.
2. Upon commissioning, Gemini Research shall invoice the client for 50% of the cost for Wave 1. The remaining 50% will be invoiced at the conclusion of Wave 1. Subsequent Waves will be invoiced at the conclusion of each Wave.
3. All invoices are to be paid within 28 days.
4. Gemini Research is entitled to use subcontractors for data collection or any other service. When doing so it will inform the client as early as possible and, if appropriate, at the time of receipt of the request for costing.
5. The Company is a Market Research Society (MRS) Company Partner and has therefore signed a Quality Commitment to adhere to the MRS *Code of Conduct*. All research projects conducted by the Company shall be undertaken in compliance with the MRS *Code of Conduct*, which includes the requirements of the Data Protection Act 1998.

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