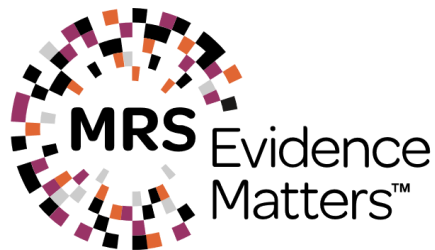


AMA DataSet Limited



The Market Research Society (MRS)

Iain Barker
Online System Developer
May 2021

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The Market Research Society (MRS)

Overview

The Market Research Society (MRS) is the UK professional body for research, insight and analytics. They recognise 5,000 individual members and over 500 accredited Company Partners in over 50 countries who are committed to delivering outstanding insight. As the regulator, they promote the highest professional standards throughout the sector via the MRS Code of Conduct.

AMA were originally commissioned to create and manage the MRS website in 2003. Since then, we have been involved with many of MRS's web systems. These websites have been created to exactly match the designs and specifications from MRS. The most current changes have seen multiple smaller sites brought together into different areas of the main MRS site. A single sign-on has been implemented to allow users to move seamlessly between MRS's sites. AMA have provided SEO and tracking. As the websites and systems are running on AMA's Strata CMS we have been able to provide MRS with an admin area allowing them to add and manage the content of the website. Content that can currently be managed includes text, images, videos, internal and external links, styling and the ability to move content on or offline.

AMA have also been involved in the typesetting of MRS publications such as the *Research Buyers Guide*. We have also been able to help MRS move the data from publications such as the *Research Buyers Guide* into a searchable online environment as the company moves away from physical printed versions.

Features

Promotion Site <https://www.mrs.org.uk>

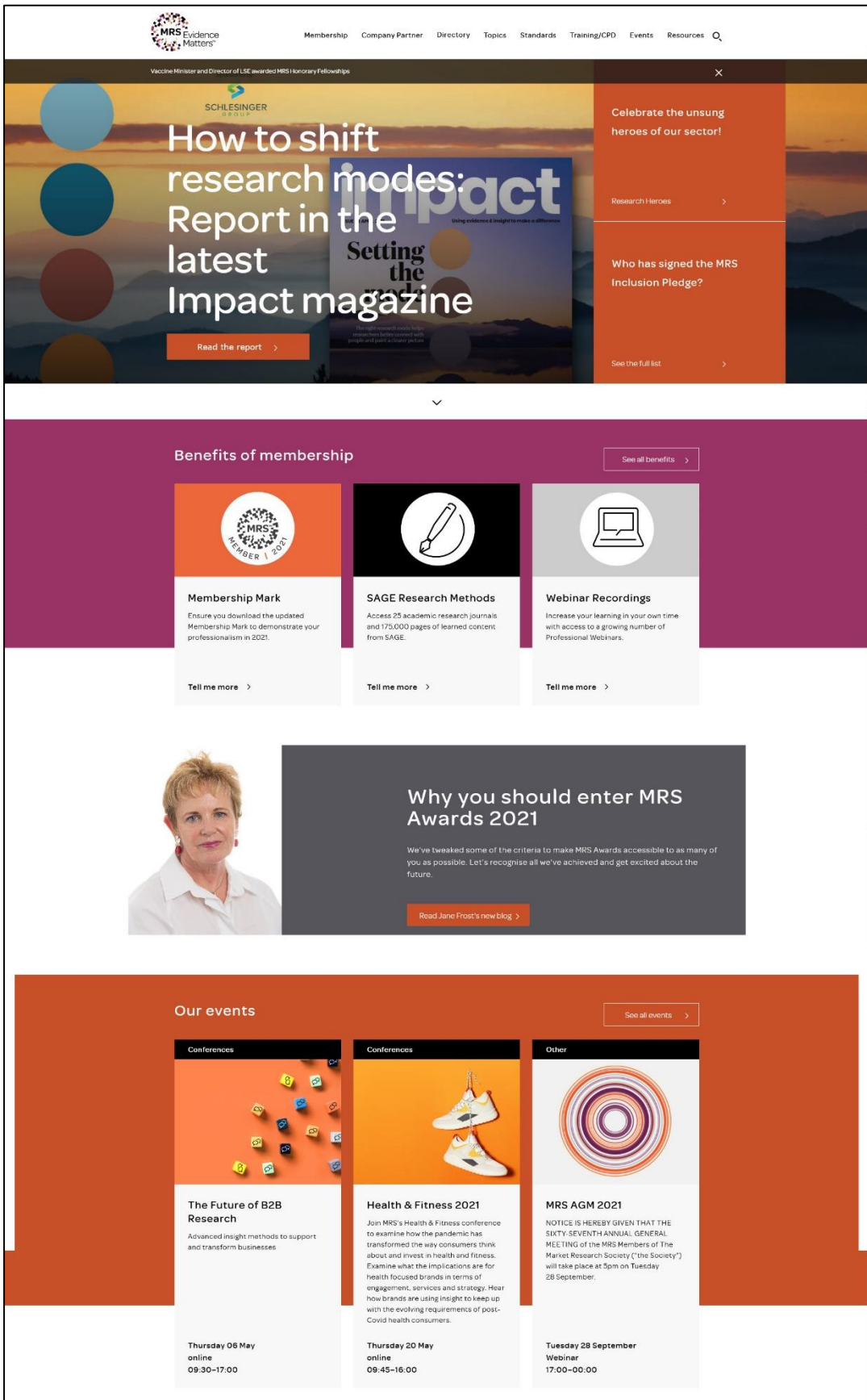
Commissioned	2003	Research Buyers Guide publication – remote setting
	2005	Online Industrial Survey
	2008	Corporate site www.mrs.org.uk
	2010	Research Buyers Guide publication – online
	2012	International Journal of Market Research
	2012	Annual Conference / Fair Data – micro sites
	2015	Research Live – sister site to www.mrs.org.uk
	2017	Corporate site www.mrs.org.uk full redesign and functionality
	2020	Market Research Foundation – CPD

Sector	Market Research
Location	London
Platform	AMA DataSet – Strata CMS

Websites

- Bespoke page layout
- Bespoke search system
- Fully audited
- Full backup of systems and resources
- Server rollover
- Content management via admin back end
- Single sign on for all websites
- Full SEO
- Secure servers

Sample pages from the MRS website mrs.org.uk



MRS homepage

Other MRS sites ▾ Help Awards News About MyMRS ▾

MRS Evidence Matters

Membership Company Partner Directory Topics Standards Training/CPD Events Resources

Home Resources Video Library

Video library

MRS publishes a wide variety of content including face-to-face interviews with leading industry figures, and keynote speeches from conferences.

MRS also publishes a range of **member only content** including webcasts and presentations which is only available to **individual members** and **MRS Company Partners**.

MRSpride :TRANS PLATFORM

MRS CEO Pledge Panel - Feb 2021

MRSpride – Advocacy, representation, insight – June 2020
Presented by Michael Brown

Inclusion, fragmentation, connection: Research looks inward to reach out

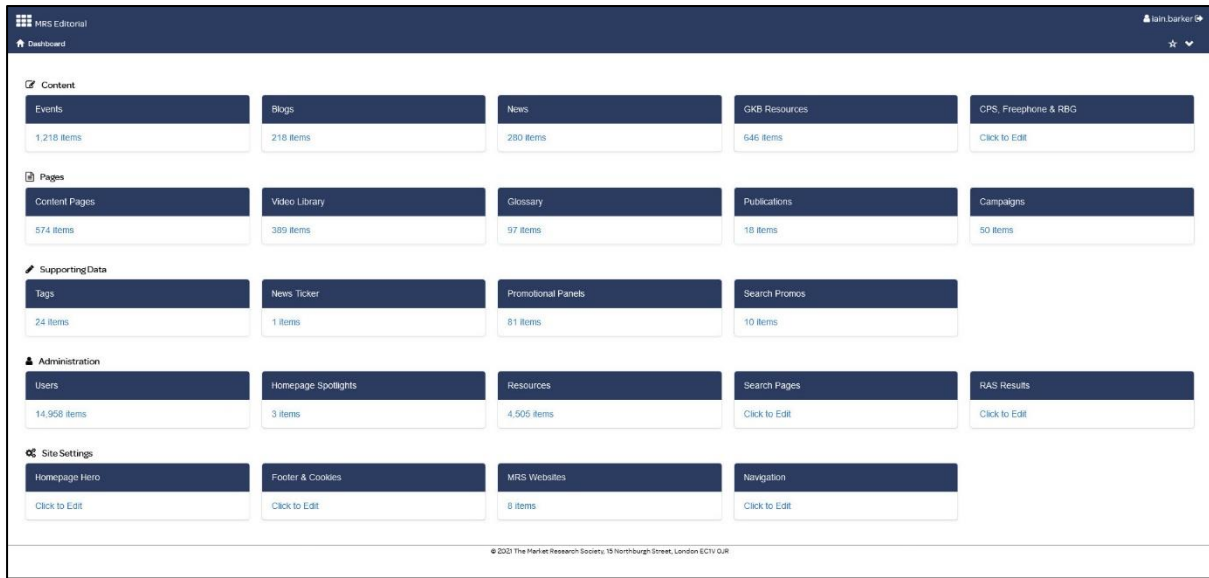
Content for MRS Members and Company Partners only. [Sign in](#) or [become a member today](#).

Fast-Forwarding Research: How Covid-19 has reset the customer insight function

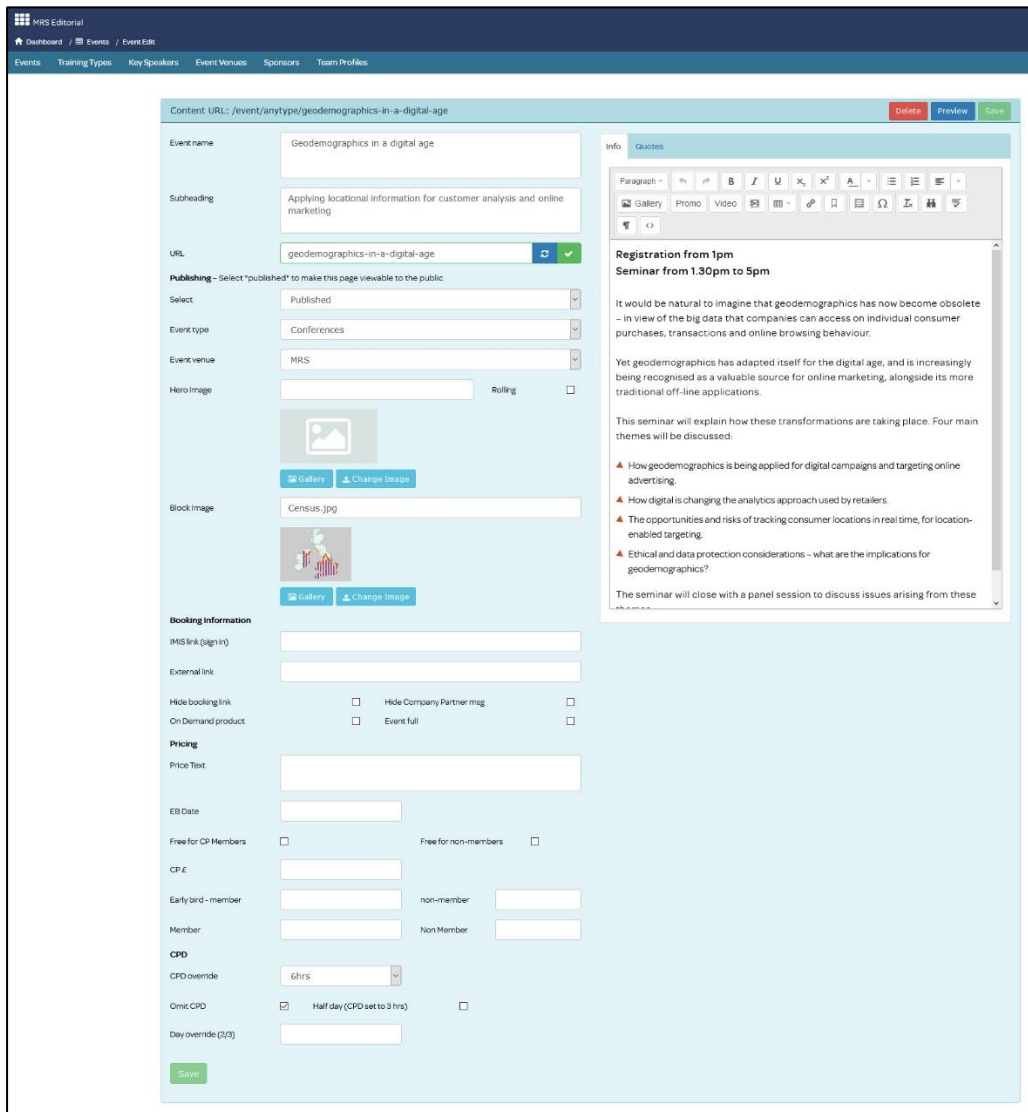
Covid-19 and race: protecting data or saving lives?
IJMR Lecture, delivered June 2020 by Richard Webber and Trevor Phillips.

"Check your privilege"
(Peggy McIntosh)

Video library page on MRS



MRS website back end admin system



MRS website back end admin system – content example

MRS Evidence Matters

Membership Company Partner Directory Topics Standards Training/CPD Events Resources

BMG success decoded

Find out more facefacts

Find your next agency

Powered by the Research Buyers Guide

Research Companies Viewing Facilities

Company name, keyword or specialism

City, postcode or country

SEARCH

Clear All

Advanced Search

The Research Buyers Guide is the only source of accredited market and social research organisations in the UK and Ireland. Featuring over 300 suppliers and offering the full range of research specialisms, this is the definitive starting point for high quality research. Whatever your sector or budget.

Sector focus

Find suppliers with expertise in these sectors

- Arts and Leisure
- Automotive and Travel
- Energy
- Finance
- FMCG and Retail
- Healthcare
- Media
- Public and Charities
- Technology
- Telecoms

My favourite suppliers

Manage your saved suppliers

COMPANY NEWS...

.YONDER The time is now: the opportunity to get your business noticed for good

About the Research Buyers Guide

Search for companies that have signed the CEO Inclusion Pledge

Top tips for buying market research

Company news from across the RBG directory

Download our best practice guide for buying research and insight

SCHLESINGER GROUP

Quantitative
Trusted Online Survey Results

Consumer | B2B | Healthcare

Advertisement

FOREIGN TONGUES Get the 20 minute quote Find out more foreigntongues.co.uk 0800 032 5939

Research Buyers Guide section of the MRS website

Other MRS sites ▾ Help Awards News About MyMRS ▾

MRS Evidence Matters™ Membership Company Partner Directory Topics Standards Training/CPD Events Resources

Home — Resources — IJMR - International Journal of Market Research

IJMR - International Journal of Market Research

IJMR Home Submissions

Resources

- Case studies
- Research industry statistics
- Publications
- Career support
- On demand - conferences

The IJMR is the leading and authoritative source of information about excellent practice and new thinking in market research worldwide. As such, the IJMR provides a forum for practitioners and others to share and discuss all aspects of research: applications, methodologies, new technologies, applications, strategic and management issues.

It is published every two months by SAGE and is available in print or online to all MRS Certified members. If your organisation subscribes to IJMR and you have any queries relating to your subscription please [contact SAGE](#).


Content for Certified MRS Members and above only. [Sign in](#) or find out how to become a Certified Member [here](#).

Get the latest MRS news

Our newsletters cover the latest MRS events, policy updates and research news. [Sign up >](#)

IJMR homepage on the MRS site

Other MRS sites ▾
Help Awards News About MyMRS ▾


Membership Company Partner Directory Topics Standards Training/CPD Events Resources 🔍

Fair Data


Home – Fair Data

Welcome to Fair Data

Fairdata

- How it works
- Who it's for
- Why Fair Data?
- Resources
- Partners
- GDPR
- Partners
- GDPR
- FAQs
- Fair Data Accreditation Board

Fair Data is a global accreditation that demonstrates which companies handle their customers' personal data fairly. A Fair Data company must meet the **Fair Data principles**.



WE WHO CARE, WIN


Who cares about privacy and personal data? Consumers do. We do. You should.

Fair Data Partners abide by **Core Principles**, do you?

GDPR Compliance


The General Data Protection Regulation (GDPR) is a key piece of legislation which underpins Fair Data. GDPR compliance should be built into your business planning and should be monitored, updated, and improved on a regular basis.

[Find out more about GDPR on the MRS pages here.](#)



FOR THE CUSTOMER

A trust mark to recognise an organisation that is ethical and transparent about how they will handle your data.



FOR THE ORGANISATION

A recognisable mark to show that your organisation can be trusted to use this personal data in an ethical way.

Fair Data on the MRS website

Other MRS sites ▾ Help Awards News About MyMRS ▾

MRS Evidence Matters™ Membership Company Partner Directory Topics Standards Training/CPD Events Resources 🔍

GKB: Geodemographics Knowledge Base

Home Geodemographics Knowledge Base

GKB: GeoDems Knowledge Base

Geodemographics

This website is a major database of GeoDems sources, developed by the MRS Census and GeoDems Group (CGG).

GeoDems is the spatial analysis of people and their behaviour. It includes traditional geodemographics (the description of people according to where they live, derived from the study of spatial information) as well as real time geodemographics (which focuses on the analysis of peoples' digital footprints in space and time).

The GKB provides a comprehensive directory of several hundred selected websites covering the UK, Europe and many other parts of the world. Each site is checked and curated by members of the CGG and new contributions are encouraged.

The GKB includes topics specifically devoted to areas of interest to CGG. These include:

- ▲ Census
- ▲ Europe (with links to all the national statistics agencies)
- ▲ Open Data
- ▲ Real Time Geodemographics (the tracking of people and things on the move)

All topics can be found on the side navigation, use the **Search Resources** function for the full listing.

From time-to-time further sections are added to reflect key developments in geodemographics.

In the **blog** below, expert contributors describe the latest developments in their specialist field. Recent keynotes include: the History of the CGG, Geodemographics Goes Mobile, the ONS Data Science Campus, and Creating a European Data Innovation Ecosystem.

Join the linkedin Group or contact us directly

You can join our [LinkedIn group here](#) for updates. For more information on the GKB and CGG or to contribute please email: gkb@mrs.org.uk

Search blogs here 🔍

1-5 of 38 blog posts

Combining footfall from mobile network data and event listings to predict consumer behaviour patterns

09 March 2021

The MRS Census and GeoDems group champions new thinking and new talent; one area they have been particularly impressed with is the Consumer Data Research Centre's Masters...

How have the dimensions of online/problem gambling changed due to Covid-19

02 February 2021

The MRS Census and GeoDems group champions new thinking and new talent; one area they have been particularly impressed with is the Consumer Data Research...

Ricky Taylor and Lan-Ho Man: Using administrative data to evaluate the Troubled Families Programme

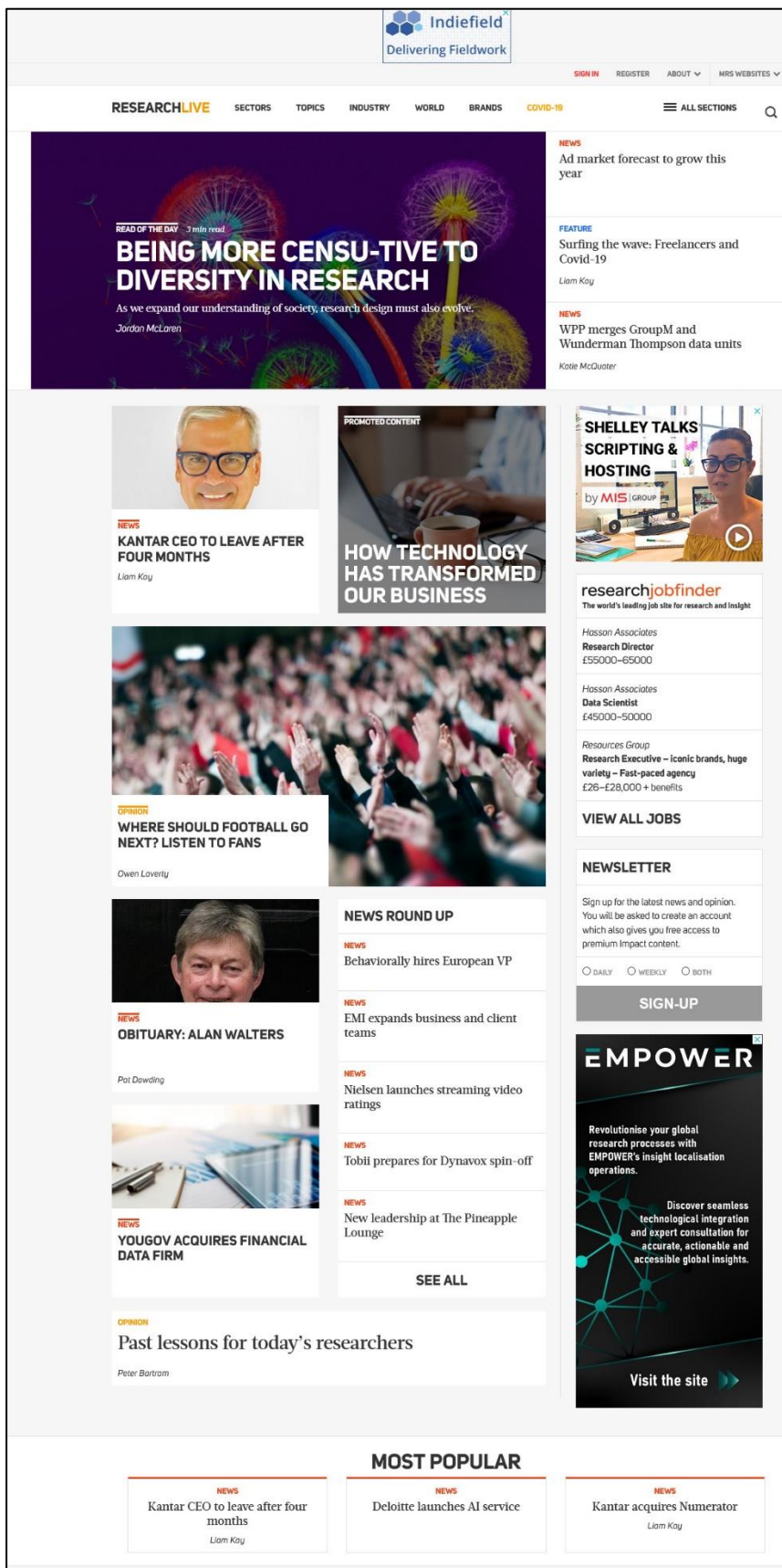
20 January 2020

The Troubled Families Programme is one of the biggest social policy programmes in government. It costs £920m, is run across England in 149 upper tier...

Geodemographics on the MRS website

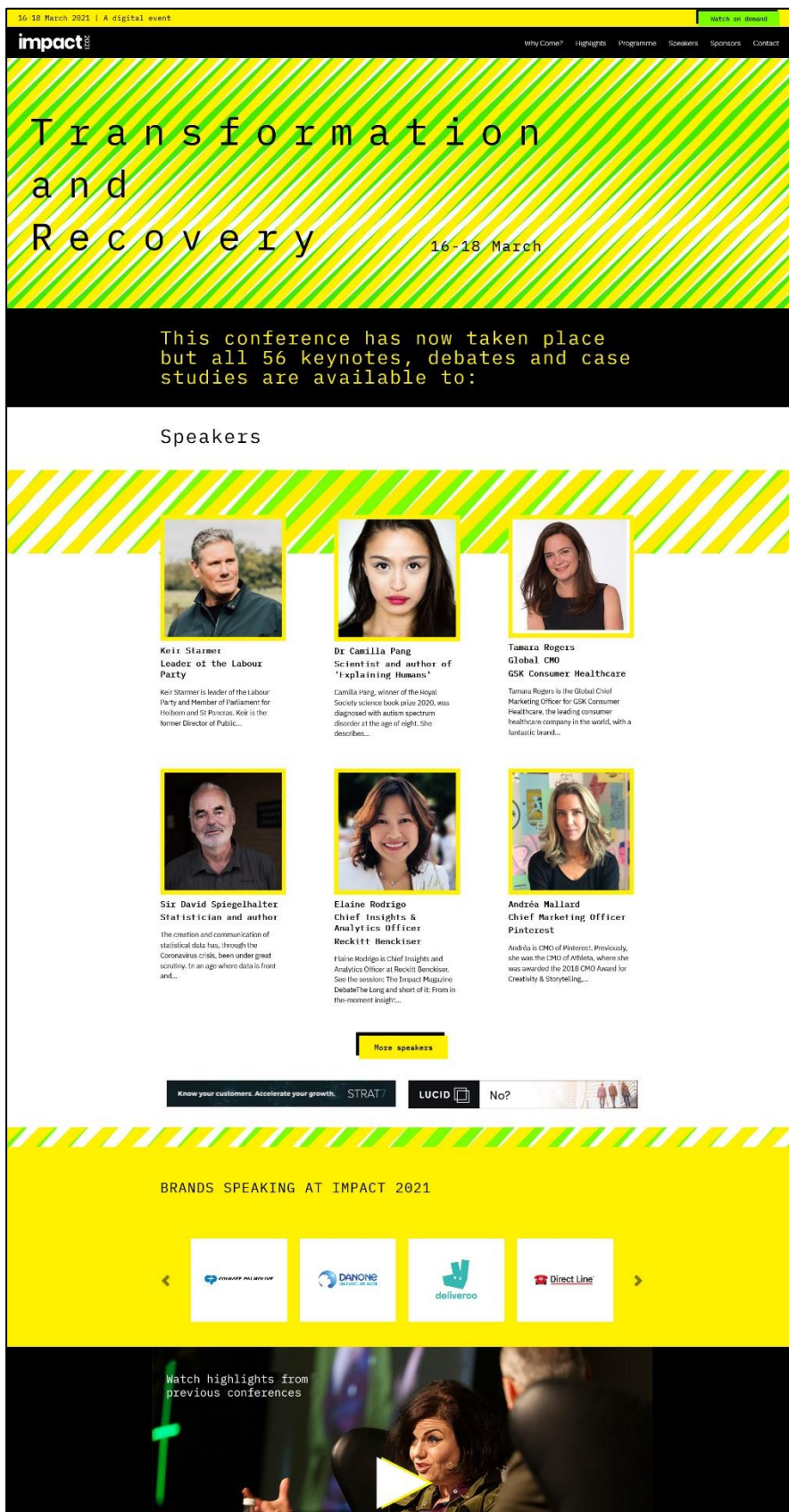


Sample pages from the Research Live (www.research-live.com)



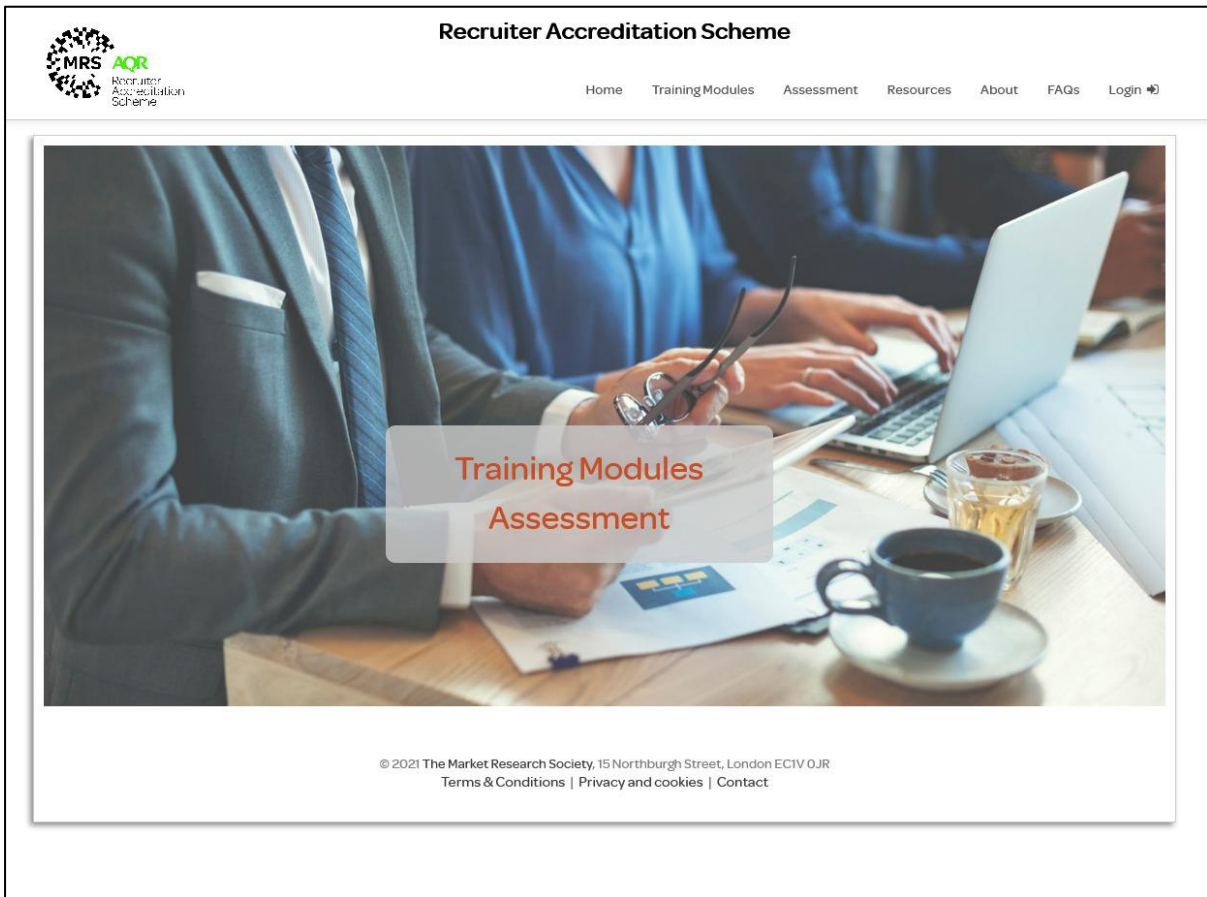
The homepage of Research Live

Sample pages from the MRS annual conference site (Impact 2021 - www.mrsannualconference.com)



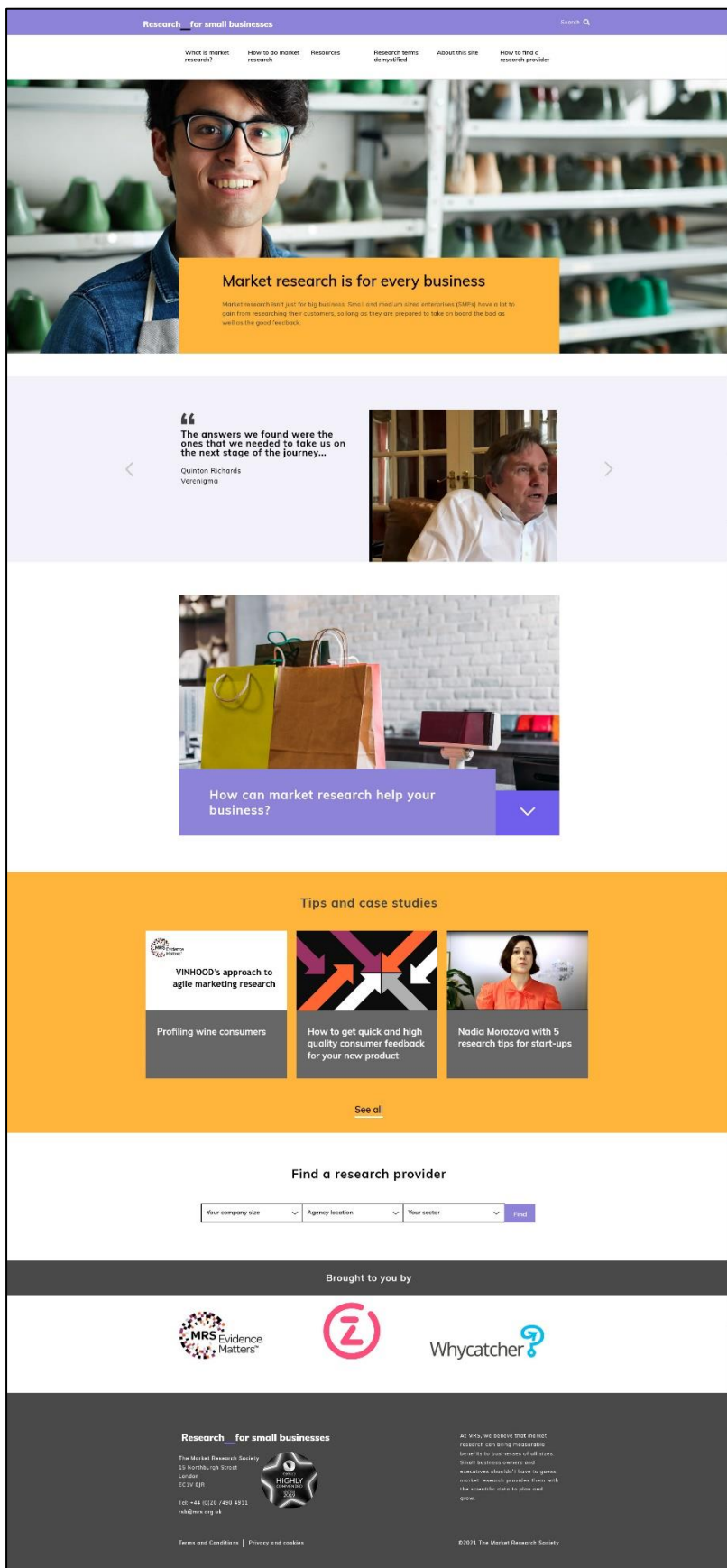
The homepage of Impact 2021

Sample pages from the Recruiter Accreditation Scheme (ras.mrs.org.uk)



The Recruiter Accreditation Scheme homepage

Sample pages from Research for Small Businesses (www.researchforsmallbusinesses.com)




The homepage of Research for Small Businesses

Sample pages from the MRS Annual Survey (www.syngissurveys.com)

Progress Bar

Contact details
Turnover 2019/2020
UK staff as at 31 Dec
Turnover type 2019-2020
Qual t/o by method 2020
Quant t/o by method 2020
Other t/o by method 2020
Client type 2020
Client sectors 2020
Pro Bono
Business expectations
Carbon Calculator
View/submit/print/save
your return



Annual Survey 2020

Thank you for taking part in the MRS Annual Survey 2020

Please enter your company name and contact details


Your company name:

Contact name:

Telephone number:

Email:

If you wish, you may complete the survey in stages:
the system saves your figures dynamically as they are
entered.

 Next

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Sample input page

Sample pages from the Research Buyers Guide publication

THE MARKET RESEARCH SOCIETY (MRS)

About MRS
 MRS is the world's leading authority on research and business intelligence. MRS is for all those involved in generating creative and intellectual capital from marketing, science, insight, research data and analytics. We are members of the top 50 countries. MRS supports regulators and provides these with a world-leading training, as well as new, professional insight, content and skills.

Evidence matters
 Effective research insight and analytics stand on the shoulders of a well-founded methodological and political positions. Insight into who makes a purchase, what they do for government, locally works or else a 'hidden' well-being factor between success and failure. It is the insight and analysis that drive progress and deliver the intelligence needed for our world today.

MRS members have a common vision and a shared evidence-based research methodology, based on global standards and underpinned by a robust framework.

Safeguarding quality and standards
 MRS is a standard setting MRS member. It provides a transparent, high quality, insightful and unbiased insight into data. These are the building blocks of effective evidence generation. MRS helps you to generate and interpret evidence based on the highest quality and most respected Code of Conduct.

Professional Standards
Code of Conduct, Regulations and Guidelines
 The MRS Code of Conduct, Regulations and Guidelines sets a high standard for MRS members and MRS Company Partners. The MRS Code of Conduct provides a framework for all MRS members and company partners to ensure the highest levels of integrity, professionalism and excellence. Accompanying the MRS Code is a series of Regulations covering the protection, collection, storage, retention, disposal, confidentiality and security of research data. The MRS Code of Conduct, Regulations and Guidelines sets a high standard for MRS members and MRS Company Partners.

MRS Disciplinary Procedure and MRS Company Partner Complaints Procedure
 The MRS Code and its associated regulations and guidelines is supported by the MRS Disciplinary Regulations and the MRS Company Partner Complaints Procedure.


The MRS Code of Conduct, Regulations and Guidelines provides a framework for all MRS members and MRS Company Partners to ensure the highest levels of integrity, professionalism and excellence. Accompanying the MRS Code is a series of Regulations covering the protection, collection, storage, retention, disposal, confidentiality and security of research data. The MRS Code of Conduct, Regulations and Guidelines sets a high standard for MRS members and MRS Company Partners.

www.themarketresearchsociety.com

MRS 2020 Proof - 10/12/2019 11:56 (v1.0)
 Proof Log 1212, by online generation

Company Partner

Ashbrook Research & Consultancy Ltd



Company Partner

Address:
 Floor 3, 52 St Enoch Square, Glasgow,
 Strathclyde G1 4AA
 Tel: +44 (0)141 226 4798
 Email: enquiries@ashbrookresearch.co.uk

Website: www.ashbrookresearch.co.uk

Establishment Date: 1996

Accredited Standards: ISO 9001

Workforce: 1-5

Employee Profile: Admin/Support staff 1, Executive/Research staff 2, Data processing 1, Field managers/supervisors 1

Senior Contacts:
 Dr David Brookes CMRS (Managing Director),
 James Brown MMRB (Director)

Market Sectors
 Education/Training • Events/Conferences • Government/Local Authority • Healthcare • Internet/New Media • Online • Property/Construction/Housing • Public Services/Utilities • Sport/Leisure/Arts • Travel/Tourism

AREAS OF EXPERTISE
 Advertising & Branding • Business-to-Business • Consumer • Customer Satisfaction • E-Commerce • Employee Research • Opinion Polling • Product Testing • Social Research

RESEARCH SERVICES
 Depth Interviews • Events Evaluation • Group Discussions/Focus Groups • In-Home/Doorstep Interviews • Online Surveys • Postal Research • Qualitative • Quantitative • Street/Field Interviews • Tabulation & Analysis • Telephone Interviewing • Tracking

PATHWAYS/SEGMENTS
 Colleges/University Students • Hard-to-Reach • Kids • Mature/Midlife • Mothers/Parents • Single Parents • Unemployed • Women • Youth/Teens

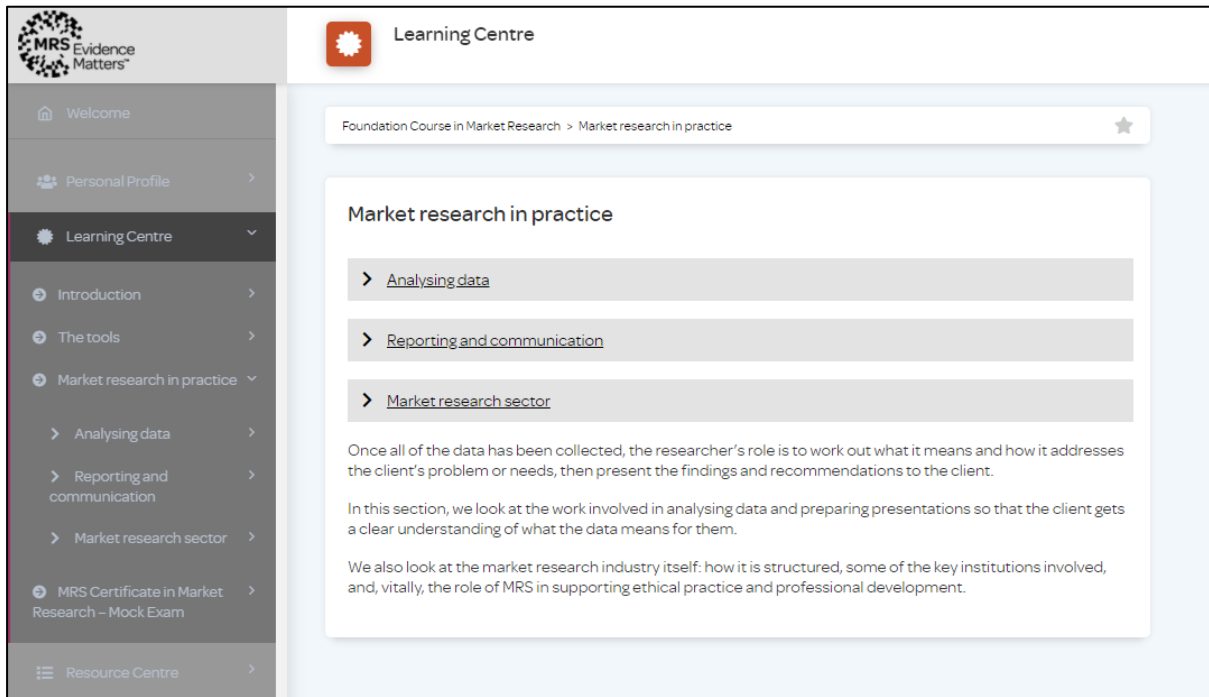
RESEARCH LOCATIONS
 UK • Worldwide

Quality, reliability, value for money. These values are at the core of our philosophy. Good market research is all about asking the right people the right questions. At Ashbrook, we take pride in doing just that in delivering tailored research solutions to meet the specific requirements of each client. We also take pride in having been an Approved Supplier on the Scottish Government's two Marketing Services Framework Agreements between 2009 and 2017, and in being one of only five research companies appointed in 2017 to the Scottish Government's current Framework for the Provision of Market Research Services for a period of four years.

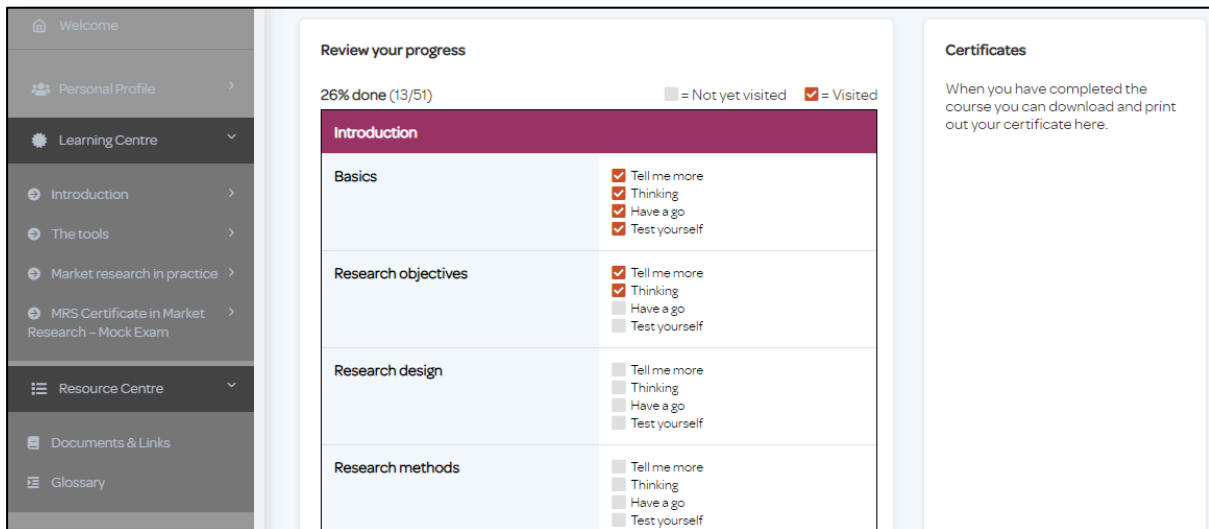
www.ashbrookresearch.co.uk



Sample pages from the website Foundation for Learning



Sample Learning Centre Page



Course Progress

Sample Mock Exam

Test your knowledge

Summary

Software as a Service (SaaS)	From back-ups to user access, we fully support your solution.
Hosting and Support	Our dedicated servers provide high availability access to your solution.
Bespoke Enhancements	As the software manufacturer we are able to make quick and efficient enhancements to the solution.
Implementation and Configuration	We fully support your software project from setup through to training and launch.
Typesetting and production service	Fully trained in-house typesetter and production control to help with the day-to-day running of the system.
High speed pagination	Documents can be typeset concurrently up to 500 pages per minute in the background.
Consultancy Services	We use our experience gained from hundreds of projects to ensure the right solution for your business.