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Shape the Future Limited
Company information
June 2017

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Shape the Future
Shape the Future was set up in 2005 by its directors, Peter Martin and Dan Creasy.

The company offers a full range of online and more conventional research services and works with clients to develop the most appropriate methodology for each project.

Shape the Future has conducted on- and offline surveys for a wide variety of organisations including business start-ups, local government, quangos and market leading organisations in fields as diverse as banking, broadband, financial services, food, facilities management, IT training, engineering, retail, apparel and fast moving consumer goods. A gratifying number of these have become regular clients.

Shape the Future aims to deliver very fast turnaround for surveys when required. Interim results are made available online immediately our online surveys begin and our record for delivering survey results so far is just under 15 hours from launch. Examples include a survey of 1,000 consumers of a certain drink which was completed, from scratch in 48 hours, including a full report on market segments. On another occasion we conducted a survey of employers in five languages, delivering results within 6 working days from receipt of brief.

A recent survey was conducted in four countries and three languages overnight between days of an important client workshop.

Dan and Peter are also directors of Survey Mechanics, which is breaking new ground with a market leading online survey system for those wishing to set up, run and analyse their own surveys. Shape the Future uses Survey Mechanics software for its online surveys, ensuring that surveys are conducted quickly and reliably, with results and analysis available virtually instantaneously.

In addition to online surveys, Shape the Future is able to deploy the most appropriate, pragmatic and representative methodologies for its surveys (both quantitative and qualitative), including focus groups, telephone surveys and face to face interviews. We can usually deploy resources for these extremely quickly.

The company’s mission is to deliver high quality research supported by practical advice, as quickly as possible and at competitive prices.

Services
Shape the Future provides the following services1:
- Quantitative surveys:
  - online
  - phone (inbound and outbound)
  - postal
  - face to face
  - hall tests
  - mystery shopping

- Qualitative research:
  - Depth interviews
  - Focus groups

Desk research

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1 All surveys are conducted according to the code of conduct of the Market Research Society
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Organisations for which Shape the Future has conducted surveys include the following:

**Business to Business**
- Zen Internet
- **Health**
  - Nature’s Best
  - ResMed
  - RD Health
- **PR and Marketing**
  - BGB Group
  - Boost Marketing
  - BottlePR
  - Centreground Political Communications
  - Clock Creative
  - David Andrew Design
  - Disgusted of Tunbridge Wells
  - Global Beach
  - GTA Advertising
  - Hemming Information Services
  -Ledger Bennett
  - Lewis PR
  - Pegasus PR
  - Severn Communications
  - The Event Workshop
  - VisionOne Research
  - Waggener Edstrom
  - Weber Shandwick
  - Yellow Door

**Food and drink**
- 3663
- Amcor Packaging
- Asda
- Brambles Foods
- Camra
- Caterlyst
- Cheetah Country Beef
- Clipper Teas
- Cuisine de France
- Keith Spicer
- Magners Cider
- MeadWestVaco (UK, US)
- Oui3
- Princes
- Real World Marketing
- SodaStream
- Streamline Foods
- Weight Watchers (Petty Wood)
- Winfresh

**Charities**
- Army Benevolent Fund
- British Red Cross
- Cats Protection
- Eyecare Trust
- Know How Non Profit
- (Cass Business School)
- Network for Social Change
- Shaw Trust

**Leisure and travel**
- Accor Hotel Group
- Biggin Hill Airport
- Blenheim Palace
- Blue Republic
- Cadogan Holidays
- Crown River Cruises
- Louis Hotels (Greece)
- Pacific Direct
- Travel Offers

**Consumer**
- BMB Clothing (Suits You)
- CSSC
- Co-op
- Energy Helpline
- Ford
- Garware
- Get Outer Space
- Go-Ahead Group
- Gossard
- Hop Farm Family Park
- HSBC
- Kelkoo
- KidStart
- Logicor
- NFU Countryside
- Royal Southern Yacht Club
- Scrivens Opticians
- Seiko UK
- SMART Insurance
- Spearmark
- Sterling Insurance
- Study Group
- Tetrosyl
- Titus Group
- Topps Tiles
- Unilever
- Weight Watchers

**Public sector**
- Havering Council
- Highways Agency
- Kent County Council
- London Borough of Lambeth
- London Borough of Bromley
- Mansfield District Council
- Northamptonshire County Council
- Sussex Improvement Partnership
- West Midlands Police Authority
- Westway Development Trust

**Education**
- Leeds Metropolitan University
- Loughborough University
- University of Exeter
- University of Glamorgan
- University of Kent
- University of Surrey
- University of Teesside
- Walsall Extended Schools Cluster

**Professional bodies**
- Chartered Institute of Arbitrators
- Chartered Institute of Insurers
- Institute of Manufacturing
- Chartered Institute of Marketing
Research projects conducted by Shape the Future include the following:

3D printing  Financial services  Photographic services
AGM voting intentions  Flooring  Police authorities
Airport/airshow  Food packaging  Presentation skills
Alumni Association  Foreign Exchange  Preserves
Alternative fuels  Frozen dessert  Price comparison site
Alternative health products  Funeral services  Product safety
Back up services  Garage services  Publishing
Bakery products  Genetic testing  Recruitment
Banking  Hair care  Remote care systems
Beauty services  Healthy eating  Respiratory equipment
Beef  Heating systems  Retail branding
Buildings  Hobby supplies  Retail outlets
Building services  Home automation  Risk (attitudes to)
Bus services  Honey  River boat services
Bus passes  Hospital catering  Road safety
Business networking  Hotels  Robot welders
Cars  Industrial buildings  Roofing products
Car parts  Information systems  Sandwiches
Car washes and polishes  Insurance services  Satellite communications
Catering supplies  International pricing  Satellite tracking systems
Charities  Internet service provision  Schools and colleges
Child care services  IT training  Sexual abuse
Children’s lunch boxes  Janitorial supplies  Shoe retailing
Cider  Laboratory equipment  Shopping areas
City visitors  Land regeneration  Shopping habits
Cleaning Services  Language tuition  Smoke detection
Clothing  Leak detection  Social media in business
Clothing retail  Lingerie  Software
Competition testing  Loans  Solicitor service levels
Construction work  Local manufacturing  Stately home
Contracting  Lottery machines  Supermarkets
Convenience foods  Maintenance services  Tea
Copyright Licensing  Magazines  Telephony
Council services  Marketing associations  Temp services
Dog training  Medical apparatus  Theme park
Drinks preparation  Membership  Tiling
Economic outlook  Mobile communications  Tinned foods
Eczema treatments  Motoring club  TV production
Education  Nail care  TV programming
Educational software  Nutritional supplements  Utilities
Emergency information  Office services  Venture capital
Employment services  Office furniture  Warehouse equipment
Energy pricing  Oil bunkering  Watches
Environmental concerns  Olympic Village (London 2012)  Web design
European employment trends  Online retail  Web development tools
Events  Opticians  Web purchasing services
Facilities Management  Packaging  Website concepts
Fast food  Patient ventilation  Window tinting
Film production services  Pet food and remedies  Yacht racing

Surveys have been conducted around the World in numerous languages including Arabic, and Chinese. Topics researched include new products and services, product and packaging design, employment policy, pricing sensitivity, market entry and routes to market, brand awareness and perceptions, marketing effectiveness, customer satisfaction, lost customers, customer loyalty and failed bids.

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Peter Martin BA MBA CMRS, Managing Director

Peter is an experienced marketing strategist with over 30 years experience at senior level in industries including telecoms, consumer electronics and B2B products and services. His research career began with his first permanent role, where he was involved in major decisions regarding new technology for the UK’s largest consumer electronics company. He has worked in senior marketing and research roles for companies including Thorn EMI, Thomson, Bose, BT, Mercury and Rediffusion Music. He also ran a WPP Group company specialising in routes to market and the marketing of services.

For the last 20 years he has worked as a consultant and advisor to numerous businesses around the world. These include ARM, Audi, Brit Insurance, Celoxica, Centrica, Cable & Wireless, Crimson Tide, Reed Business Information, BAE Systems, EDS, Ericsson, MessageLabs, QA Group, Royal Mail, Sony, Sun Microsystems, Toyota, WPP Group and BT Wholesale, for whom he researched internet service providers and prospective customers and subsequently developed the marketing strategy for broadband.

Peter is also working on pioneering new research techniques in the music industry, and is a co-founder of specialist music research company Sound Findings. In addition, he is a director of Survey Mechanics, a recently-launched, ground-breaking new online research system.

He is a full member of ESOMAR and a certified member of the Market Research Society whose diploma he holds. He has an honours degree in Business Studies and an MBA, which he gained with distinction following a research-based dissertation on marketing effectiveness.
Contact details

Peter Martin, Director
Shape the Future Limited
Pashley House
Ticehurst
East Sussex
TN5 7HE

Tel: 01580 200093

p.martin@shape-the-future.com

www.shape-the-future.com

Skype: shape-the-future
Client testimonials:

**Professor Steve Robertson, Centre for Men’s Health** It’s been a pleasure using Shape the Future, you’ve been flexible, thorough and able to meet our deadline whilst delivering the required quality of product. It may be that we have more similar work to do in the coming year/years and would be happy to utilise your services again

**Paul Bryan, Managing Director, Spectrum Property Care** We gave Shape the Future a challenging brief to research the facilities management market in the South of England and draw-up new business targets. The research output helped us to define our company growth plan and concentrate scarce resources on productive areas. During the process we found Peter Martin to be both enthusiastic and amiable whilst also quick to provide advice and add-value through his marketing experience. I would recommend Shape the Future for any similar project

**Professor Ian Bruce, President for Charity Effectiveness, Cass Business School:** what I liked about working with Shape the Future was: The brilliant live Pop-Up onscreen questionnaires which meant we suddenly found out so much about our visitors who were not registering; The helpfulness – nothing was too much trouble, it made the work FUN! No “yes buts” only “how soon do you want it?”; The reassurance that we were working with a knowledgeable, qualified researcher – it helped us guarantee meaningful data, i.e no “rubbish in – rubbish out” syndrome. It gave us such a hugely improved understanding of who are visitors are and what they like about our offering and where we need to improve – brilliantly helpful

**BPIF Cartons:** “thank you so much for coming to deliver the results of the study you undertook for us. The presentation was very interesting and certainly I know the audience found it a very good and interesting piece of work that will help our industry to better focus arguments now we have a clearer understanding of what people actually think.”

**Ettles UK Ltd:** It was a pleasure working with Peter Martin of Shape the Future. We were delighted with the value, high quality and speed of service received. Peter’s customer focus was exemplary. Thanks again, Peter, and we would not hesitate in recommending you to others.

**Northamptonshire County Council:** Shape-the-Future were helpful throughout the process and their communication and response was second to none ... overall a great value for money service.

**Keith Spicer Limited:** Peter Martin of Shape the Future is a wise, considered character with considerable experience in his sector. Our online quant research was delivered swiftly & simply without a single intake of breath! Wouldn’t hesitate to recommend his services again in the future – good old fashioned service with a smile, can’t be beaten as far as I’m concerned.

**Chartered Institute of Arbitrators:** We needed to survey our 12,000 members in a short time frame. Shape-the-Future were wonderful, and took all the pain out of the task, from helping us with the question design to producing professional results charts that we presented to our Boards. Shape-the-Future actually made the whole process seem "too easy"! I would recommend them to anyone who wants a professional job done in a calm, hassle-free way.
Shape the Future

**Txtsav:** Having scoured the market for a suitable and cost-effective market research agency we were very pleasantly surprised with finding Shape the Future. They instantly understood what our requirements were and got working on the brief immediately after our initial call. We were particularly impressed with how cost-effective they were especially given the fast turnaround and high quality of their results.

**Melfar Meats:** This was the first piece of market research I have ever done, Peter Martin at Shape the Future made the whole process very easy and stress free. He gave me help understanding the findings and some advice going forward. I would definitely use them again in the future.

**Iquius Research:** Shape the Future provided a first class service. From initial questionnaire design through to ensuring we had the right analysis to meet our needs, nothing was too much trouble. In short, we’re more than happy to recommend what is an excellent, cost-effective solution for online surveys.

**London Borough of Lambeth:** We have worked with Shape the Future twice now to survey our internal customers (approximately 5000 people). On both occasions they were flexible, helpful and responsive throughout, including accommodating change requests at short notice. I would have no hesitation in using Shape the Future again.

**London Borough of Havering:** Our project board asked to feed back the following to you: They were really impressed with the short timescales that you met. Extremely pleased with the price you have quoted for all the work and very impressed with the content of the interim reports.

**National Geographic:** Undertaking our research with Shape-the-Future was quick, easy and very cost-effective. They grasped our issues and the oddities of our business immediately, which was very reassuring and kept the time that we needed to input to a minimum... the final summary was an excellent, easy-to-read document that we readily shared with colleagues in overseas offices. We would have no hesitation in working with Shape the Future again, or recommending them to others.

**KidStart:** I found Shape-the-Future very responsive and flexible and helpful. They rapidly understood our requirements, adjusted the proposal, research and analysis to our specific needs and were very quick in getting results back to us. We would definitely use them again on similar projects.

**PayOffline:** ... they understood the idea and most importantly what our objectives were for the consumer research study and why we needed it. They are prepared to give 100% to the project and they add value to the decision making process. Shape-the-Future scored 10 out of 10 in all of these areas, but I think what was most impressive was the highly professional and timely manner in which the research study was put together and executed... I am sure that they will continue to grow and prosper and I would not hesitate to recommend them.

**Accord Westminster:** We used Shape-the-Future to survey educational establishments in the South East to determine their current levels of maintenance and repairs. In the planning phase of the survey their team gave us great advice and guidance ... The support during this stage and how the team worked with our desired objectives from the project were invaluable. At all times the team consulted with us and made any changes we requested as well as recommending a few others which proved to be very helpful. They were also keen to discuss the results and re-work the analysis so that it matched perfectly with our requirements.
LastMinuteHairandBeauty.com: Shape-the-Future gave us some very useful advice on how we could use a survey to help our business. We asked them to set up a survey for us at very short notice and based on a very short phone conversation produced a survey that did almost exactly what we wanted. We were looking at our first results within six hours of commissioning the survey and it was completed over a weekend. In just over one working day we received a report we can use in our marketing and PR. Very fast, very professional, very helpful and great value.

Cebrium: We did a market research survey with Shape the Future, combined with a mental agility test and product sampling of a food supplement. This was a project that was quite complicated due to the nature of our product, and the approach we were looking for was an unusual direction. Shape the Future proved that they were able to "think outside of the box" and provide a solution that helped us reach our goals. They were always very flexible, friendly and delivered high quality. I truly recommend working with them and look forward to our next project.

QA-IQ: I’d recommend Shape-the-Future most highly. They achieved a very good response rate on our client survey, very quickly and at a competitive price. The survey design worked perfectly and the presentation of the results was a model of clarity, helping us to achieve our objectives almost immediately.

BottlePR: We contacted Shape-the-Future when we needed to measure awareness and needs for our client, SEEDA, prior to a campaign. They immediately understood what we needed and rapidly set up the survey. They achieved a very high response rate and delivered the results extremely quickly, updating us throughout. An excellent service and wonderful value.

Qwabby: “I shall have no hesitation in using your service again or to recommend your company to my friends. It has been a pleasure to do business with you and I look forward to working with you again in the future”

Cheetah Country Beef: Shape-the-Future’s attention to detail is amazing. The dedication and thorough job they performed far exceeded my expectations. I will most definitely use Shape-the-Future again for my market research needs.

Iswap: Shape-the-Future put together our questionnaire extremely rapidly and we were very pleasantly surprised at our response rates. The speed at which we received the presentation of the results was also impressive.

Flights4all: ... we were immediately impressed by the speed with which they understood our requirements and in short turn created a satisfaction survey that captured our key performance indicators. The feedback survey is very easy to use as witnessed by the excellent response rate it has elicited. The speed at which results were delivered (overnight) was most impressive.
The Wellness Solution: I needed to understand my client’s customers' views quickly for a major strategic review. Shape-the-Future immediately provided me with a proposed questionnaire and survey structure which met our needs almost entirely. Changes were turned round in hours and the survey was live straightaway. I am sure that Shape-the-Future's intuitive and friendly survey design contributed greatly to the phenomenal response rate of over 40%. In addition they offered some valuable interpretation of the results. Tremendous value

Text2Rate: We were very pleased by your professional and urgent response to our market survey needs. The attention to detail and the friendly way our business was dealt with was brilliant. We will definitely recommended Shape-the-Future to colleagues and friends.

Moments2Canvas: I have found Shape the Future's services of great value. Shape the Future provided an expert service even when I asked them to completely change the research to fit a new market half way through the initial scoping period. They have enabled me to build a good foundation to further develop a business idea and as a result, have not just delivered the research that I required, but have become a well-respected partner to enable my business to grow.