

Insightful and delightful...

the qualitative lab LONDON

The ideal viewing venue for
researchers, planners and
clients



Tel: 020 8254 4444
E: info@plus4.co.uk

www.thequalitativelab.co.uk

the qualitative lab
LONDON

Welcome to Wimbledon



As well as being an easy place to get to, a great place to live, work and relax, Wimbledon in London, and specifically Wimbledon Town Centre, offers the ideal location for a viewing facility...

We understand that when looking for a viewing facility, that location is often one of, if not THE most important criteria. That's why we looked long and hard for the 'perfect' spot, before opening The Qualitative Lab in Wimbledon as the first suburban London viewing facility way back in 1985!

Famous for being the home of the tennis championships, Wimbledon is a thriving area to the South West of London – its fantastic transport links, mix of housing, shopping, entertainment and green spaces, makes it a popular area with professionals, commuters, families, visitors and businesses. The Qualitative Lab can be found on a leafy residential street in the heart of Wimbledon Town, just around the corner from Wimbledon station and Centre Court Shopping centre. It sits just behind Wimbledon Broadway - home to The New Wimbledon Theatre, and a multitude of shops, restaurants and hotels.

Its location means The Qualitative Lab (London) offers the perfect solution for city based clients/commuters, as well as being ultra-convenient, easier to reach and get home from than many other London locations for respondents and clients alike.



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Convenient & Accessible



Located in the bustling commuter suburb of Wimbledon, South West London, The Qualitative Lab is extremely accessible for clients, respondents and researchers alike, with excellent transport links from Central London, Surrey and surrounding areas. Its easy to reach location with **FREE ON-SITE CLIENT PARKING** makes it the perfect choice of venues for focus groups, breakout groups and depth interviews.

We are only...

- 3 minutes walk from Wimbledon Train, Tube & Tram
- 7 miles (11.3 km) SW of the centre of London
- 15 minutes by train from London Waterloo Station
- 20 minutes by car from junction 10 of the M25 via the A3
- 30 minutes by car from the M4 motorway at Chiswick
- 35 minutes by train from Gatwick Airport
- 60 minutes by tube from Heathrow Airport



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Studios & Viewing



Our facility is light, bright, airy and comfortable, offering flexible use of each space. Because we understand that each project comes with it's own unique set of requirements, you can tell us exactly what your needs are and our space will meet them. We've included all the little touches that together make a big difference!

Main Discussion Room:

- Flexible layouts for up to 10 respondents
- Large one way mirror
- High quality static camera for recording / web streaming
- Laptop & Wide Screen TV
- Audio/visual playback equipment
- Wall display ledge for boards etc
- Flip chart and all stationary
- Air conditioning
- Fully stocked fridge
- Wi-fi



Main Viewing Room:

- Large viewing mirror
- Audio relay from Main Discussion Room
- Seating for up to 10 observers
- Large Boardroom table for meetings
- Break out area
- Air conditioning
- Catering service area
- Fully stocked fridge
- Wi-Fi
- Sockets for phone charging / laptops

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Technology & Catering

Technology

Our facility has been regularly updated to ensure it offers the very best environment to conduct research, including the provision of high spec fixed cameras, high quality audio relay to client room, good strength, secure Wi-fi and Webstreaming.

- **Recordings**

Yours to take away... Digital recording in both Audio 4 & Digital HD formats provided on USB, available for you to take with you as soon as your session ends.



Yours to view for 21 days...

On the day of your groups we provide you with a password to access the recordings via a secure download link which is e-mailed to your key contact the following day. Recordings can then be accessed for 21 days following your booking date.

- **TQL Live Web-Streaming**

If you/your clients can't be there in person...

We offer remote viewing via a live web streaming service using a system which provides secure access to real time coverage for clients wanting to view your projects live.

This service is fully supported and is offered at extremely competitive rates.

Catering

At The Qualitative Lab we understand how Important it is for both viewing clients and respondents to fed! We also know that catering requirements can vary enormously, so our aim is to be as flexible as possible in meeting your specific needs... our options include everything from 'nibbles' to sandwich platters and full buffets. We have a reputation for providing food of the highest quality... and plenty of it! If you would prefer to offer your clients a takeaway option then we can provide a tablet in the viewing room with a number of takeaway apps open - they make their selection and we will do the rest ! Unlimited soft drinks and beer are included as part of catering options (excluding takeaway), so this offers excellent value for money.



We like all visitors to The Qualitative Lab to feel like they have been looked after and even 'treated', and a great way to do this is through our great catering options .



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Professional Service

- **The first of its' kind...** The Qualitative Lab in Wimbledon was the first research company owned viewing facility in the UK when it first opened it's doors to clients and respondents in 1985 - **our unrivalled experience means we know exactly how to meet your needs and exceed your expectations and you will always receive the warmest of welcomes!**

- **Staff...** our staff are everything you would dream to find at a facility - welcoming, professional, attentive and proactive, they are able to anticipate your needs and know exactly what is required to make your visit a success. The aim is to ensure that everything runs smoothly... *leaving you to concentrate on the research.* Our team provide all the little extra touches that turn your visit from 'good' to 'great'!

- **Accreditation...** We have attained membership of the Viewing Facilities Association (VFA) which exists to promote best practice amongst viewing facilities in the UK. Members are committed to providing the highest standards of professionalism, confidentiality and etiquette. Only viewing facilities which have been assessed to have met these standards are awarded membership status

- **Testimonials...** The VFA conducted an independent assessment amongst our clients

the quotes on this page are just some examples of the feedback our clients gave when asked about their experience at The Qualitative Lab... we have many more that we are happy to share if you would like see them!

Excellent quality, very easy to use- nothing too much trouble. Will book again in the future and more than happy to invite clients and know they will be taken care of.

The team at The Qualitative Lab are always extremely professional, accommodating and flexible in their approach.

Excellent staff and very convenient location.

Very good atmosphere and professional project management.

I have been very impressed with the service and quality of staff on site. Clients were impressed.

Great. Really insightful, relaxed, comfortable environment.

Overall a great experience at The Qualitative Lab - especially the very attentive staff.

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Facility Hire

Single Groups	Daytime (until 4.30pm)	Evening (access from 5pm)
1.5-2 hours	£420	£575
Up to 2.5-3 hours	£525	£700
Consecutive Groups	Daytime (until 4.30pm)	Evening (access from 5pm)
2 x 1.5 hour groups	£525	£735
2 x 2 hour groups	£630	£800
2 x 2.5 hour groups	£710	£875
Hire for IDIs, Groups, Workshops etc.	Daytime: £710	Evening: £800
	Daytime & Evening: £1260	
Hire After 23.00 hours	£180 per hour	
Weekend Hire	Charged at Evening Rates	
Additional Briefing/debriefing	POA	POA
Daytime Meeting	POA	

★ OFFERS AVAILABLE ON MULTIPLE BOOKINGS ★

HIRE CHARGES INCLUDE:

- Respondent reception room with tea, coffee, water & biscuits
- Spacious viewing room with large one-way mirror and audio relay
- Light and airy discussion room
- Laptop > Large HD TV play facility
- Digital Audio4 recording (USB)
- MP4 Digital Filming (static camera) provided on USB and via download link
- Internet access (wired and Wi-fi)
- Setting up and closing down time: 30 minutes either side of groups
- All Stationary... from flip chart pads to post-it notes
- Reasonable runs of black & white printing and copying
- A host to ensure everything runs smoothly for you, your client(s) and respondents throughout your booking

OPTIONAL EXTRAS: client and respondent refreshments and catering (see separate catering rate card for options), TQL LIVE web-streaming, transcripts, recruitment, moderation, incentives, printing/copying (colour and large batches of black and white)

Recording, Filming & TQL Live Web-streaming

Audio Recording

- Digital Audio4 Recording
Provided in USB format **No Charge**
- Additional USB copies **£10 Each**

Filming

- MP4 HD Static filming
on USB and password protected link to view **Included in
hire rate**
- Additional USB copies **£10 Each**
- Professional Camera Operator and equipment **£POA**

TQL Live Web-Streaming

- Min charge **£160**
- 2 x 1.5 hour groups **£230**
- 2 x 2 hour groups **£290**
- Max charge for complete day & eve **£475**

***Please contact us if the duration that you require is not shown**

Catering & Refreshments

Refreshments

- Hire costs include unlimited tea, coffee and water jugs
- Where any catering options are taken unlimited soft drinks are included. Where the takeaway option is selected or if no catering options are taken, soft drinks are charged per can/bottle at rates shown below.

Respondents: *Our high quality catering options include:*

Breakfast: Croissant/Muffins/Pastries **£6.00 per person**

Cake stand: with a selection of cakes and biscuits, savoury snacks, unlimited soft drinks **£6.00 per person**

Sandwiches: Selection of meat and vegetarian on soft-grain, poppy seed and granary bread, savoury snacks, unlimited soft drinks **£9.45 per person**

Children: Biscuits, unlimited squash /soft drinks **£3.15 per person**

Clients:

Breakfast: Croissants/Muffins/Pastries/Fruit/ Fruit juice **£7.35 per person**

Cake stand: Selection of cakes and biscuits, savoury snacks and fruit incl. unlimited soft drinks **£9.45 per person**

Sandwiches: Selection of meat and vegetarian on soft-grain, poppy seed and granary bread, savoury snacks, fruit selection incl. unlimited soft drinks **£14.00 per person**

Takeaway: Wide choice of menus / apps **Bill +£25 Surcharge**

Buffet: Incl. dessert and unlimited soft drinks **£19.00 per person**

Wine **£12.60 per bottle**

Beer **£3.15 each**

Soft Drinks (without catering) **£1.50 each**

Additional Services

Fieldwork

Recruitment is an option you may wish to take advantage of and The Qualitative Lab is able to offer clients the services of in-house recruitment specialists.

The Field Division has over 700 experienced recruiters, interviewers and supervisors in the UK who provide nationwide coverage for the recruitment of respondents http://www.plus4.co.uk/field_division

the field division

Moderation

Our moderators have an enviable depth and range of experience in a wide variety of sectors and are available to moderate nationwide. They work to the Codes of Conduct of the MRS (Market Research Society) of which we are Company Partners and ESOMAR (The World Association of Research Professionals) of which we are members



Transcription and Translation

Transcription and simultaneous translation services can be provided

Network of UK Facilities

Our membership of the Viewing Facilities Association (VFA) means that we are part of a network of viewing facilities throughout the UK, and can offer booking assistance of viewing facilities in additional UK locations.



Accommodation

There are a large number of places to stay close to The Qualitative Lab in Wimbledon, and a variety of types of accommodation to suit every budget. Below is a selection ranging from budget to luxury. Do let us know if you need any assistance with bookings...

NEW PREMIER INN, LONDON WIMBLEDON (BROADWAY)

Opened in 2019, this new edition to the Premier Inn chain is under 6 minutes walk from Wimbledon mainline, tube and tram station, and less than 5 minutes' walk from The Qualitative Lab - this new edition to Wimbledon Broadway could not be more convenient for our clients.

The hotel has the added benefit of a 'Bar+Block' Steakhouse restaurant

Address: 153-163 The Broadway, Wimbledon London SW19 1NE

Tel: 0208 049 8437

Web: <https://www.premierinn.com/gb/en/hotels/england/greater-london/london/london-wimbledon-broadway.html>



THE ANTOINETTE HOTEL WIMBLEDON

Located on Wimbledon Broadway The Hotel Antoinette is just a 5 minute walk from The Qualitative Lab and a 10 minute walk from Wimbledon mainline and tube station. It is the largest independently owned Hotel in Wimbledon.

Reports from our clients who have stayed there are that it offers guests excellent value, a warm welcome, and comfortable beds.

Address: The Broadway, Wimbledon, London, SW19 1SD

Tel: 0844 567 8955 International: +44 208 546 1044

Web: <http://www.antoinettehotel.com/wimbledon/>

CANNIZARO HOUSE (HOTEL DU VIN WIMBLEDON)

At a fraction over 300 years old, Cannizaro House is a stunning mansion set in the stunning Cannizaro Park on the edge of Wimbledon Common, 5-10 minute car journey from Wimbledon Station and The Qualitative Lab (30 minute walk) Park. The hotel has 46 individually designed bedrooms, 5 private function rooms, an award winning restaurant and Orangerie. **Reports from our clients who have stayed there are that it is a very luxurious and a treat to return to after a hard day of research!**

Address: West Side Common London, SW19 4UE

Tel: 03300 240706

Email: reception.wimbledon@hotelduvin.com

Web: <https://www.hotelduvin.com/locations/wimbledon/>



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We are looking forward to welcoming you soon!
Contact us first with all of your
booking enquiries....

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