

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 Town, 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 Centre, just around the corner from Wimbledon station and 'The Wimbledon Quarter' (Shopping & Dining & Fitness Hub), and adjacent to Wimbledon Broadway which is home to 'The New Wimbledon Theatre', 'The Polka Theatre' and A multitude of shops, restaurants and hotels.

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



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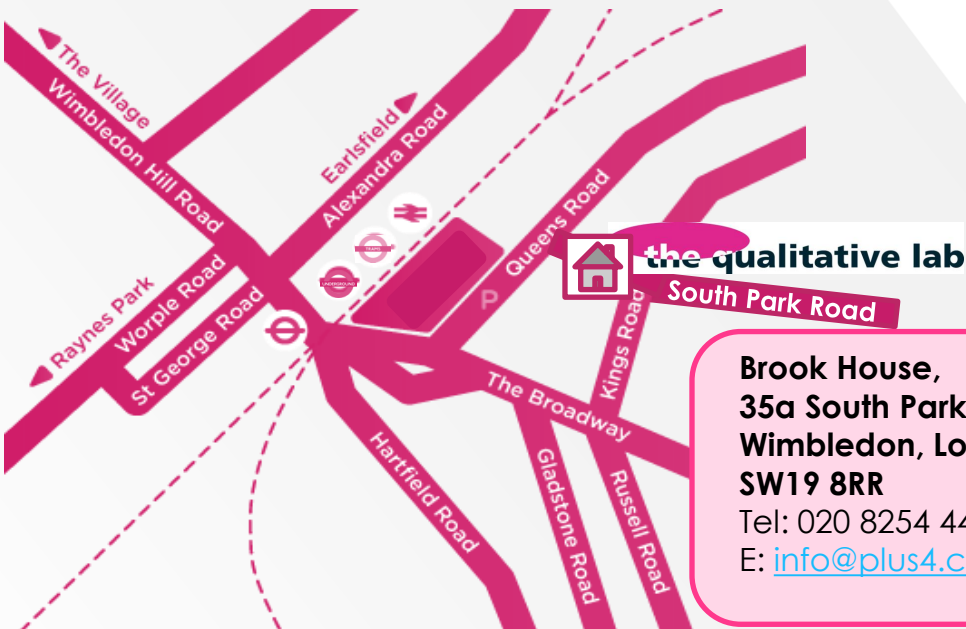
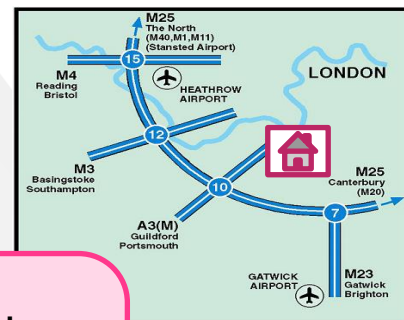
Convenient & Accessible



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 & Digital 42" Screen TV with HDMI
- Audio/visual playback equipment
- Wall display ledge for boards/stim
- 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, quality audio relay to client room, good strength, secure Wi-fi and Web-streaming.

• Audio & Video Recordings

Yours to view for 21 days...

Your digital audio and video recordings will be sent to your named contact via a secure download link within 24 hours of your session/s. The password to access will be given to you in person at the end of your session / text to you if preferred. The link will be valid for 21 days following your session.

Or yours to take away...

as well as the link to view, we can also provide recordings on a USB, at the end of your session/s – just let us know on your booking form or tell your Host upon your arrival.



• TQL Live Web-Streaming

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

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

This service is offered at very competitive rates, and we always offer a test session prior to the live groups.



Catering

At The Qualitative Lab we understand how important it is for both viewing clients and respondents to be fed and watered! From experience we also know that Requirements vary according to the project, so we

Have a variety of catering options available...



Everything from breakfast for clients to individual respondent snack / sandwich packs, to platters for viewing clients.

Popular with viewing clients for its' flexibility and tailored choice is our Takeaway option, where our host will assist ordering via an App (e.g. Deliveroo). They can choose from a wide range of local restaurants, ordered on the day or in advance if preferred. With this option it is not necessary to know numbers in advance or to know any dietary

needs, as everyone chooses their own food and Total Bill amounts are added to your final invoice for ease.

Whatever option you choose, you can be sure that all visitors to The Qualitative feel like they have been well looked after!



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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 its' 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.

Facility Hire

Single Groups	Daytime (until 4.30pm)	Evening (access from 5pm)
1.5-2 hours	£595	£745
Up to 2.5-3 hours	£695	£845
Consecutive Groups	Daytime (until 4.30pm)	Evening (access from 5pm)
2 x 1.5 hour groups	£695	£845
2 x 2 hour groups	£795	£895
2 x 2.5 hour groups	£895	£995
Hire for IDs & other usage	Daytime: £895 (until 4.30pm)	Evening: £995 (access from 5pm)
	Daytime & Evening: £1375	
Hire After 23.00 hours	£180 per hour	
Weekend Hire	Charged at Evening Rates	
Early Arrival / Additional Briefing/debriefing time / Daytime Meeting Hire	£125 per hour	£150 per hour

★ OFFERS AVAILABLE ON MULTIPLE BOOKINGS ★

HIRE CHARGES INCLUDE:

- FREE on site parking (No. of spaces varies - priority given to moderators & viewing clients)
- 30 minutes either side of groups to set up and close down
- Audio and Video Recordings of sessions
- Respondent waiting room
- Spacious viewing room with large one-way mirror and audio relay (catering facilities)
- Light and airy discussion room, accommodates up to 10 - flexible layouts incl. boardroom, informal discussion etc
- 42" HD TV (with HDMI connection to laptops to show videos / presentations) & Laptop
- Digital Audio and Video recordings (static camera) via download link within 24hrs
- Internet access (wired and wi-fi)
- 30 minutes either side of groups to set up and close down
- All Stationary... from flip chart pads to post-it notes
- Small runs of black & white printing and copying

Host to ensure everything runs smoothly for you, your client(s) and respondents

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/scanning (colour and large batches of black and white), return / disposal of stim materials

Recording, Filming & Web-streaming

Audio & Video Recordings

- | | |
|--|--|
| • Digital Audio and HD (Static) Video
Provided via password protected link within 24hrs
(USB format provided at end of session on prior request) | Included
in Hire
charge |
| • Additional USB copies | £10 Each |
| • Conversion to alternative file format | POA |
| • Hire of additional static camera & tripod | POA |
| • Hire of professional camera operator and equipment | POA |

TQL Live Web-Streaming

- | | |
|---|-------------|
| • Min charge / 2 x 1.5 hour groups / 1 x 3 hour Group | £285 |
| • 2 x 2 hour groups | £325 |
| • Complete day & eve / Maximum charge | £475 |

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

Catering & Refreshments

We have maintained our popular individual Snack Packs /Sandwich Packs with wrapped food for Respondent catering (introduced during Covid-19) but can provide Sandwich Platters if preferred at the same rate per person.

Soft drinks are included in the catering options for both clients and respondents, with additional cans consumed charged at the rate shown. With the client 'Takeaway' option or where no catering option is selected, all drinks consumed are chargeable. Unless requested in advance, Beer and Wine are only available in the viewing room (rates shown below).

Respondents:

Breakfast Pack: Containing a selection of a Muffins/Pastries and fruit bar with tea/coffee/water **£6.75 per person**

Individual Snack Pack: Containing a selection of crisps savoury snacks, cake/biscuits/fruit bar, can of water and choice of soft drink **£6.75 per person**

Individual Sandwich Pack: Containing a boxed sandwich, packet of crisps/savoury snack, cake/biscuit/bar can of water and choice of soft drink **£10.00 per person**

Children (U12): Individual pack with savoury snack, biscuit/bar and water/juice **£5.00 per person**

Clients:

Breakfast: Selection of Muffins/Pastries/Fruit/ Fruit juice **£10.00 per person**

Cakes/Snack Selection: A variety of cakes and biscuits, fruit bars, savoury snacks and fruit bowl **incl. unlimited soft drinks** **£12.00 per person**

Sandwiches: Selection of individually wrapped meat/vegetarian sandwiches/wraps/rolls savoury snacks, cakes/biscuits/bars, fruit bowl **incl. unlimited soft drinks** **£14.75 per person**

Takeaway: Select the food of your choice from a wide variety of locally based restaurants using a delivery app assisted by your host. **Fruit bowl & biscuits + unlimited Teas & coffees incl.** **Bill +£25 Surcharge** (20% For 2 or less or 6+diners)

Wine: (White/Red/Rose) **£15.00 per bottle**

Beer/ Lager **£4.50 Per can/bottle**

Cans of Soft Drinks (when not incl. in catering) **£2.75 per can**

Additional Services

- ◉ Fieldwork

Our specialist in-house team **The Field Division** can provide recruitment of respondents for your Focus Groups and Interviews. Into The Qualitative Lab and into venues nationwide. We have over 700 experienced recruiters, interviewers and supervisors in the UK. Our team have achieved both Internal and External Accreditations of the **Recruiter Accreditation Scheme (RAS)** and all of our Field staff RAS Accredited. http://www.plus4.co.uk/field_division



- ◉ Moderation

Our in-house moderators have an enviable depth and range of experience across a wide variety of sectors and are available to moderate both at The Qualitative Lab and at venues nationwide. Our researchers are all members of the MRS (Market Research Society) and conduct all research in strict adherence to the Society's Code of Conduct, and that of ICO/ESOMAR (The World Association of Research Professionals) of which we are members. www.mrs.org.uk



- ◉ Transcription and Translation

Transcription and simultaneous translation services can be provided

- ◉ Network of UK Facilities

As a member of The Viewing Facilities Association (VFA), The Qualitative Lab is part of a network of viewing facilities throughout the UK, and we can offer booking assistance of other member viewing facilities in additional UK locations. The Association promotes best practice amongst viewing facilities in the UK and members are committed to providing the highest standards of professionalism, confidentiality and etiquette. www.viewing.org.uk



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...

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/>

HOTEL DU VIN WIMBLEDON (CANNIZARO HOUSE)

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 look forward to welcoming you soon!



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