



## Residents Research (Ref: 7762)

Prepared by Facts International on behalf of **Tenterden Town Council**



Please find a summary of your research project below:

Methodology	In street interviewing
Questionnaire length	7 minutes
Number of interviews	385 or 200

	n=385	n=200
Fieldwork	£3,880.00	£2,100.00
Questionnaire design	£480.00	£480.00
Scripting	£385.00	£385.00
Coding	£255.00	£255.00
Data files	£60.00	£60.00
Tables	£180.00	£180.00
Report	£1,800.00	£1,800.00
Project Management	£775.00	£600.00
Total price excl. VAT	£7,815.00	£5,860.00

### Assumptions – face to face:

- Questionnaire designed in conjunction with Tenterden Town Council and will take 7 minutes to administer
- Scripting of the survey into Conformat CAPI for loading onto tablets
- A link to the survey can be placed on the Council website for completion by residents
- Sample size of 385 is based on the size of the population of Tenterden and will give a confidence interval of +/- 5%, I have provided a smaller sample size in case you have budget constraints
- Interviewing conducted in street in Tenterden town centre
- 2 open-text questions
- Interviewing shifts to cover all days of the week excluding Sundays
- All shifts to be between 10am and 5pm
- Strike rate of 15 per shift
- Letter of authority provided by Tenterden Town Council to give our interviewers permission to work in the town and to will communicate to the police about the research
- Non-interlocking quotas set on age, gender and working status
- Standard interviewing shift duration of 6 hours (with a 30 minute break)
- Replacement shifts at additional charge if required for reasons beyond Facts International's control e.g. adverse weather
- Raw data file in SPSS/Excel/Triples
- Data tables to client specification with up to 3 pages of breaks
- Written PowerPoint report of the findings of the research
- The quote is subject to Facts International terms & conditions

Choose Facts International as your fieldwork partner and benefit from:

- **A first-rate service** that puts you at its heart
- **Experience** - with more than 30 years industry experience we're happy to challenge your thinking and we'll always offer advice where we think it will benefit project outcomes
- **Great communication** - at Facts International we believe good communication is fundamental to effective project management so you will always be kept in the loop
- **A partner you can trust** - we're proud to be quite good at what we do as evidenced by our accolades below
- **A partner that genuinely cares** - we care about doing a good job and this is why clients like him! research and consulting continue to commission us to conduct some of their most significant studies

"Working with Facts International has helped us drive up fieldwork standards across several of our key research programmes and I look forward to continuing to work with them in the future."

*him! research & consulting*

#### Some of our key credentials:

- ✓ Core field team of 600 interviewers
- ✓ Nationwide field force
- ✓ 200 seat telephone communications centre at our offices in Ashford, Kent
- ✓ 1000+ telephone interviewers
- ✓ All interviewers trained to ISO 20252 and IQCS standards
- ✓ Capability for multi-language telephone interviewing in most European languages
- ✓ Our CEO is the Chairman of the MRS council and UK representative for ESOMAR

#### Some of our key accolades

- ✓ **Best Data Collection Telephone** – MRS Operations Awards 2015
- ✓ **Best Field Force Award Winner** – MRS Operations Awards 2014
- ✓ **Best Quality Telephone** – IQCS Awards 2015
- ✓ **Best Training & Development** – IQCS Awards 2015
- ✓ **A Market Research Society (MRS) Company Partner**
- ✓ **Accredited with the Fair Data mark** from the MRS
- ✓ **Accredited with Cyber Essentials**
- ✓ **A member of the IQCS (Interviewer Quality Control Scheme)**
- ✓ **The first market research company to be awarded the prestigious Gold Investors in People status**
- ✓ **Accredited with ISO 9001, 20252 and 27001 standards**

## Terms

- All prices are subject to VAT at the prevailing rate
- This quotation is valid for 28 days from the date of issue
- Timings in this quotation cannot be guaranteed until project commission
- Facts International Ltd requires payment in Sterling (£), and all invoices will be issued in Sterling. In any document relating to this quotation, where we have provided costs in Euros (€) this is for comparison purposes only, calculated using an exchange rate of £=1.0589€

## Conditions of Supply

### 1. Interpretation

1.1 In these Conditions:

'CHARGE' means the charge shown in the Quotation, or such other charge as may be agreed between Facts and the client in respect of the Contract

'client' means the person named on the Quotation for whom Facts has agreed to provide the Service in accordance with these Conditions

'CONTRACT' means the contract for the provision of the Service

'DOCUMENT' includes, in addition to a document in writing any questionnaire, map, plan, graph, drawing photograph or other visual, any film, negative, tape or other device embodying visual images and any disc, tape or other device embodying any other data

'INPUT MATERIAL' means any Documents or other materials, and any data or other information provided by the client relating to the Service

'OUTPUT MATERIAL' means any Documents or other materials, and any data or other information provided by Facts relating to the Service

'QUOTATION' means any quotation specifying the precise nature of the Service (including the lengths of any interviews involved) and the Charge payable in respect thereof, and Quotations shall be valid for one month from the date of issue

'SERVICE' means the service to be provided by Facts for the client and referred to in the Quotation

'FACTS' means FACTS INTERNATIONAL LIMITED (registered in England under number 06064157)

1.2 The headings in these Conditions are for convenience only and shall not affect their interpretation.



## 2. Supply of Service

2.1 Facts shall provide the Service to the client subject to these Conditions and Facts may in its absolute discretion sub-contract to recognised third-party suppliers (subject to appropriate quality control by Facts) the provision of any part of the Service. Any changes or additions to the Service or these Conditions must be agreed in writing by Facts and the client.

2.2 The client shall at its own expense supply Facts with all necessary Documents or other materials, and all necessary data or other information relating to the Service, within sufficient time to enable Facts to provide the Service in accordance with the Contract. The client shall ensure the accuracy of all Input Material.

2.3 The client shall at its own expense retain duplicate copies of all Input Material and insure against their accidental loss or damage. Facts shall have no liability for any such loss or damage, however caused. All Output Material shall be at the sole risk of the client from the time of delivery to or to the order of the client.

2.4 The Service shall be provided in accordance with the Quotation and subject to these Conditions.

2.5 Unless otherwise agreed, five copies of any written report being part of the Service shall be provided to the client, together with one copy of the same in electronic or computer-readable form.

2.6 Facts may correct any typographical or other errors or omissions in any Quotation or other document relating to the provision of the Service without any liability to the client.

Facts may at any time without notifying the client make any changes to the Service which are necessary to comply with any applicable safety or other statutory requirements, or which do not materially affect the nature or quality of the Service.

Any dates quoted for the provision of the Service or any part of it are approximate only and Facts shall not be liable for any delay in its provision, howsoever caused, and time for completion of the Service shall not be of the essence unless previously agreed by Facts in writing PROVIDED HOWEVER that in no event shall Facts be liable to the client or be deemed to be in breach of contract by reason of any delay in the provision of the Service or failure to so provide if such delay or failure was due to any cause beyond Facts' reasonable control or any strikes lock-outs or other industrial actions or trade disputes (involving employees of Facts or of a third party).

### 3. Charge

3.1 Subject to any special terms agreed, the client shall pay the Charge and any additional sums which are agreed between Facts and the client for the provision of the Service or which, in Facts' sole discretion, are required as a result of the client's instructions or lack of instructions, the inaccuracy of any Input Material or any other cause attributable to the client.

3.2 The Charge is only applicable to time and cost estimates contained in the Quotation and shall apply only in relation to the design techniques, questionnaire length and sample sizes proposed in the Quotation. Any alterations to the same may result in alterations to the time and cost estimates and, accordingly, to the Charge.

3.3 Facts envisages that it will provide to the client a reasonable amount of assistance on study design, analysis and interpretation in connection with the preparation of the Quotation and the provision of the Service, but any extra consultation required by the client during the preparation of the Quotation or the provision of the Service, and all consultations after the Service been completed, will be charged at the appropriate daily rates for the personnel of Facts involved.

3.4 All charges quoted to the client for the provision of the Service are exclusive of any Value Added Tax, for which the client shall be additionally liable at the applicable rate from time to time.

3.5 Facts shall be entitled to invoice the client for 50% of the Charge as soon as the Contract is entered into and the remainder of the Charge on completion of the Service.

3.6 Facts reserves the right in certain cases to require the whole of the Charge to be paid in advance, and will invoice the client accordingly.

3.7 The said invoices and any additional sums payable shall be paid by the client (together with any applicable Value Added Tax, and without any set-off or other deduction) on the date of delivery of Facts' invoice.

3.8 If by reason of any currency fluctuation, the £ Sterling equivalent of the cost to Facts of carrying out any part of the Service incurred outside the United Kingdom exceeds such costs as were anticipated by Facts in arriving at the Charge, Facts shall be entitled to charge the client the difference between the anticipated costs and the actual higher costs, using the rate of exchange in force at the time that Facts paid the said costs incurred outside the United Kingdom.

3.9 Facts reserves the right to alter the Charge to cover changes in rates of tax, duties and other costs to be incurred by Facts where such changes have occurred between the date of the Quotation and the date on which such costs were incurred by Facts.

3.10 If the client fails to make punctual payment of invoices to Facts, Facts reserves the right to withhold the provision of the Service or any part thereof until the total indebtedness of the client to Facts has been discharged.

3.11 In addition, if payment is not made on the due date, Facts shall be entitled, without limiting any other rights it may have, to charge interest on the outstanding amount (both before and after any judgement) at the rate of 5 % above the base rate from time to time of NatWest Bank from the due date until the outstanding amount is paid in full.

#### **4. Rights in Input Material and Output Material.**

4.1 The property and any copyright or other intellectual property rights in any Input Material shall belong to the client..

4.2 The property and any copyright or other intellectual property rights in any Output Material shall, unless otherwise agreed in writing between the client and Facts, belong to Facts, subject to the right of the client to use the Output Material for the purposes envisaged at the time that the Quotation for the Service was issued and provided that the client may make further use of the Output Material without further charge, provided that Facts' prior approval of the mode and content of such further use has been obtained by the client. In any publication of the research comprised in the Service, due acknowledgement must be given to Facts.

4.3 Completed questionnaires and/or computer tapes or disks prepared from survey questionnaires shall remain in the property and in the custody of Facts which may, at its discretion, destroy such material at any time after the expiry of one year from the completion of the Service to which they relate. The client may, on request and at the client's expense, have copies of such material, subject to the requirements of the Code of Conduct of The Market Research Society respecting the confidentiality of information obtained from survey informants.

4.4 The property and any copyright or other intellectual property rights in any normative data supplied by Facts to the client to assist in the interpretation of research findings which are part of the Service shall belong to Facts and such normative data shall in no case be passed by the client to any third party.

4.5 Any Input Material or other information provided by the client which is so designated by the client and any Output Material shall be kept confidential by Facts, and all Output Material or other information provided by Facts which is so designated by Facts shall be kept confidential by the client; but the foregoing shall not apply to any Documents or other materials, data or other information which are public knowledge at the time when they are so provided by either party, and shall cease to apply if at any future time they become public knowledge through no fault of the other party.

4.6 Any publication of Output Material by the client shall be strictly in accordance with the general law, The Market Research Society Code of Conduct and any other codes of conduct or guidelines applicable to the client's sphere of activities.

## **5. Warranties and Liability**

5.1 Although Facts will use reasonable endeavours to ensure the accuracy of any report forming part of or comprising the Service and that, as far as reasonably possible, it is in accordance with the Quotation, Facts cannot warrant the accuracy of the data contained within such report nor can it accept liability for any error in or omission from the same. The client acknowledges that the nature of the Service requires Facts to collect data from sources which may themselves be incomplete, inconsistent or inaccurate, and that the interpretation of data necessarily involves the exercise of subjective judgement. Accordingly, to the fullest extent permitted by the law of England, Facts excludes liability for any loss, direct, indirect or consequential, arising from any such error, omission or interpretation, or in any other way connected to the Service.

5.2 Where Facts supplies in connection with the provision of the Service any goods (including Output Material) supplied by a third party, Facts will not give any warranty or guarantee as to their quality, fitness for purpose or otherwise, but shall, where possible, assign to the client the benefit of any warranty, guarantee or indemnity given by the person supplying the goods to Facts.

5.3 If any Service involves the prediction by Facts of future sales, market shares or other aspects of consumer behaviour, the client recognises that such predictions while made by Facts in good faith, are intended only as an aid to the client's judgement and that Facts shall have no responsibility in respect of the same, and in particular will not be liable for any damage or loss suffered by the client as a result of any error in such prediction.

5.4 Facts shall have no liability to the client for any loss, damage, costs, expenses or other claims for compensation arising from any Input Material or instructions supplied by the client which are incomplete, incorrect, inaccurate, illegible, out of sequence or in the wrong form, or arising from their late arrival or non-arrival, or any other fault of the client.



5.5 Except in respect of death or personal injury caused by Facts' negligence, or as expressly provided in these Conditions, Facts shall not be liable to the client by reason of any representation (unless fraudulent), or any implied warranty, condition or other term, or any duty at common law, or under the express terms of the Contract, for any loss of profit or any indirect, special or consequential loss, damage, costs, expenses or other claims (whether caused by the negligence of Facts, its servants or agents or otherwise) which arise out of or in connection with the provision of the Service or their use by the client, and the entire liability of Facts under or in connection with the Contract shall not in any event exceed the amount of the Charge for the provision of the Service.

5.6 Facts shall not be liable to the client or be deemed to be in breach of the Contract by reason of any delay in performing, or any failure to perform, any of Facts' obligations in relation to the Service, if the delay or failure was due to any cause beyond Facts' reasonable control.

5.7 The client warrants that any Input Material and its use by Facts for the purpose of providing the Service will not infringe the copyright or other rights of any third party, and the client shall indemnify Facts against any loss, damages, costs, expenses or other claims arising from any such infringement.

5.8 The client shall indemnify Facts against any losses, damages, costs, expenses or other claims which arise out of or in connection with the use or demonstration by Facts or Facts' employees or agents of any goods or services supplied by the client for the purposes of the Service.

5.9 Where a questionnaire is provided (i.e. by electronic, paper or other means) Facts cannot be responsible for wording/meaning.

## **6. Data Protection**

6.1 The client warrants to Facts that the client has and shall at all times maintain and comply with all necessary registrations under the Data Protection Act 1998 and that all Input Material and any other information provided by the client to Facts shall at all times comply with the requirements of that Act.

6.2 Facts accepts no liability for any losses, damages, costs, expenses or other claims which arise out of or in connection with any infringement by the client of the Data Protection legislation and the client shall indemnify Facts in respect of all and any losses, damages, costs, expenses or other claims which arise out of or in connection with any breach by the client of the client's obligations set out in this Condition

6.3 Facts will ask respondents for permission to recall them as necessary, in compliance with the Data Protection Act, for the purpose of back-checking or other requirements

## 7. General

7.1 These Conditions (together with the terms, if any, set out in the Quotation) constitute the entire agreement between the parties, supersede any previous agreement or understanding and may not be varied except in writing between the parties, and by a Director on behalf of Facts International. All other terms and conditions, express or implied by statute or otherwise, are excluded to the fullest extent permitted by law

7.2 **Incentives:** *Handling charge if FIL are required to pay any incentive* - Facts International Ltd will add 20% handling charge to any individual incentive paid by Facts International Ltd whether by cash, cheque or voucher which is paid to a respondent on a clients' behalf.

7.3 **Capacity:** Facts International Ltd provides this quotation as dated. The provision of this quotation does not guarantee capacity

7.4 Any courier fees will be passed on at cost plus 20% handling charge.

7.5 Facts International Ltd. reserves the right to revise the quotation once the questionnaire/ questions/ other fuller specifications are received.

7.6 Any Contract is to be governed by English Law and any dispute or difference of whatever kind between Facts International Ltd and (client) will be subject to the exclusive jurisdiction of the English Courts.

7.7 Any notice required or permitted to be given by either party to the other under these Conditions shall be in writing addressed to the other party at its registered office or principal place of business or such other address as may at the relevant time have been notified pursuant to this provision to the party giving the notice

7.8 No failure or delay by either party in exercising any of its rights under the Contract shall be deemed to be a waiver of that right, and no waiver by either party of any breach of the Contract by the other shall be considered as a waiver of any subsequent breach of the same or any other provision

7.9 If any provision of these Conditions is held by any competent authority to be invalid or unenforceable in whole or in part, the validity of the other provisions of these Conditions and the remainder of the provision in question shall not be affected.

7.10 English law shall apply to the Contract, and the parties agree to submit to the non- exclusive jurisdiction of the English courts.

7.11 Facts International Ltd. reserves the right to charge postponement fees to cover the cost of rescheduling of work, payment of cancellation fees to third parties, and all other costs incurred due to the postponement. Postponement fees will consist of the above plus a reasonable administration charge in consideration of the extent and impact of the delay.

7.12 Facts International Ltd. reserves the right to charge cancellation fees to cover the cost of all work undertaken and commitment made up to the time of receipt of formal notification from the client to include an appropriate proportion of loss of profit. The terms are (of total quoted costs) are shown overleaf:-

## **Telephone /Online Cancellation**

2 – 3 days 100%  
4 – 7 days 50%  
Over 7 days 0%

## **Face-to-Face Cancellation**

Less than 24 hours 100%  
1 day (24 hours) 90%  
2 days 80%  
3 days 70%  
4 days 60%  
5 days 50%  
5-8 days 40%  
9-10 days 30%  
10-15 days 20%

The above depends on job and commitment to date.

Facts International Ltd. reserves the right to change/cancel the above at any time.

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