The Institute of Chartered Accountants in England and Wales (ICAEW) is a world-leading professional membership organisation that promotes, develops and supports more than 147,000 members worldwide. They provide their members with knowledge and guidance, and ensure that ICAEW Chartered Accountants meet the highest ethical and technical standards. As financial experts, they act in the public interest, offering insights into business and the economy that help to shape government policy and regulation.

As the professional membership body for chartered accountants in England and Wales, it is vital for ICAEW to maintain their position thought leaders within their field, and to keep abreast of business opinion across the UK. Business Spotlight allows them to do this in a cost-effective way.

ICAEW wished to explore the views of UK businesses in the wake of the EU referendum result. In particular, they wanted to investigate behaviours and future plans concerning exports, and the extent to which UK businesses felt Brexit would impact upon this.

ICAEW wanted the views of UK businesses as a whole rather than a specific sector, so the standard Spotlight package was most appropriate. Our Business Spotlight team was on hand to provide expert advice throughout the development phase, to ensure that ICAEW framed their questions in the best possible way.

“ICAEW members advise over two million businesses in the UK. Through Business Spotlight, IFF Research provides a valuable opportunity for us to capture the opinions of a nationally representative sample of businesses. The IFF team has always been responsive to our needs, and they always suggest ideas that help us to ask the questions we want answers to in the best possible way. Additionally, the fact that their omnibus uses telephone interviews rather than online methodologies means that we can trust the robustness of the research, and use it with significantly greater confidence. We see IFF’s Business Spotlight as being a key tool for us to use going forward.”

James Baglin
Senior Strategic Insight Manager
Centrepoint is a leading charity, whose primary aim is to end youth homelessness in the UK, and to boost opportunities for young people. Spotlight allows them to explore and track the behaviours and attitudes of businesses towards issues that are relevant to their organisation in a low-cost and reliable way.

Centrepoint wanted to find out the extent to which businesses offer opportunities to disadvantaged young people – such as apprenticeships, traineeships and work placements. They also wished to explore attitudes towards the provision of such opportunities by UK businesses, any barriers to them doing so, and what might make UK businesses more likely to be open to initiatives such as this in future.

The basic Spotlight package was the most appropriate one for them to use, as Centrepoint simply required data tables that they would analyse internally. Also, they wanted the views of UK businesses as a whole, rather than a specific sector, demographic or region, so they had no need for DataBoost on this occasion. The client had a clear idea of what they wanted to ask – that being said, we still reviewed their questions and provided suggestions on minor changes to maximise the efficacy of the survey.

“At Centrepoint, we aim to give homeless young people a future, and we want to end youth homelessness. IFF Research’s Business Spotlight enabled us to find out about employer attitudes towards hiring disadvantaged young people. IFF was incredibly helpful throughout the entire process, and advised us on how to best use the data to create the biggest impact. We’ve been able to use this research to strengthen our campaigning work with both government and employers.”

Abigail Gill
Policy and Research Officer
The Department of Energy and Climate Change (DECC) – now part of the Department for Business, Energy and Industrial Strategy – is responsible for ensuring the UK’s supply of clean, affordable energy. Its goal is to make sure that the UK has secure, clean, affordable energy supplies - and to promote international action to mitigate against climate change.

DECC wanted to explore the behaviour of UK firms towards matters concerning energy saving. They also wished to assess their attitudes towards the adoption of energy-saving technology. Through the use of our Tracker service, Business Spotlight provided ongoing data collection for a year, at a fraction of the cost of a fully bespoke survey.

The DECC used Tracker to monitor the plans of businesses on an ongoing basis with regards to energy saving, any barriers to them developing energy saving plans, and what incentives might encourage them to do so in the future.

The basic Spotlight package was sufficient in this case – the Department had their own analysis team and simply required data tables that they could use within their own report. The client had a clear idea of the questions they wanted to ask – however, we provided support and advice throughout the development stage, and delivered reliable and timely results.
ABOUT IFF RESEARCH

IFF Research is one of the research industry's leading players. With over 50 years of experience, we have a proven track record of delivering high quality strategic research for a wide range of organisations across the public and private sectors. We provide tailor made research solutions that deliver the insights our clients require. We are passionate about illuminating the world through intelligent and impartial research. Together, we'll create a solution that works for you. Our teams are fully trained in quantitative and qualitative research methods to deliver accurate, insightful outcomes for every study we conduct – including fast turnaround online projects, focus groups with consumers, and face-to-face interviews with hard-to-reach stakeholders.

For further information, please contact:

Alice Stratton
Associate Director
020 7250 3035
alice.stratton@iffresearch.com