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ENERGY News – Welcome

Even on an informal basis market research can help organizations to focus and drive business forward as M&S recently found when they asked 30 customers to find 5 items featured in advertising within an hour; only five managed it prompting an initiative to make stores less confusing and customized to suit the locality. www.theenergyofconversation.co.uk

QUALITY Focus – David Finney

ISO 20252 – Each issue of *ENERGY News* provides information on ISO Quality Standards. In this edition we present ISO 20252, the quality standard for Market, Opinion and Social research. Launched in 2006, ISO 20252 has its origins in MRQSA & BS 7911. In the 2010 edition of the Research Buyer's Guide, 66 organisations in UK & Ireland declared having the standard.

RESEARCH Focus – Jo Fawcett

When we made the commitment to move to ISO 20252 certification, there was a ripple of apprehension amongst the staff, in particular those who had masterminded implementation of our initial BS 7911 MRQSA standards. However the benefits of formalised quality systems and standards were very clear to everyone in the agency; seeking ISO 20252 had imposed an extra degree of discipline and affirmed the importance and benefits of good practises that were already largely in place. Despite the occasional irritation - following procedures can be annoying when you're under pressure and it may be tempting to take short cuts – we are totally convinced of the benefits. The busier you are, and the more pressure you are under, the more important it is to “do it right” and minimise risks to the business. Whilst we had not anticipated significant benefits in terms of our standing with clients and potential clients, the feedback we receive suggests that clients find ISO 20252 a valuable reassurance.

“Your company's quality certification, ISO 20252, is an aspirational standard for most of the industry.” (Part of client feedback on a tender document) www.george-street-research.co.uk

BRAND News

ENERGY News reports on recent brand activity:

- **LYFE** is launched this summer as a healthy fast food restaurant pledging under 600 calories per menu item. Run by former McDonalds executives, Lyfe Kitchen staff include a Vegan chef.
- **Sir Richard Branson** bought Pluto and pledged to reinstate it as a planet.
- **Nissan Leaf** won World Car of the Year for 2011
- **McDonald's** had to weather a campaign by a group of physicians to stop them using Ronald to market to children.
- **Google** launched a new service to US consumers allowing them to pay for goods on their mobile phones.
- **Waterstones** under its new ownership appointed James Daunt as the new MD to take on the might of Amazon.

BUSINESS Support

East London Small Business Centre is a London-based, not-for-profit business support agency which is committed to helping small and medium businesses thrive. Every year ELSBC helps 300 new businesses to start up, invests in training for over 1,000 people, and supports entrepreneurs in accessing finance for start-up or expansion purposes. For five east London boroughs; Tower Hamlets, Newham, Havering, Redbridge, Barking and Dagenham as well as the City of London, ELSBC is the first port of call for people wanting to launch a business whilst also providing general support for all existing businesses based in any of the 33 London boroughs. To find out more visit www.smallbusinesscentre.org.uk or call **020 7377 8821**.

STOP PRESS

ENERGY News Editor David Finney reviewed The Times this month; here is a link to the article if you missed it: [THE TIMES Review](#). *ENERGY News* is a seasonal publication delivering bite-size articles and information to businesses of all sizes. If you currently do not receive this bulletin on a regular basis and would like to, telephone **07521 991645** or email DavidFinney@TheEnergyofConversation.co.uk to be placed on *The Energy Community* distribution list.