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Shape the Future Limited

Company information

June 2017

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Shape the Future

Shape the Future was set up in 2005 by its directors, Peter Martin and Dan Creasy.

The company offers a full range of online and more conventional research services and works with clients to develop the most appropriate methodology for each project.

Shape the Future has conducted on- and offline surveys for a wide variety of organisations including business start-ups, local government, quangos and market leading organisations in fields as diverse as banking, broadband, financial services, food, facilities management, IT training, engineering, retail, apparel and fast moving consumer goods. A gratifying number of these have become regular clients.

Shape the Future aims to deliver very fast turnaround for surveys when required. Interim results are made available online immediately our online surveys begin and our record for delivering survey results so far is just under 15 hours from launch. Examples include a survey of 1,000 consumers of a certain drink which was completed, from scratch in 48 hours, including a full report on market segments. On another occasion we conducted a survey of employers in five languages, delivering results within 6 working days from receipt of brief.

A recent survey was conducted in four countries and three languages overnight between days of an important client workshop.

Dan and Peter are also directors of Survey Mechanics, which is breaking new ground with a market leading online survey system for those wishing to set up, run and analyse their own surveys. Shape the Future uses Survey Mechanics software for its online surveys, ensuring that surveys are conducted quickly and reliably, with results and analysis available virtually instantaneously.

In addition to online surveys, Shape the Future is able to deploy the most appropriate, pragmatic and representative methodologies for its surveys (both quantitative and qualitative), including focus groups, telephone surveys and face to face interviews. We can usually deploy resources for these extremely quickly.

The company's mission is to deliver high quality research supported by practical advice, as quickly as possible and at competitive prices.

Services

Shape the Future provides the following services¹:

Quantitative surveys:

- online
- phone (inbound and outbound)
- postal
- face to face
- hall tests
- mystery shopping

Qualitative research:

- Depth interviews
- Focus groups

Desk research

¹ All surveys are conducted according to the code of conduct of the Market Research Society
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Organisations for which Shape the Future has conducted surveys include the following:
Business to Business

4D Delivery
 Accord Westminster
 Adaptive Automation
 Angels Den
 Armstrong Floors (Netherlands)
 Aruba Networks
 BNI
 BPIF Cartons
 Business Referral Exchange
 Casio
 Cirrus Research
 Connaught
 Copyright Licensing Agency
 Criterion Partnership
 De Poel Consulting
 EOJR Management Consulting
 Energetics
 Fideliti
 Glengarrig Consulting
 Hitachi Capital
 Interserve FM
 ITW Nexus
 Learning Technologies
 Leaseplan
 Maddison Group
 Mayflex
 Mex (Germany)
 Microsoft
 Moving Edge
 Need More Sales
 OCS
 Ocean Intelligence
 Palladium Digital
 QA Ltd
 Rainbow International
 Reed Employment
 Royal Bank of Scotland Group
 Savills (Commercial)
 Simply Contracting
 Sitecore
 Spectrum Housing
 SSL
 STL Technologies
 Stratford BID
 Talent Innovations
 Thomsons
 Worcester BID
 World Textile Publications

Media and communications

Athletics Weekly
 Azzurri
 Crimson Tide
 Current TV
 EasyPress
 National Geographic (UK, USA)
 Satlynx (Germany)
 Screen East
 VGROUP

Zen Internet

Health

Nature's Best
 ResMed
 RD Health
PR and Marketing
 BGB Group
 Boost Marketing
 BottlePR
 Centreground Political
 Communications
 Clock Creative
 David Andrew Design
 Disgusted of Tunbridge Wells
 Global Beach
 GTA Advertising
 Hemming Information Services
 Ledger Bennett
 Lewis PR
 Pegasus PR
 Severn Communications
 The Event Workshop
 VisionOne Research
 Waggener Edstrom
 Weber Shandwick
 Yellow Door

Food and drink

3663
 Amcor Packaging
 Asda
 Brambles Foods
 Camra
 Caterlyst
 Cheetah Country Beef
 Clipper Teas
 Cuisine de France
 Keith Spicer
 Magners Cider
 MeadWestVaco (UK, US)
 Oui3
 Princes
 Real World Marketing
 SodaStream
 Streamline Foods
 Weight Watchers (Petty Wood)
 Winfresh

Charities

Army Benevolent Fund
 British Red Cross
 Cats Protection
 Eyecare Trust
 Know How Non Profit
 (Cass Business School)
 Network for Social Change
 Shaw Trust

Leisure and travel

Accor Hotel Group
 Biggin Hill Airport
 Blenheim Palace

Blue Republic
 Cadogan Holidays
 Crown River Cruises
 Louis Hotels (Greece)
 Pacific Direct
 Travel Offers

Consumer

BMB Clothing (Suits You)
 CSSC
 Co-op
 Energy Helpline
 Ford
 Garware
 Get Outer Space
 Go-Ahead Group
 Gossard
 Hop Farm Family Park
 HSBC
 Kelkoo
 KidStart
 Logicor
 NFU Countryside
 Royal Southern Yacht Club
 Scrivens Opticians
 Seiko UK
 SMART Insurance
 Spearmark
 Sterling Insurance
 Study Group
 Tetrosyl
 Titus Group
 Topps Tiles
 Unilever
 Weight Watchers

Public sector

Havering Council
 Highways Agency
 Kent County Council
 London Borough of Lambeth
 London Borough of Bromley
 Mansfield District Council
 Northamptonshire County Council
 Sussex Improvement Partnership
 West Midlands Police Authority
 Westway Development Trust

Education

Leeds Metropolitan University
 Loughborough University
 University of Exeter
 University of Glamorgan
 University of Kent
 University of Surrey
 University of Teesside
 Walsall Extended Schools Cluster

Professional bodies

Chartered Institute of Arbitrators
 Chartered Institute of Insurers
 Institute of Manufacturing
 Chartered Institute of Marketing

Research projects conducted by Shape the Future include the following:

3D printing	Financial services	Photographic services
AGM voting intentions	Flooring	Police authorities
Airport/airshow	Food packaging	Presentation skills
Alumni Association	Foreign Exchange	Preserves
Alternative fuels	Frozen dessert	Price comparison site
Alternative health products	Funeral services	Product safety
Back up services	Garage services	Publishing
Bakery products	Genetic testing	Recruitment
Banking	Hair care	Remote care systems
Beauty services	Healthy eating	Respiratory equipment
Beef	Heating systems	Retail branding
Buildings	Hobby supplies	Retail outlets
Building services	Home automation	Risk (attitudes to)
Bus services	Honey	River boat services
Bus passes	Hospital catering	Road safety
Business networking	Hotels	Robot welders
Cars	Industrial buildings	Roofing products
Car parts	Information systems	Sandwiches
Car washes and polishes	Insurance services	Satellite communications
Catering supplies	International pricing	Satellite tracking systems
Charities	Internet service provision	Schools and colleges
Child care services	IT training	Sexual abuse
Children's lunch boxes	Janitorial supplies	Shoe retailing
Cider	Laboratory equipment	Shopping areas
City visitors	Land regeneration	Shopping habits
Cleaning Services	Language tuition	Smoke detection
Clothing	Leak detection	Social media in business
Clothing retail	Lingerie	Software
Competition testing	Loans	Solicitor service levels
Construction work	Local manufacturing	Stately home
Contracting	Lottery machines	Supermarkets
Convenience foods	Maintenance services	Tea
Copyright Licensing	Magazines	Telephony
Council services	Marketing associations	Temp services
Dog training	Medical apparatus	Theme park
Drinks preparation	Membership	Tiling
Economic outlook	Mobile communications	Tinned foods
Eczema treatments	Motoring club	TV production
Education	Nail care	TV programming
Educational software	Nutritional supplements	Utilities
Emergency information	Office services	Venture capital
Employment services	Office furniture	Warehouse equipment
Energy pricing	Oil bunkering	Watches
Environmental concerns	Olympic Village (London 2012)	Web design
European employment trends	Online retail	Web development tools
Events	Opticians	Web purchasing services
Facilities Management	Packaging	Website concepts
Fast food	Patient ventilation	Window tinting
Film production services	Pet food and remedies	Yacht racing

Surveys have been conducted around the World in numerous languages including Arabic, and Chinese. Topics researched include new products and services, product and packaging design, employment policy, pricing sensitivity, market entry and routes to market, brand awareness and perceptions, marketing effectiveness, customer satisfaction, lost customers, customer loyalty and failed bids.

Peter Martin BA MBA CMRS, Managing Director

Peter is an experienced marketing strategist with over 30 years experience at senior level in industries including telecoms, consumer electronics and B2B products and services. His research career began with his first permanent role, where he was involved in major decisions regarding new technology for the UK's largest consumer electronics company. He has worked in senior marketing and research roles for companies including Thorn EMI, Thomson, Bose, BT, Mercury and Rediffusion Music. He also ran a WPP Group company specialising in routes to market and the marketing of services.

For the last 20 years he has worked as a consultant and advisor to numerous businesses around the world. These include ARM, Audi, Brit Insurance, Celoxica, Centrica, Cable & Wireless, Crimson Tide, Reed Business Information, BAE Systems, EDS, Ericsson, MessageLabs, QA Group, Royal Mail, Sony, Sun Microsystems, Toyota, WPP Group and BT Wholesale, for whom he researched internet service providers and prospective customers and subsequently developed the marketing strategy for broadband.

Peter is also working on pioneering new research techniques in the music industry, and is a co-founder of specialist music research company Sound Findings. In addition, he is a director of Survey Mechanics, a recently-launched, ground-breaking new online research system.

He is a full member of ESOMAR and a certified member of the Market Research Society whose diploma he holds. He has an honours degree in Business Studies and an MBA, which he gained with distinction following a research-based dissertation on marketing effectiveness.

Contact details

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Client testimonials:

Professor Steve Robertson, Centre for Men's Health It's been a pleasure using Shape the Future, you've been flexible, thorough and able to meet our deadline whilst delivering the required quality of product. It may be that we have more similar work to do in the coming year/years and would be happy to utilise your services again

Paul Bryan, Managing Director, Spectrum Property Care We gave Shape the Future a challenging brief to research the facilities management market in the South of England and draw-up new business targets. The research output helped us to define our company growth plan and concentrate scarce resources on productive areas. During the process we found Peter Martin to be both enthusiastic and amiable whilst also quick to provide advice and add-value through his marketing experience. I would recommend Shape the Future for any similar project

Professor Ian Bruce, President for Charity Effectiveness, Cass Business School: what I liked about working with Shape the Future was: The brilliant live Pop-Up onscreen questionnaires which meant we suddenly found out so much about our visitors who were not registering; The helpfulness – nothing was too much trouble, it made the work FUN! No “yes buts” only “how soon do you want it?”; The reassurance that we were working with a knowledgeable, qualified researcher – it helped us guarantee meaningful data, i.e no “rubbish in – rubbish out” syndrome. It gave us such a hugely improved understanding of who are visitors are and what they like about our offering and where we need to improve – brilliantly helpful

BPIF Cartons: “thank you so much for coming to deliver the results of the study you undertook for us. The presentation was very interesting and certainly I know the audience found it a very good and interesting piece of work that will help our industry to better focus arguments now we have a clearer understanding of what people actually think.”

Ettles UK Ltd: It was a pleasure working with Peter Martin of Shape the Future. We were delighted with the value, high quality and speed of service received. Peter's customer focus was exemplary. Thanks again, Peter, and we would not hesitate in recommending you to others.

Northamptonshire County Council: Shape-the-Future were helpful throughout the process and their communication and response was second to none ... overall a great value for money service.

Keith Spicer Limited: Peter Martin of Shape the Future is a wise, considered character with considerable experience in his sector. Our online quant research was delivered swiftly & simply without a single intake of breath! Wouldn't hesitate to recommend his services again in the future – good old fashioned service with a smile, can't be beaten as far as I'm concerned.

Chartered Institute of Arbitrators: We needed to survey our 12,000 members in a short time frame. Shape-the-Future were wonderful, and took all the pain out of the task, from helping us with the question design to producing professional results charts that we presented to our Boards. Shape-the-Future actually made the whole process seem “too easy”! I would recommend them to anyone who wants a professional job done in a calm, hassle-free way.

Txtsav: Having scoured the market for a suitable and cost-effective market research agency we were very pleasantly surprised with finding Shape the Future. They instantly understood what our requirements were and got working on the brief immediately after our initial call. We were particularly impressed with how cost-effective they were especially given the fast turnaround and high quality of their results

Melfar Meats: This was the first piece of market research I have ever done, Peter Martin at Shape the Future made the whole process very easy and stress free. He gave me help understanding the findings and some advice going forward. I would definitely use them again in the future.

Iquius Research: Shape the Future provided a first class service. From initial questionnaire design through to ensuring we had the right analysis to meet our needs, nothing was too much trouble. In short, we're more than happy to recommend what is an excellent, cost-effective solution for online surveys

London Borough of Lambeth: We have worked with Shape the Future twice now to survey our internal customers (approximately 5000 people). On both occasions they were flexible, helpful and responsive throughout, including accommodating change requests at short notice. I would have no hesitation in using Shape the Future again.

London Borough of Havering: Our project board asked to feed back the following to you: They were really impressed with the short timescales that you met. Extremely pleased with the price you have quoted for all the work and very impressed with the content of the interim reports

National Geographic: Undertaking our research with Shape-the-Future was quick, easy and very cost-effective. They grasped our issues and the oddities of our business immediately, which was very reassuring and kept the time that we needed to input to a minimum... the final summary was an excellent, easy-to-read document that we readily shared with colleagues in overseas offices. We would have no hesitation in working with Shape the Future again, or recommending them to others

KidStart: I found Shape-the-Future very responsive and flexible and helpful. They rapidly understood our requirements, adjusted the proposal, research and analysis to our specific needs and were very quick in getting results back to us. We would definitely use them again on similar projects

PayOffline: ... they understood the idea and most importantly what our objectives were for the consumer research study and why we needed it. They are prepared to give 100% to the project and they add value to the decision making process. Shape-the-Future scored 10 out of 10 in all of these areas, but I think what was most impressive was the highly professional and timely manner in which the research study was put together and executed... I am sure that they will continue to grow and prosper and I would not hesitate to recommend them

Accord Westminster: We used Shape-the-Future to survey educational establishments in the South East to determine their current levels of maintenance and repairs. In the planning phase of the survey their team gave us great advice and guidance ... The support during this stage and how the team worked with our desired objectives from the project were invaluable. At all times the team consulted with us and made any changes we requested as well as recommending a few others which proved to be very helpful. They were also keen to discuss the results and re-work the analysis so that it matched perfectly with our requirements.

LastMinuteHairandBeauty.com: Shape-the-Future gave us some very useful advice on how we could use a survey to help our business. We asked them to set up a survey for us at very short notice and based on a very short phone conversation produced a survey that did almost exactly what we wanted. We were looking at our first results within six hours of commissioning the survey and it was completed over a weekend. In just over one working day we received a report we can use in our marketing and PR. Very fast, very professional, very helpful and great value.

Cebrium: We did a market research survey with Shape the Future, combined with a mental agility test and product sampling of a food supplement. This was a project that was quite complicated due to the nature of our product, and the approach we were looking for was an unusual direction. Shape the Future proved that they were able to "think outside of the box" and provide a solution that helped us reach our goals. They were always very flexible, friendly and delivered high quality. I truly recommend working with them and look forward to our next project

QA-IQ: I'd recommend Shape-the-Future most highly. They achieved a very good response rate on our client survey, very quickly and at a competitive price. The survey design worked perfectly and the presentation of the results was a model of clarity, helping us to achieve our objectives almost immediately

BottlePR: We contacted Shape-the-Future when we needed to measure awareness and needs for our client, SEEDA, prior to a campaign. They immediately understood what we needed and rapidly set up the survey. They achieved a very high response rate and delivered the results extremely quickly, updating us throughout. An excellent service and wonderful value

Qwabby: "I shall have no hesitation in using your service again or to recommend your company to my friends. It has been a pleasure to do business with you and I look forward to working with you again in the future"

Cheetah Country Beef: Shape-the-Future's attention to detail is amazing. The dedication and thorough job they performed far exceeded my expectations. I will most definitely use Shape-the-Future again for my market research needs.

lswap: Shape-the-Future put together our questionnaire extremely rapidly and we were very pleasantly surprised at our response rates. The speed at which we received the presentation of the results was also impressive.

Flights4all: ... we were immediately impressed by the speed with which they understood our requirements and in short turn created a satisfaction survey that captured our key performance indicators. The feedback survey is very easy to use as witnessed by the excellent response rate it has elicited. The speed at which results were delivered (overnight) was most impressive.

The Wellness Solution: I needed to understand my client's customers' views quickly for a major strategic review. Shape-the-Future immediately provided me with a proposed questionnaire and survey structure which met our needs almost entirely. ...changes were turned round in hours and the survey was live straightaway. I am sure that Shape-the-Future's intuitive and friendly survey design contributed greatly to the phenomenal response rate of over 40%. In addition they offered some valuable interpretation of the results. Tremendous value

Text2Rate: We were very pleased by your professional and urgent response to our market survey needs. The attention to detail and the friendly way our business was dealt with was brilliant. We will definitely recommended Shape-the-Future to colleagues and friends.

Moments2Canvas: I have found Shape the Future's services of great value. Shape the Future provided an expert service even when I asked them to completely change the research to fit a new market half way through the initial scoping period. They have enabled me to build a good foundation to further develop a business idea and as a result, have not just delivered the research that I required, but have become a well-respected partner to enable my business to grow