

# INFORMING CONFIDENT DECISION MAKING



# ABOUT US

North West Research, formerly known as England's Northwest Research Service is a full service agency operated by the Liverpool City Region Local Enterprise Partnership. The service was established in response to market demand for the type and quality of information that has guided the work of the Local Enterprise Partnership, and formerly The Mersey Partnership, for over a decade.

We provide a commercial research service for a range of different sectors across the North West and beyond.

# LEADERS IN TOURISM INSIGHT AND INTELLIGENCE

We have a particular interest and specialism in the tourism industry and event impact evaluation from our unique position based within the Local Enterprise Partnership which operates the City Region's official Tourist Board, VisitLiverpool.

We work alongside leading tourism professionals, collating and providing key statistics which inform the vision and strategy of tourism development for the City Region.

Key tourism statistics for the Liverpool City Region can be found in the Digest of Tourism Statistics produced by North West Research.

# OUR SERVICES

Research is an essential part of business strategy, providing evidence and knowledge to support growth.

North West Research helps clients gain competitive advantage by providing intelligence used to inform strategy and marketing plans. We measure customer satisfaction and indicate what actions can be done to improve the success of the business. Marketing campaigns are evaluated helping the client to know what communication tools are working whilst customer segmentation shows where business is coming from and who the business should target.

Our approach is value-driven. We will guarantee to meet objectives with a clear and succinct set of results that are professional, reliable, actionable

and user-friendly. We always propose cost effective solutions and options to meet budget needs.

Discounted rates apply to members of the Liverpool City Region Local Enterprise Partnership.

Further details about our most popular services can be found on the next page. The methods we use for our research include:

- Quantitative research
- Qualitative research
- Face to face interviews
- Online surveys
- Focus groups
- Desk research
- Data analysis

*North West Research uses a fully trained interview team and applies quality standards at all stages of the research process, in accordance with the Market Research Society guidelines.*

# 56.7 Million\*

visitors to the Liverpool City Region in 2012.

**Which ones visited you and why, how old were they and where were they from?**



\* Source: STEAM, 2012 data.



# £3.4 Billion\*

generated by the Liverpool City Region Visitor Economy in 2012.  
**How much did your attraction contribute?**

# DELIVERING EVIDENCE TO SUPPORT GROWTH

## CUSTOMER PROFILING AND SEGMENTATION

North West Research enables clients to tailor their marketing for specific target segments.

We segment customers geographically (where they are), demographically (who they are), psychographically (what they think and expect) and into different behavioural groups (what they do, buy, etc).

We identify specific groups that are most likely to respond to different offers and types of marketing.

## CUSTOMER SATISFACTION STUDIES

North West Research helps to understand what customers think of you, your organisation and your products or services. By unlocking collective knowledge, opinions and views we can create actionable business intelligence.

We help businesses be more successful by utilising the basic principle of giving your customers what they want.

## ECONOMIC IMPACT STUDIES

North West Research quantifies the economic impact of investments such as events to provide evidence to support access to public funds and influence the allocation of resources. By working closely with fund-holders and involving a spectrum of stakeholders, we can provide accurate and credible data to meet these requirements.

## MARKETING EVALUATION AND ASSESSMENT

North West Research examines market reaction to your current and potential marketing campaigns.

We can help you to understand the return on your marketing investment and the relative success of different marketing campaigns and media.

## BRANDING

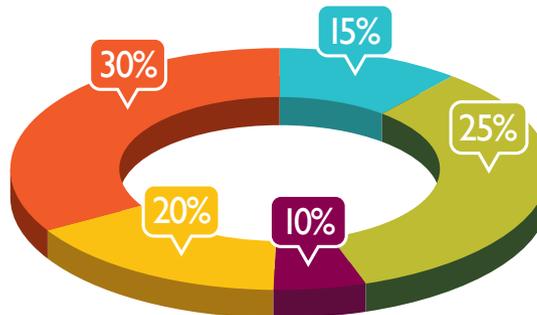
North West Research gives clients the competitive edge by evaluating and monitoring their brand awareness.

We measure brand interest and movements in brand image in comparison with competitors.

## What do you rely on market research for?

-  PRODUCT POSITIONING
-  CUSTOMER INFORMATION
-  BENCHMARKING
-  STRATEGIC DECISION MAKING
-  QUALITY ASSESMENT

*For illustrative purposes only*



North West Research, linking the marketer to the customer through information



# Market Research is a vital tool for growing a business



For further information or to discuss any research requirements, please contact

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Previous clients have included...



“Monitoring and evaluating past success and indeed failure is fundamental to any organisation that wants to target its products or services cost effectively. The excellent service provided by North West Research has not only helped develop our own Wirral Destination Marketing delivery plan, but has also been used by the borough’s key event organisers, to help create sustainable events that attract hundreds of thousands of visitors to Wirral year after year.”

**Juggy Landay**, Destination Marketing Manager, Wirral Council

“The work that you have done in the past for us, which I hope you will continue to do in the future, has always been excellent, met its aims and delivered concrete evidence for us to demonstrate the positive impacts of our events programme on the local visitor economy and met with the outcomes required in order to comply with ERDF funding guidelines.”

**Lesley Delves**, Visitor Economy Officer, Culture Liverpool

“North West Research provided a high quality, cost effective piece of work including useful insight and a clear analysis. Their knowledge of our industry has proven invaluable and I look forward to working with the team in the future.”

**Denise Harris**, Director, SK Events