



About Us

Foster and Brown Research was established by Pauline Foster in 1997. We are locally Gloucestershire based company and have strong track record in both public and private sectors. Our Online division offers online surveys, data management and analysis and reporting services. We offer expertise in:

- market, consumer, sensory and social research
- web application development using creative design
- statistical analysis
- training and development

Our unique partnership of design, technical know-how and research expertise ensures that our clients have the best all-round knowledge available for your project.

Foster and Brown Research is a primary partner and supplier of Market Research within **Quatrosystem** (QS) <http://www.quatrosystem.co.uk/> an organisation set up to provide Procurement and IT services. Foster and Brown Research supply public consultation and Market Research to the group and Pauline is the director of this area. QS is part of **buying solutions**, <http://www.buyingsolutions.gov.uk/> the largest public sector buying portal set up by the OGC (office of government commerce) to ensure “**best value**” and excellent quality services in their audited suppliers. In 2007 we were proud to be chosen as one of only **eight** firms to have been selected from more than **380** applicants for the UK government’s ‘Catalist’ of suppliers in the marketing and MR consultancy category.

Pauline and Elaine have worked together for over 8 years and have formed ‘FabResearchOnline’ to market their online approach to data gathering and dissemination.

Who we are

Pauline Foster BSc. MSc. MPhil.

Pauline, has over 20 years’ experience in private and public sector research, and set up her own company following a career in Unilever. Pauline has extensive experience of designing and carrying out quantitative and qualitative research surveys, using a range of methodologies, including online interviews and over 15 years working with children in schools. With an academic background in psychology and nutrition, Pauline is particularly interested in emotion and what motivates consumers and populations, particularly around food and dietary habits. In 2007 she was visiting professor in the food science department at Cornell University in the USA and has academic links to Warwick and Oxford Universities.

Since 1998 Pauline has developed significant experience in the design, implementation and management of innovative surveys and research methods and has an extensive track record in public sector consultation, both locally and nationally. As well as the online pupil surveys, the healthy eating survey and school menu survey in Gloucestershire recent projects also include the development of online surveys and reporting tools for various NHS PCTs with Elaine Purse. Pauline is also currently the project lead for the national BME cancer advisory panel.

| [Pauline Foster](#) | [Managing Director](#) | [Foster & Brown Research](#) |

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Elaine Purse BSc. MSc. PhD. MBCS

Elaine has long experience of software development and data management. She specialises in developing interactive, online applications. She has over 15 years experience of IT analysis and development and has worked on a variety of applications for many organisations, ranging from single person to multi-national, both in the commercial and public sector. She has experience in producing complex niche applications particularly for the scientific community.

Initially concentrating on network-based database applications, using mainly Microsoft Access, Elaine was always keen on using the web to deliver the same richness of experience that a PC-based application can and moved into web-based application development as soon as it was technically feasible. This has not always been easy, but tools have now been developed to make the process a lot smoother. These developments, along with the continuing development of the internet and gadgets to go with it – and the ability to produce colourful and original graphics, make the web environment an exciting and challenging place to work in, just where she wants to be!

As well as the online pupil survey, recent projects also include the development of online surveys and reporting tools for various NHS surveys with Pauline Foster. Elaine is also the SME partner in the EFCOVAL (European Food Consumption Validation) EU-funded project, providing design and web-development services. Elaine is a member of BCS - The Chartered Institute for IT and along with Pauline, LARIA (Local Authorities Research and Intelligence Association).

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How we work

We *like* to get involved, we *love* giving help and advice, and are responsive to our your needs and requirements - we aim to be an extension of your team for the duration of the project.

"Our main concern is to create software that is easy to use and a pleasure to navigate while at the same time giving you the information you need to do your job, to set policy or to make a difference to someone's life. If we have to create a user manual, then the software is too complicated. Creative design and clear structure can make a huge difference to how you and your users experience the web. We do our best to achieve both"

For more information about our online surveys, please visit www.fabresearchonline.com

Project Background

Foster & Brown Research has worked to produce the Online Pupil Survey with Gloucestershire County Council and NHS Gloucestershire PCT since 2005. The Survey has been run in 2006 and 2008 and is planned to be carried out biennially until at least 2012 in order to provide a cohort of young people in year groups 4, 6, 8 and 10, following our original year 4 through to year 10.

The aim of the OPS Survey is to find out what children and young people really think about a range of health-related issues. In 2006 we had over 12,000 responses, judged to be a great success. However in 2008 we managed over 17,000 responses – from over 85% of all schools in the County (including all Secondary schools, special schools and pupil referral units).



We believe the success of the Survey is mainly due to the enthusiasm of all participants:

- **Good design** so the **pupils** find filling in the survey great fun and stimulating – and as it is anonymous, they are happy filling in even the sensitive questions
- the **schools** are keen to take part because they have online access to their own data
- the **County** through Gloucestershire's Children's and Young Peoples Strategic Partnership (CYPSP) and the healthy schools team have good relationships with the schools and can keep them to schedule whilst the Survey is running

The power of the data collected is already recognised and repeating the survey over several years will increase that power. The questionnaire was developed in partnership with key stakeholders following the themes from the five outcomes identified in Every Child Matters: Change for Children, identified in Gloucestershire as key indicators in improving children's lives.

The Gloucestershire on-line pupil survey has been developed by Foster and Brown Research Online using Microsoft technology and links into our bespoke Lodeseeker™, an online reporting tool which provides an easy, intuitive way of filtering and comparing the data dynamically for the Council, NHS Gloucestershire PCT, schools and other stakeholders through a web browser. In addition we will also carry out a statistical analysis of the datasets.

In 2010 there will be four surveys:

- A primary phase survey for aimed at years 4 and 6
- A secondary phase survey aimed at years 8 and 10
- A post -16 survey aimed at year 12 aged young people in schools, colleges, work based learning, or other settings
- A special schools version, based on the primary and secondary versions with appropriate logins

As in the previous year's survey, the pupil respondents will be able to complete the questionnaires on-line using each schools computer resources. The advantages of an on-line survey include the following:

- Young people often feel more comfortable expressing their views on-line than by conventional pen and paper (note that their anonymity will be carefully protected)
- The on-line questionnaire will be designed to attract and keep their attention. This is much more interactive than a conventional approach, "fun" to look at and satisfying to complete for both the pupils and staff
- It can be included within an IT lesson
- Data collection is automatic and without the inherent errors and time delay connected with the data entry process of the conventional approach
- An on-line approach will be financially much more cost effective over time
- An on-line approach saves the paper and associated printing and postage costs: at least 300,000 questionnaire sheets per year
- This is a much more secure approach
- Editing of the questionnaire over time is possible and additional questions or questionnaires can be added to the existing structure
- Other year groups this can be surveyed with minimised costs
- As the survey sits in it's own "website", links to relevant material can be created by anyone familiar with website maintenance

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