

# BEAM Fieldwork's Coronavirus (COVID-19)

## Guidelines for Recruitment & Research

INFORMATION CONTAINED IN DOCUMENT AS OF MONDAY 15<sup>TH</sup> JUNE, 2020  
This document will be periodically updated based on emerging information.

BEAM Fieldwork has Market Research Society (MRS) Partner Status and are members AQR (Association for Qualitative Research) and BIG (Business Information Group). We value the safety of all those involved in our recruitment and partner research, our staff and those working on our behalf in the field.

The following guidelines have been developed based on government and industry body advice to ensure that our recruitment and subsequent partner research is conducted as safely as possible.

The working practices detailed within this document apply with immediate effect. As rules and regulations regarding social mobility evolve and change, BEAM Fieldwork's best practices will adapt accordingly.

### **RECRUITING & SCREENING PROCESS:**

Our recruitment and screening process is a key protective measure for safeguarding the health and safety of those involved with our research activities and will provide participants with the information necessary for them to assess the safety of taking part in research projects.

### **RECRUITMENT STAGE:**

- All recruiters will be provided with a script by either the Research Agency or by BEAM Fieldwork that outlines 1) Key event information 2) the COVID-19 health and safety measures applied by BEAM Fieldwork, our research partner and the. This information will also be emailed to the participants.
- All screeners will, to the best of their abilities, identify and exclude anyone who currently has symptoms, poses a risk to others, or are considered at-risk themselves.
- We will exclude respondents from online or face-to-face events if they:
  - Have travelled abroad in the last 14 days
  - Have visited a hospital or physician in the last 14 days
  - Are feeling unwell or displaying symptoms of illness
  - Are over the age of 65 (unless online/phone methodologies can be utilised)
  - Select YES to any question which labels them as being at-risk or more susceptible to COVID-19 as, at the time, [described by the NHS](#)
  - NOTE: Our criteria is based on information provided by the UK Government, WHO and NHS. The list of symptoms, health conditions and at-risk attributes may change as these organisations learn more about the virus and therefore our recruitment criteria will also be amended and applied accordingly
- Be clear about participant numbers in research groups (for face-to-face research)
- Be clear about numbers of researchers and clients present at the research groups (for face-to-face research)

### **INVITATION STAGE:**

All invitations provided to respondents will contain the following information:

- Date/time/location/dial-in/log-in details for the specific event
- Latest Government guidance with regard to PPE for travelling to and from face-to-face research
- Travel information (including car park facilities etc) for face-to-face research (if applicable)
- Venue COVID-19 procedural documents for face-to-face research (if applicable)
- Research partner COVID-19 procedural documents for face-to-face research (if applicable)
- GDPR consent links
- Re-contact details to facilitate track and trace measures in the event of another respondent being diagnosed with COVID-19
- Detail respondent cancellation procedure

### **PRE-CHECK STAGE:**

24 hours before the research, BEAM Fieldwork will conduct pre-check calls to all participants to:

- Confirm attendance
- Pre-check key recruitment criteria
- Follow-up outstanding GDPR consents
- Reconfirm the health status of each respondent to ensure they are well to attend

For research projects with multiple phases, BEAM Fieldwork will conduct follow-up pre-check calls 24 hours before each phase of research to all participants to reconfirm the health status of each respondent to ensure they are fit to attend.

### **POST-RESEARCH STAGE:**

Our health and safety continues after fieldwork is finished. We will proactively follow-up with participants to obtain their feedback on the event and check their wellbeing.

- Follow-up email will be sent to all attendees three days after the event to:
  - Thank them for their involvement
  - Collect their feedback on the research
  - Collect their feedback on the precautions taken
  - Seek their cooperation in informing us if they become unwell within a 14-day period of attending the research (face-to-face only)
- If a participant, staff member, moderator or client informs us of feeling unwell with COVID-19 like symptoms we, in turn, will inform those with whom we believe they may have been in contact

### **VENUE/LOCATION & LOGISTICAL REQUIREMENTS FOR FACE-TO-FACE RESEARCH:**

We will work independently, or alongside our research partners to select research venues for face-to-face research, to ensure that they're safe and appropriate environments for hosting research events. BEAM Fieldwork will work alongside research partners to ensure that venues are selected that adhere to the following:

- Venues provide their own policies and guidelines for guest safety and well being whilst onsite
- Will work with BEAM Fieldwork/research partners to adhere to our mutual requirements
- Prioritise venues that are accessible without public transport, and where appropriate outside of densely populated areas
- Use larger rooms and venues with enough space to adhere to social distancing requirements throughout the time spent within the venue e.g. reception, security, interviewing, staff offices, viewing rooms, restrooms and other public and private areas
- Ensure measures are in place to identify respondents, staff or clients who may pose a health risk prior to entering the venue
- Ensure clear ingress and egress routes to ensure entering and exiting participants do not cross paths
- Aim to achieve the current social distancing recommendations between participants, staff and clients
- Ensure adequate timings between groups for sanitisation
- Ensure materials required for research e.g. pens, are single use
- Ensure stimulus and pre-participation documentation (GDPR/NDA etc) is individual and single use and where handled, ISO standard gloves are used
- Digital stimulus to be used to reduce physical contact
- For stimulus that requires reuse (e.g. tablets), adequate time is left in between use for cleaning and drying.
- Participants will sign a declaration of their own health (to the best of their knowledge), and a liability agreement which acknowledges participation is at their own risk
- Additional PPE (gloves/facemasks/eye protection/sterile wipes/hand sanitiser) available on request
- HVAC to be checked in advance and windows kept open (where possible) to improve air circulation
- No shared catering for participants/staff/clients. All refreshments to be individually served

### **PRODUCT TEST RESEARCH:**

The safety of respondents undertaking product test research is paramount. We will provide participants with the necessary equipment and safeguarding to ensure their test products have been handled safely and securely.

- All test products will be individually wrapped in air-tight wrappers at source
- Products will be bagged in accordance to their use in the product tests
- Collation of products will be undertaken using gloves and masks
- Collation of paperwork included in product packs will be undertaken using gloves and masks
- All envelopes will be self-sealing
- All postage labels will be self-adhesive
- All postage will be handled in accordance with the regulations as stipulated by the chosen courier
- Single-use anti-bacterial wipes will be included in all packs for respondent to clean their products upon receipt

## APPENDIX

Sources and references Health & Safety HSE:

- [†Fit testing face masks to avoid transmission during the coronavirus outbreak](#)
- [3Manufacture and supply of biocidal hand sanitiser products during the coronavirus outbreak](#)
- [†Research: review of personal protective equipment provided in health care settings to manage risk during the coronavirus outbreak](#)
- [Social distancing, keeping businesses open and in-work activities during the coronavirus outbreak](#)

Industry association:

- We use [Research Live's Hub](#) for tracking the industry studies around consumer behaviour to ensure the mental/psychological safety of participants. These studies give us an insight into consumer's fears and pain points and allow us to tailor the research experience to ensure a safe and comfortable research environment
- We are affiliated to the MRS that gives us access to the MRS and their guidance on the sector as a whole. We have access to [Codeline](#) for guidance and rely on the MRS to lobby government for updates and guidance.