



## Coronavirus – a statement from Viewpoint’s Managing Director, Gale Blears

First and foremost, we hope you and your loved ones are well.

These are unprecedented times for all of us and, like you, we are having to adjust to a rapidly evolving situation.

Our top priority is the health and safety of our wonderful staff. We are doing all we can to support our teams and will look to do the same for the clients and suppliers we partner with, always in line with the available Government advice.

We have a business continuity plan which is tested, proven and now activated. We have moved to near-universal working from home and our staff have the technology and tools to allow them to continue to provide a full service.

Of course there will be changes to some of our working practices. For example virtually all our qualitative has transferred to online platforms and we are now holding most meetings and presentations remotely.

Each of the other businesses within the BVA Group in the UK (BVA Nudge Unit UK, ESA Retail, Alligator Digital, PRS IN VIVO, Perspective and Viewpoint) have their own individual arrangements to ensure they can maintain their service to their clients.

For some it may seem now is not the right time to be doing market research. I would say wherever it is practical we all need to keep the economy going and this is something consumers are able to understand.

We are here to do all we can to help and support you. Please do not hesitate to contact me or your usual contacts if you have any questions or concerns or just for a chat.

On behalf of us all at Viewpoint, we wish you and your families and your businesses and organisations well at this difficult time.

Gale Blears

