



Summary

Counterpoint Studios aims to make your recruitment and viewing as stress-free as possible. The studios are large, comfortable and specially designed by moderators to provide a relaxed and professional environment.

The studios have been purpose built, and are housed in Berkeley Court, a magnificent deco block next to Baker Street Tube.

We provide recruitment, viewing facilities, and related services for UK and international clients.

There is an Internet café set up via 10 iMacs and a broadband connection to the internet allows individual surfing within a group discussion..

Group surfing is provided via laptop and projector in the respondents' room.

Rooms are also available for accompanied surfing, usability interviews and website research.

Video conferencing facilities can also be provided.

The following services are also available:

- Group and depth recruitment
- Office services (telephone, fax, photocopier)
- Translation services
- Moderation
- Transcriptions





Studio

The studio has both formal and informal settings, and the group is viewed through a large two-way mirror.

The respondents' room accommodates up to 12 respondents comfortably, and the client room has space for up to 8 people to view the group.





Rates

Hire Fee includes

Audio recording, Hostessing, Light refreshments and nibbles, VHS video playback, flip charts

Additional Services

Fast Internet Access for moderator and up to 8 respondents (prices on request)
VHS tape from CCTV camera - £30 per group, Video Conferencing, Recruitment, moderating and transcription, Catering with menus of your choice

Single Groups		Day	Evening
1.5	hour group	£350	£450
2	hour group	£400	£500
2.5	hour group	£450	£550
3	hour group	£500	£600
3.5	hour group	£550	£650

Consecutive Groups		Day	Evening
2 x 1.5	hour groups	£500	£650
2 x 2	hour groups	£550	£700
2 x 2.5	hour groups	£600	£750

Depths	Day	Evening
per hour	£100	£150

Refreshments	
Sandwiches	£5
Fruit Platter	£10
Fork Buffet	£12
Finger Buffet	£8
Cheese Platter	£10
Beer	£2
Wine	£8
Soft Drinks	£1



Location

Area Guide

Baker Street is located in the heart of London's West End. There are many tourist attractions in the area including the Sherlock Holmes Museum, Madame Tussaud's Wax Works and The London Planetarium. Regents Park with its beautiful gardens and tranquil lakes is a stone's throw away. Oxford Street, Bond Street and Regent Street, London's main shopping areas are also a short walk away.

Directions to Berkeley Court

The entrance to Berkeley Court is situated in Glentworth Street, at the Marylebone Road end. You will notice blue In/Out signs - use either entrance. Berkeley Court is a large white block of flats opposite the Phoenix Palace restaurant.

Directions by tube

Just around the corner from Baker Street tube station - with the Metropolitan, Bakerloo, Jubilee, District and Hammersmith & City Lines directly serving Paddington, Kings Cross, Euston, Liverpool Street, Charing Cross and Waterloo main line rail stations. Come out of Baker Street station using the main Marylebone Road exit, turn right and cross over Baker Street towards Lloyds Bank on the opposite corner. Keep walking and take the first turning on the right which is Glentworth Street. A few yards down on the right is the curved entrance to Berkeley Court.

Directions by bus

Baker Street/Gloucester Place are served by routes 2, 13, 74, 82, 113, 139, 189 & 274. Marylebone Road is served by routes 18, 27 & 30, 205 & 453.

Directions by train

Marylebone main line station is two minutes away. Come out of the station and turn left into Melcombe Place. Continue past Dorset Square and cross over Gloucester Place into Melcombe Street. Take the first turn on the right which is Glentworth Street. Half-way down the street on the opposite side of the road is the curved entrance to Berkeley Court. Other Main Line stations are served by tube lines into Baker Street Station.



Location

Directions by car : (We are outside the congestion charge zone)

If driving south down Baker Street, take the first turning right before the Marylebone Road into Melcombe Street, with Abbey National on the corner. Take the first turn left into Glentworth Street and Berkeley Court is half-way down on the left.

If driving **north up Gloucester Place**, turn right into Marylebone Road and then take the first left into Glentworth Street. Berkeley Court is a few yards on the right.

If driving **east along Marylebone Road**, take the first turn left after Gloucester Place (which has a garage on the corner).

If driving **west along Marylebone Road**, because of the one-way system you need to turn left into Baker Street and take the second turn right and then right again into Gloucester Place. Turn right at the lights and take the first turn left into Glentworth Street.

Parking

There is an NCP car park opposite Berkeley Court which can be accessed only from Marylebone Road west (entrance immediately to the right of the petrol station on the corner of Marylebone Road and Gloucester Place). If approaching from Gloucester Place south, keep in the far right-hand lane at the lights and then swing to the far left and the entrance is almost immediately opposite you.

Alternatively, there are parking meters and 'pay & display' bays until 6.30 p.m. with a two-hour maximum stay.

By air

Heathrow airport: either take a taxi (60 minutes) or the train to Paddington Station (15 minutes). Then either take a taxi which is a twenty-minute ride away, or the tube (Circle or Hammersmith & City Lines to Baker Street or Bakerloo line to Marylebone).

For other London airports, please ask for directions.

Hotels

Nearby hotels include:

Ramada Jarvis, Harewood Row 020 7262 2707

Sherlock Holmes, Baker Street 020 7486 6161

Landmark, Marylebone Station 020 7631 8000



Contact

For further information, please contact Sue Shrago at

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