

# 15. Reports

## Note

- When the publisher is the same as the author, omit the publisher from the reference list.
- When quoting any research, abide by the ethical agreements regarding confidentiality and/or anonymity between you and your participants. Examples include an internal NHS Trust document (confidential) or a published Ofsted report (anonymised).

## 15.1 Company reports

### Format and order

- Organisation. (followed by full stop)
- (Year of publication). (in round brackets, followed by full stop)
- *Title of report.* (in italics, followed by full stop)
- URL

### In-text citation

Sainsbury's supermarkets had an annual turnover of... (FAME, 2018).

### Reference list

FAME. (2018). *Company report of Sainsbury's supermarkets.*  
<https://fame4.bvdinfo.com/>

## 15.2 Market research report

### Format and order

- Organisation(s)/ author(s) (organisation, followed by full stop OR family name, followed by comma, followed by initials)
- (Year of publication). (in round brackets, followed by full stop)
- *Title of report.* (in italics, followed by a full stop)
- URL

### In-text citation

... (Intel, 2018)

### Reference list

Mintel. (2018). *Consumers and the economic outlook - Quarterly update - UK - August 2018*. <http://academic.mintel.com>

## 15.3 Ofsted reports

### Format and order

- Organisation. (followed by full stop)
- (Year of publication). (in round brackets, followed by full stop).
- *Title* (in italics)
- [URN number]. (in square brackets, followed by full stop)
- URL

### In text citation

... (Ofsted, 2012).

### Reference list

Ofsted. (2012). *Greenhead College* [URN 130538]. <http://www.report.ofsted.gov.uk>