

4insight to join the BWCI Group

12 October 2026 – St Peter Port, Guernsey

BWCI Group, owner of Island Global Research Limited, has strengthened its market research and data analytics offering through the acquisition of 4insight Limited.

The acquisition brings together two established Channel Islands research businesses with complementary strengths. Both companies have experience across quantitative and qualitative research, with Island Global Research particularly known for surveys and data analysis, and 4insight for focus groups and qualitative insight. Together, they will offer clients access to a broader range of expertise, supported by teams in both Jersey and Guernsey.

Dorothy Parker will continue as a Director of 4insight, while Dr Lindsay Jefferies will assume the role of Managing Director from 1 October 2026.



There will be no immediate changes for 4insight's clients. Over the coming months, Lindsay and Dorothy will work closely together to ensure a smooth transition and integration of the two businesses. 4insight will retain its existing team and maintain its physical presence in Jersey.

The transaction represents an important step in BWCI Group's long-term growth strategy for the Channel Islands. By bringing together two complementary businesses with deep technical expertise, established client relationships and strong local reputations, BWCI Group is creating a market-leading research and insights organisation capable of delivering even greater value to clients across the islands.

Dr Lindsay Jefferies, Managing Director at Island Global Research, commented:

— “ —

This is an exciting development for both businesses. By combining our respective strengths in quantitative and qualitative research, we can offer clients a broader range of services and deeper insights than ever before. Just as importantly, we are committed to maintaining a strong presence in both Guernsey and Jersey, ensuring that clients continue to receive the local expertise and personal service they value.

— ” —

Dorothy Parker, Director at 4insight added:

— “ —

Having founded 4insight in 2011, it was important to find a partner that would preserve the company's values, support our team and provide opportunities for future growth. BWCI Group and Island Global Research are a synergistic fit, and I look forward to working closely with Lindsay to ensure a successful future for our clients and colleagues.

— ” —

Stephen Ainsworth, Senior Partner at BWCI Group said:

— “ —

When Dorothy and Ray approached us about the future of 4insight, it was clear there was a strong fit between the two businesses. Both organisations share a commitment to high-quality research, strong client relationships and a deep understanding of the Channel Islands. We are pleased that 4insight will continue to operate from Jersey while benefitting from the additional scale and resources of the wider group.

— ” —