

# THE RESEARCH NETWORK NEWSLETTER

Editors: Phyllis Vangelder and Tom Punt

Winter 2007

## THE WAY WE ARE NOW

In 2007 we anticipate the fifth birthday of the Research Network, which it may be appropriate to mark at special lunch we are planning for November 2007 – more of this when we draw nearer to the event.

At the last count we had 236 members, a number that probably could not have been imagined when we held our inaugural lunch in the autumn of 2002. The emphasis has always been on the networking aspect of our activities. We are, we hope, rather more than a lunch club and many of us keep in touch with each other on occasions or opportunities outside the larger social events. This may mean seeing each other in smaller groups such as in the pub, at smaller lunches, at the theatre, in the London art galleries, on the golf course and so on, depending on our own favourite activities and circles of friends. We can also keep in touch through the Internet, for instance by email or via the Network website. The latter is provided for your use and we know several of you visit it from time to time and we would urge upon you the value of more interactive use, particularly by an exchange of ideas or experiences through the FORUM page. Tell us your stories or give us your opinions, not only on the Network but also on anything you like.

Wherever we meet each other, in the flesh, so to speak, or in cyberspace we are renewing old friendships, making new friends, and rejoicing in those things that bind us together, the mainspring of which is our common experience of market and social research and the enjoyment we had in our jobs.

When we formulated our objectives — you can read them on page 1 of the website if you are unfamiliar with them — we envisaged also providing mutual help and assistance, either informally or through the MRBA, and also ensuring that our collective voice could be heard wherever research was being discussed. This could be either in the counsels of the MRS (if we are members) or in a wider context, for instance in the media. For instance many of us will still have strong views on the way in which research findings are used, or misused, in the newspapers and on TV. We are an important, experienced and knowledgeable community, numbering among us, as we do, some of the most successful and creative people there have been in research. We can, and should, continue to make ourselves heard in the wider world and support each other in whatever ways we can.

Over the next five years it is our earnest hope that the Network will thrive through many additional members but also by a fuller and richer implementation of our original objectives.

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## THE NINTH RESEARCH NETWORK LUNCH AT THE SINGAPURA 18 OCTOBER 2006.

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We returned with anticipation to the Singapura, a restaurant that we had enjoyed before, in April 2004, for its stylish informality, its food and also the very attentive staff. They didn't let us down; in fact the food was even better, the staff equally magnificent and the company, needless to say, very congenial. We were particularly pleased to see so many guests. Many of us, as always, were unwilling to leave until the late afternoon. Innovations included a slideshow of photos of past events and the presentation to Gerald Goodhardt of champagne to reward his very entertaining and interesting contributions to the website. We hope others may be encouraged to participate thereby! Many congratulations to Jane Bain, who with Jane Gwilliam took on the task of arranging this venue, for her wonderful organisation of the event.



Opening drinks



Two stalwarts



Founder and friends



Chairman presents



Thanks Jane!

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## THE WAY WE WERE

(Peter Bartram selects from the MRS Newsletters of yesteryear)

### 20 years ago (1987):

- Celebrations of the MRS 40<sup>th</sup> Anniversary included a Grand Dinner at the Guildhall. Hosted by MRS President Lord Kearton and MRS Chairman Bill Blyth, distinguished guest speakers included David Pickard, who reminisced about the early days of the industry, and Michael Heseltine who focused (solely) on political opinion polling.
- The speakers at the MRS Conference in March included Rosie Barnes, the newly elected SDP MP for Greenwich. A freelance researcher who had started in market research by joining RBL as a graduate trainee, she was then the most prominent of the very small band of ex-market researchers in Parliament. (Where are you now, Rosie?)

### And 25 years ago (1982):

- Professor Ralf Dahrendorf, explaining why he accepted the invitation to become President of the MRS, says that 'Half the reason was that the Market Research Society is a society of 'Friends of the LSE'.
- John Bound, writing in his 'Sample of One' piece: 'For some twenty years the influence of researchers in user organisations has grown, and the place of external research agencies in research planning has diminished. This trend is reversing. The marketing executive is now well enough informed about research problem definition to be able to cut out the cumbersome and costly company research department, and go to research suppliers direct. The company researcher is left as at best a purchasing agent, and at worst redundant.'
- A letter from Mike Hannah, in support of earlier comments by John Clemens: '...The MRS Newsletter should be revamped, and its circulation extended to include key influential people of relevance to our industry, but not directly involved with the Society.' (NB: A year later *Survey* was launched to do that; and after it folded, the Newsletter became the *Research Magazine* to provide for that extended readership and content).
- Sheila Jones, reporting on the Field Conference, describes the Fieldwork Quiz in which competitors tried to compose anagrams of 'The Market Research Society'. The winners included:
  - 'It makes yer search t' the core' (by Eric Willson)
  - 'They are some trick acts here' (by P Bryan)

And, billed as a description of John Samuels:

- 'His mockery creates theatre' (by Philip Mitchell).

### And 35 years ago (1972)

- Colin Greenhalgh, attending a seminar on 'the research contribution to consumer marketing companies' led by Eileen Cole, Stanley Orwell, and Roger Chadwick, says that one bored participant passed to him a poem he had just written entitled 'Cole Comfort Farm'. It started with:

'Stan began, short and snappy,  
But failed to keep Eileen happy'

And ended with:

'...I suppose it's quite pleasant  
To sit around and natter  
But when will we get  
To the *real* subject matter?'

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## THE MARKET RESEARCH BENEVOLENT ASSOCIATION

**Again we ask you to remember the MRBA, both to**



**help its work by your own donations and to refer to the Secretary-Treasurer of that organisation, anyone that you think may need help, for instance in sickness or after bereavement. Help is given, in complete confidence, to those who work or have**

**worked in market research in any capacity, whether or not they are, or were, a member of The Market Research Society. The new Secretary-Treasurer of the MRBA is Samantha Doyle who may be contacted in the short term only on 01276-26299 but please watch the MRBA website at [www.mrba.org.uk](http://www.mrba.org.uk) for information on a new contact and advice number that is being developed in co-operation with NABS.**

**The MRBA website also has details of another 'Silent Auction' to be organised by Linda Henshall at the 50<sup>th</sup> MRS Conference in Brighton March 21<sup>st</sup> to 23<sup>rd</sup> 2007. Potential Individual or corporate donors of items for this auction should contact Linda Henshall at The New Fieldwork Company on 01932 830083.**



## **BOOK NOW FOR THE NEXT LUNCH THURSDAY 26 APRIL 2007 AT THE HOP CELLARS**

**Our next event will be the Spring Lunch. For this we have chosen a new venue. The Hop Cellars are at 24 Southwark Street, London SE1 1TY and operate normally as a wine bar so the selection of wine is excellent. The nearest tube/ railway stations are**

**London Bridge or Borough and the Network website has a link to a map which will show you this in detail. The ticket price will be £25, including a welcoming drink, a hot buffet, with plenty of choice, and table wine. Please reserve your place by sending your cheque for this amount to Gill Wareing at 6 Walkfield Drive, Epsom Downs, Surrey KT18 5UF, Telephone 01737 379261. Members will have booking priority but you may bring guests if room allows.**

## **THE RESEARCH NETWORK AGM 5 DECEMBER 2006**

About two-dozen of us assembled for this meeting. We hope that 2007 might bring an even better attendance. We are most grateful to Research International for providing the venue and the very generous refreshments. Full minutes of the meeting were sent to all who attended but here is a list of key decisions and discussion for those who did not.

- The Chairman and all members of the Steering Group, having expressed their willingness to serve in 2007 were duly proposed, seconded and elected for a further year. Gill Wareing continues as Secretary-Treasurer,
- Nick Phillips reviewed the year's activities and the financial position of the Network and reported healthy reserves of over £ 3,000. He advised, however, that the Network needed these reserves to carry on the ambitious programme of events being planned. The Network at the time of the AGM had 236 members; during the year 8 members had died, 4 had resigned, 4 had lapsed their membership and 9 had not renewed their financial subscription and had not indicated their desire to remain members.
- Decisions on charitable donations were postponed but the meeting was content to leave these to the discretion of the Steering Group; the chief donation in 2006 had been one of £750 to the MRBA and a donation had been made to the Royal Marsden in memory of Mary Bartram
- Jane Bain presented budget options for social events in 2007. it was generally felt that most lunches should be at a standard cost to members of £25, with any shortfall being made up from reserves or sponsorship. General satisfaction was expressed with the organisation of lunches and the Summer Party and it was also agreed that the ticket price for the Party could be increased from £16 to £18. Nick Phillips expressed the desire of the Steering Group that no one should be discouraged by ticket price from attending events and it was suggested by Nick Palmer that, if necessary, some limited and discrete subsidy of the more needy members might be in order
- It was noted that the MRS had negotiated a special low price of £175 excluding VAT for the 50<sup>th</sup> Anniversary Conference in Brighton but only for those members who were not in full time employment. Peter Bartram urged a good attendance of Network members at this special Conference.
- The *Newsletter* and website were discussed and. in the context of the general satisfaction expressed, it was suggested that certain information such as annual accounts and archived Newsletters might be added to the website. Tom Punt pointed out that placing the accounts in the public domain in this way might not be thought advisable. (A start has now been made by establishing a *Newsletter* archive page on the website and the Steering Group is still investigating further developments).
- Alison Palmer suggested that the Network could be publicised more to those about to retire and the meeting considered that a good way of doing this, as in the past, could be by existing members inviting prospective members as their guests to Network events. It was pointed out, however, that there was no minimum age stipulated for Network membership and that several existing members were either still working full-time or only semi-retired.

## **MASS OBSERVATION the first seventy years.**

### **Tom Punt**

On January 30<sup>th</sup> 1937 Tom Harrisson, an ethnologist and largely self-taught anthropologist, Humphrey Jennings a documentary filmmaker and Charles Madge a poet, announced in a letter to the *New Statesman* their proposal to study the British population by getting people to keep diaries of their everyday life. They called their association Mass Observation. Tom's idea was to study the British population just as one might study primitive populations, that is by closely documented observation, but without premature interpretation, of their behaviour. Typically, among the more serious subjects they proposed to investigate — including *Anti-Semitism*, *The behaviour of people at war memorials* and, maybe as revealing then as it would be now, *The shouts and gestures of motorists* — there also appeared some rather more surreal topics such as *The private lives of midwives*, *Beards armpits and eyebrows* and *The distribution, diffusion and significance of dirty jokes*.

Mass Observation obtained very good public participation, and as well as collecting diaries and asking (later paying) volunteers, to make observations in places such as pubs, developed other techniques such as 'overheards', that is getting observers to report chance remarks or conversations that they had heard in public places such as on buses or in cinema queues. Out of this some serious studies developed, for instance of working-class life in Bolton and Blackpool, and of attitudes to preparations for war such as the, now what appears ludicrous, digging of trenches in public parks. These studies attracted the interest of the government which on the outbreak of war, commissioned MO to study the attitudes of the population to food shortages and clothes rationing and to the preparations for air raids. Thus MO began to take on a more serious and, to some extent, commercial face with HM Government's ministries as its first outside clients.

In 2007 we should, I think, all be celebrating the 70<sup>th</sup> anniversary of an institution that deserves to be better remembered by today's market and social researchers. The BBC has recently broadcast Victoria Wood's dramatisation of the wartime diaries of Nella Last, a wartime mass observer, and *The Barefoot Anthropologist*, a film biography of Tom Harrisson. The latter programme though, good as it was on the man himself, unfortunately implied that MO ceased to exist after the war when Tom became curator of the Sarawak Museum. This of course was not the case. A limited company was formed in 1949, admittedly a pretty unusual one in that it had a completely non-executive advisory board and two joint managing directors, Len England and Mollie Tarrant.

My own interest in MO stems from the fact that in 1956 Len and Mollie offered me a job and I worked there from about September of that year until 1958. 'There' at the time was 148 Cromwell Road, SW7 where MO occupied two or three floors. Len and Mollie had both started as volunteer mass observers in the early years of the war, Len, who had started at the age of 19, later on being semi-employed after his war service in the RAOC. Mollie had continued with her job as a teacher and combined this with reporting on attitudes to the blitz in Portsmouth, before becoming an employee slightly later than Len. They, together I think with Bob Wilcock, then began to run the limited company and an advisory board was formed from well-wishers and clients including Bob Martin, of dog condition powder fame, Leonard Harris, a director of the department store Browns of Chester, a lawyer, Ambrose Appelbee, and several others. This board also included Tom Harrisson and Charles Madge, the other founder Humphrey Jennings having died in 1950. Thus a large degree of continuity was maintained.

The board seemed to be fairly happy at the time with the commercial results Len and Mollie had obtained and there were some big name clients such as Reckitt and Colman and Guinness and, of course, Bob Martin. There were very competent fieldwork and data processing departments, the former headed by a lovely lady, Ann Sturrock, and the latter being run extremely competently by Joy Flower, at that time using punch cards and rather ancient Powers Samas machinery. My colleagues were Myra Baum (later Woolf), Miles Wohlers an Australian, Al Stoddard, a USA citizen, Joan Wardle, a Canadian then married to Irving Wardle then Assistant Drama Critic of *The Times*, and, later, my good friend Jack Potter who was appointed to the job I, probably unwisely, later vacated.

My own work consisted of, with Len, running an early omnibus survey, contributing to the MO Bulletins which continued to be published, though not so frequently as immediately post-war, and running various media and advertising surveys one of which involved, I forget for which magazine, exploring ideas of female beauty and asking female respondents to send in photographs of themselves, material which was, needless to say, of immediate and completely unscientific interest to others in the office

It was such a fun place to work. Although involved almost entirely in commercial work, the directors had the definite intention of carrying on as much of the original work as possible and I remember Mollie in particular hovering between the commercial and the non-commercial. When trying to plan a revision of an earlier publication *The Housewife's Day* and at the same time writing a report on pet care she complained to me that when typing the report — we all typed our own

reports at first until Al's wife, Jane, joined as my secretary/PA – she constantly made the Freudian slip of typing 'pests' instead of 'pets'. Len had boundless enthusiasm for research of any kind and communicated this to everyone else. I remember once when showing him some results on domestic electrical appliance ownership which confirmed those of an earlier independent survey, almost to the decimal percentage point, he said, and completely without irony, "Gosh this sort of thing does increase my faith in market research no end!". Len and Mollie often disagreed violently about future policy, their arguments being quite loud, fierce, and open, but, as in other partnerships I have known, in spite of this they nevertheless had the highest regard for each other. The firm was run fairly democratically with most of the more senior staff participating in a regular Friday meeting where very few subjects were taboo. Coffee and tea was made in turn by rota, Len and Mollie, well Len anyway, being on the rota like all the other research officers. Mollie, I suspect deliberately, made such bad tea that she was excused skipping her turn. Everyone took a lively interest in all the work the firm was doing, Myra, for instance, had worked with Eyesenck on studies of the personality differences between smokers and non-smokers, a topic of great interest to all of us especially those who, like me at the time, smoked. Al was a mathematician and advised on statistics. Joan was primarily a social researcher.

In 1958 one of the clients I looked after offered me a job. I had just become engaged and money therefore became important but I still remember the dreadful weekend when I had to decide between the heaven of MO and the unknown of working for a manufacturing company. The trouble was that I could never calculate my exact salary with MO, Len being inclined to reward one with extra payments in some months for what he saw as special effort or excellence, and although these rewards were frequent they were not exactly predictable and I had already tried, unsuccessfully, to persuade him that a straight salary increase would be better. Doubtless Len's style of management dated from the early MO days when Tom Harrison rewarded him in the same quixotic fashion.

It was really difficult to leave and, in fact, I stayed on a while because of some difficulties in confirming my new job. Len, in spite of his disappointment, treated me with the utmost concern and courtesy during this time and Mollie still continued to confide in me when she was forming elaborate plans for taking MO back to its roots. Neither of them, regrettably, survived into this century and in the early 1980s they sold the limited company, which then went through several reincarnations. The 'original' MO, though, continued, and still continues, when in 1970 Asa Briggs (Lord Briggs) arranged with Tom Harrison to bring the old archives, once in Cromwell Road but then transferred to storage, to the University of Sussex where the archive continues to be situated and run as a rich research resource by Dorothy Sheridan, Head of Special Collections and Research Services and Director of the Mass Observation Archive at the University Library. Many new observation projects continue, new observers are recruited and the archive is well used by historians and social researchers. If you wish to read more about the MO Archive I have added links on the Network website. So please spare a thought for all MO meant, and in many ways still means, to the research world and drink a toast to its seventieth birthday – it's almost as old as me!

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### **The Research Network Membership: A Short Profile**

Based on the 236 members we had at the beginning of 2007 here is a brief profile of membership. Of this total 70% are male and 30% female. 71 % of us are current members of the MRS, mostly Full Members, 50%, or Fellows, 20%: less than 1% are Associate Members. 92 % of Members have access to a PC, measured by those who provide us with an email address. Although some of these are work email addresses it is probable that most members also have a private email address. The majority of us give a postal address in London (31%) or other parts of the South East (46%) though 18% live outside the South East and 5 % outside the UK.

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### **Research 2007, the next 50 years — The MRS Golden Jubilee Conference**

This year The Market Research Society holds its 50<sup>th</sup> Annual Conference. Some of us may even have attended the first one, held in Brighton in March 1957. Phyllis Vangelder talked to co-Chairman of the 2007 Conference Kevin McLean about looking back and looking forward.

According to Kevin, "The best way to look forward is to know where we've come from – to understand what's in our inheritance". He believes we have to pick up what's valuable about the past and what we cherish, in order for market research to play its part in the future.

So the Conference is an attempt to meld these two perspectives, to be both a celebration of what we have achieved, to recognise our strength and our equities, and to be a challenge about the future in a changing and unstable environment.

We talked about some of the papers which focus specifically on our inheritance. The Conference is opening with a session called 'Celebration and challenge: where do our achievements take us?' David Smith will give a characteristically penetrating paper in this session, probably spiced with football analogies, 'The defining moments and key players of the

last 50 years'. David argues that our future depends on finding a path between the continuation of our orthodox roots and the developments of fresh new approaches that will make a strategic difference to the success of business and communities. To strike this balance we need to know what from the past to cherish, what to relinquish and what to enhance. He will pinpoint what a sample of key industry luminaries consider to be the 'defining moments' of the past 50 years and will suggest what we need to leave untouched and what innovations we need to pursue.

Mike Imms' paper focuses on what the 50<sup>th</sup> Anniversary collection of conference papers tells us about the profession. He looks at the past 50 years in terms of the evolution and current state of the epistemology of the discipline i.e. the theory of our knowledge in terms of its validity, methods and scope. Hopefully the paper will serve to remind people that there is a lot of good thinking from the past which is in danger of being forgotten, or even reinvented by people who were not there at the time.

It is unbelievably 23 years since Wendy Gordon and Virginia Valentine first presented semiotics to a bemused and sceptical MRS Conference. In spite of receiving numerous awards and being absorbed into creative research thinking and practice, Ginny remains concerned that semiotics hasn't really fulfilled its true potential. In her paper 'Semiotics, what now, my love?' she asks what semiotics has truly brought to market research and the marketing universe it serves and what's the one big issue it needs to address to put that right. The paper develops the notion of Semiotic Techniques which would jump off from semiotic theory in the manner of projective and enabling techniques in qualitative research.

Stephen King, who died last year, was one of the leading intellectual figures in the world of communications strategy, leaving a legacy of articles and books about marketing, market research, advertising and brand communications. Judie Lannon and Merry Baskin will review some of the observations and predictions made by Stephen and apply them to today's circumstances. How many of his ideas have been taken up?

In a less structured format, Viki Cooke, Joint Chief Executive, Opinion Leader Research, will lead a 'Sound Bites' session at the end of Day One, themed around the personal views, learnings, experiences and wisdoms of five leading lights from the industry drawn from five generations.

### Looking forward

We went on to talk about some of the new things that are happening and which the Conference will cover. These include, *inter alia*, neuromarketing – not really new, but where there are developments all the time; Web 2.0; and the reversal of the polarisation between brand and consumer. In these contexts the paper by Mike Cooke and Nick Buckley, GfK, NOP 'Right brain, weak signals, Web 2.0, social networks and the future of market research' will be particularly relevant.

Psychological theory has played a very important part in our inheritance and a paper from TwoMinds Research will look at depth analysis and the sub-conscious – the deeper you go the more you come up with. Mark Earls, on the other hand, takes a sociological, anthropological approach, focusing on the herd instinct.

### Keynotes and kiosks

Some topical concerns such as climate change and well-being will be featured in the Conference and the key speakers have been chosen for their involvement in these areas. Richard Reeves, co-founder, Intelligence Agency, author of *Happy Mondays – putting the pleasure back into work* and a so-called 'happiness specialist', will give a keynote address on Friday, as well as opening the session on happiness and ethics. Social marketing is, of course, not new, but there are different concerns. Anxiety about climate change was certainly not on the radar 50 years ago. Jonathon Porritt is an eminent writer, broadcaster and commentator on sustainable development and Chairman of the UK Sustainable Development Commission. Forum for the Future, of which he is co-founder, is the UK's leading sustainable development charity. Kevin McLean is very proud that this is the first Conference to be 'carbon-neutral'. This means that the amount of carbon the Conference uses will be calculated and offset in the form of an investment in renewable energy. Some people may be cynical about this but Kevin is passionate that, even if this effort is a modest one, we will have raised an issue in our community which will certainly feature more and more in the next 50 years.

In addition to the formal papers, there will be a sponsored (Maritz Research) interactive feature in the Hub with kiosks containing touch-screens where you can search for and be quizzed on the highlights of last fifty years of research and the MRS Conference. Delegates' responses will be reported back to the Conference.

For members of the Network, an additional draw is the special discounted delegate fee of £175 + VAT for those who are not in full-time employment.

Going to Brighton was always fun. It is still exciting with a new, perhaps different energy. See you there?

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## THE IPA'S MENTORING SERVICE FOR AGENCY CHIEF EXECUTIVES

Nick Phillips, the Research Network Steering Group Chairman, was asked, as the former Director General of the IPA, to develop and direct this service which was introduced three years ago, the brainchild of the IPA's Membership Committee under John Banks. He describes here the main aspects of the service.

Several advertising agencies have developed a mentoring system for their own staff — often provided by experienced member of staff who is not the line manager of the mentee — but in many cases the Chief Executive, the person ultimately responsible for the system, is the one person excluded from it. The IPA mentoring service was designed to fill this gap by providing a mentor for the CEO from outside the firm, mentors in this case being senior agency executives who have retired from day-to-day executive responsibilities but who still have connections with, and enthusiasm for, the advertising business.

Key features of the service are:

- a panel of 16 such people, all of whom are fellows of the IPA
- panel training from the acknowledged expert on mentoring, Dr David Clutterbuck, author of many books on the subject including *Everyone Needs A Mentor* . This has now been combined with the passing on of experience from existing mentors to potential new mentors
- an IPA Advice Pack for both mentors and mentees
- establishing criteria for selecting the most appropriate mentor by using a 'matching questionnaire' in the course of meetings between prospective mentees and the programme director
- a 'no commitment' meeting of mentor and mentee prior to the relationship being established
- regular and confidential contact with the programme director for both mentors and mentees
- separate focus groups for mentors and mentees avoiding specific confidential issues and situations but concentrating on principles and processes and successes and problems experienced
- personal meetings of mentor and mentee only when required by the mentee but with phone and email contact between these meetings
- depending on the number of meetings, a cost to the mentee of around £ 6,750, a sum much less than would be charged by outside consultants or non-executive directors fulfilling a similar role

The feedback on this service has been extremely enthusiastic, making it a valuable addition to the IPA's package of benefits to its members, some typical quotes being

*" It's very valuable to have someone coming in from outside and asking you questions . Having the time with an outsider forces you to concentrate on the issues and not put them off. It made me think about the structure of the agency and how to go forward."*

*"It's made me look at problems differently and think more clearly how to plan the future . The process has resulted in wholesale changes at the agency."*

The mentor can play a number of roles: sounding board, advisor, counsellor, facilitator; and can also provide help in a number of areas, such as growing the business, client relationships, financial management and people management.

Successful IPA mentors have included those with experience of top London creative agencies (Marilyn Baxter, Keith Dunnell, Graham Hinton, Michael Hockney, Adrian Vickers) , top media agencies (Tim Cox, Chris Morley) and leading regional agencies (Richard Lewis).

Confidentiality and trust are critical in this process . So the existence of the relationship between mentor and mentee is on a "need to know " basis and the details of what is discussed are entirely confidential unless both parties are willing to divulge these to others. There is available, however, a case-history, published in *Campaign* for June 2006 where both parties, Adrian Vickers as mentor and Guy Robertson as mentee, have been happy to describe some of the workings of the relationship which is one of several already in its third year .We're grateful to Guy and Adrian for being willing to share their experience.

**Editors' Note :** The *Campaign* article, referred to by Nick, is too long to reproduce here but a Photostat is available to anyone in the Network who may be interested in this specific service or in the general subject of high-level mentoring. It is known that several research agencies have mentoring schemes but, so far as is known, no one has set up a scheme for the research industry similar to that which Nick describes above.

## Remembering Naomi

Family and friends, and the hundreds of people who had known her through her work in politics, education, television, and, not least, market research, filled the auditorium at St John's, Smith Square on 11 January 2007, to pay tribute to Naomi Sargant McIntosh, wife of Andrew McIntosh (Lord McIntosh). It was a distinguished gathering including many of the 'great and the good' but also included many, much less well known, who had cause to be grateful for Naomi's life.

We realised as we listened, for instance, to the eulogies from Sir Jeremy Isaacs on her pioneering work at Channel 4 and from David Puttnam (Lord Puttnam) on her contribution to the Open University, how in fact her time within the market research sector was only a fraction of her life. As so often when one attends funerals and memorial meetings, one becomes aware that one knows a person only in part. Nonetheless it became clear that the insight, curiosity and technical expertise that made Naomi such a good researcher were the roots of her approach throughout her professional life. She applied them in all her work, in the private, public and voluntary sector: after Gallup, teaching market research and marketing and later, as founder head of the Survey Research Unit, Professor of Applied Social Research and Pro-Vice-Chancellor of the Open University, as Senior Commissioning Editor for Educational Programming at Channel 4 and her continuing concern for lifelong learning.

In addition to the glowing tributes from leaders in education and the media, the meeting comprised touching and loving memories from her sons, cousin and friends. Interspersed with these were very lovely madrigals: *Sing We and Chant it; The Silver Swan; Heraclites, Weep, O Mine Eyes and Adieu, Sweet Amaryllis* , sung by members of a north London madrigal group .

It was a very moving meeting which Andrew drew to a close with a final dedication to Naomi, reading that most touching of poems by Louis Macneice *The Sunlight on the Garden*

We felt privileged to have been a small part of Naomi's fulfilling life.

Suggestions for a permanent memorial to Naomi are being discussed, first of all by publishing her collected writings and also, perhaps, by holding an annual debate on topics that would be near to her heart.

## COMMENTS ON AND CONTRIBUTIONS TO THE NEWSLETTER

**COMMENTS** may be given to any member of the Steering Group whose contact details you will find in the Contact Directory distributed to all continuing members. Members of the Steering Group are Jane Bain (International membership and joint events organiser), Peter Bartram (Founder Chairman and advisor), Jane Gwilliam (Events Organiser), Linda Henshall (MRS and other marketing bodies liaison), Nick Phillips (Chairman) Tom Punt (Webmaster and Joint Editor Newsletter), Phyllis Vangelder (Joint Editor Newsletter) and Frank Winter (Data Protection and other regulatory matters). Gill Wareing is Secretary-Treasurer of the Research Network .

**PLEASE SEND NEWSLETTER CONTRIBUTIONS to Phyllis Vangelder at 17 Kenelm Close, Harrow HA1 3TE or by email to [p.vangelder@btinternet.com](mailto:p.vangelder@btinternet.com). The next Newsletter copy date is 30 June 2007. Phyllis or Tom are always more than willing to talk to you about your proposed contribution.**

## VISIT THE WEBSITE!

**Please make regular visits to this site — it is changing all the time and will keep you up-to-date on people and events between Newsletters. It is intended as a supplement, not as a replacement , for this *Newsletter*. The *Newsletter* is our publication of record, whereas the idea of the website is to be more informal and chatty and to provide a continuing place for us all to meet and obtain more information — for instance on coming events — and also perhaps exchange views in cyberspace between face-to-face meetings and events. Use it — it is **YOUR** website. The address is [www.research-network.org.uk](http://www.research-network.org.uk). We particularly invite you to use the interactive features of the website. Your letters can be published or you can post a comment, query or story in the FORUM. You can enquire about long-lost friends in the business with whom you have lost contact. You can let everyone know if you have news about yourself or others (with their permission) that you want to communicate. You can even advertise articles for sale to, or things you want to buy from, other Network members although the website has no ambitions to compete with e-bay! You can use the website in any way you want! Just let the Webmaster, Tom Punt, know what this is. He can be reached at [webmaster@research-network.org.uk](mailto:webmaster@research-network.org.uk) .**

## Not Forgotten

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**RON ARTINGSTALL 1918 – 2006**



Tom Punt writes; with grateful acknowledgements to his daughter Helen and son Jeremy for providing much biographical material:

I knew Ron as one of the most capable, honest and nicest people in the business. Before his retirement in 1983 Ron was for 23 years the consumer research manager for Beecham, having joined the organisation in 1960 from Attwood Statistics and serving loyally though several organisational changes.

This, however, was the crown of a long career. Ronald William Artingstall was born in Blackpool in 1918. Shortly afterwards his parents moved to Stalybridge, Cheshire and he attended school there where one report described him as “*of excellent character, entirely trustworthy and reliable*”. With two sisters already having qualified as teachers Ron left school in 1933 to join the CWS in Manchester in the Wages and Staff office, at the same

time studying in the evenings for his Bachelor of Commerce degree. He enlisted in the Army shortly after the outbreak of the Second World War and very quickly was commissioned and reached the rank of Major. He married his dear wife Peggy in 1942 and was posted to India where he was concerned mainly with the reorganisation of military vehicle depots in India and Burma and where he was renowned for his “*exceptional ability to grasp and collate figures*”.

After the war ended he served in Germany from 1946 and was made Head of the Statistical Office in the High Commission, having earlier been personally responsible for the 1946 West Germany population census and the construction of indices of industrial production and productivity. He returned from Germany in 1954 with Peggy and their two children and worked briefly for the National Coal Board before entering market research by joining Attwoods.

Ron served the industry well as a Council member of the MRS under the chairmanships of Gerald Goodhardt and Bryan Bates. He was Chairman of AURA 1976-77 and of the ISBA Research Committee. He was a Fellow of the Royal Statistical Society and served on the Committee For the Implementation of Bar Codes in the UK. On his retirement he worked for a while as a part-time consultant with Hughes, Ovens, Hewitt before moving to Somerset with Peggy to be near their daughter and family. He travelled frequently to Tenerife where his son Jeremy lives.

I last saw Ron at the Research Network lunch on April 15<sup>th</sup> 2006 when we sat at the same table, together with other friends, at the 90<sup>th</sup> birthday celebrations for Harry Henry. He had made the journey from Somerset by coach and, in spite of that was in high spirits and good raconteur form. He told me how much he was looking forward to celebrating his own 90<sup>th</sup> birthday with Network friends and I was already planning in my mind what we would do for him in 2008. Alas it was not to be.

We shall remember Ron as a most enthusiastic member of the Network and a regular attendee at events. His daughter Helen writes, “My father was a wonderful man. Only two years ago when he was 87 we went to India together and he was able to show me many of the places he had visited during the war and recounted many hilarious stories with his usual gusto!” Despite age and some infirmity Ron never lost this gusto and his broad smile of greeting whenever he met me at our lunches is something I shall miss deeply.

**MARY BARTRAM 1937-2006**

We reproduce here, by kind permission, a tribute by John Samuels which appeared originally in *Research* magazine



Mary Bartram held a unique position among members of the market research elite in the second half of the 20th century.

As a director of NOP and RSGB, and as Head of Research at the English Tourist Board and at British Airways, Mary acquired an unequalled understanding of both sides of our industry, and gained the utmost respect as an industry leader and as a guide and mentor to those who worked with her.

As Mary Reilly, her first job was with Beecham, but she joined the small opinion polling company NOP in 1963 in order to expand its consumer research, and her division grew to almost one-third of the business by 1972.

In 1972, having become Mrs Mary Bartram and given birth to her son Christopher, the family moved to the United States and she took up work again as Research Manager of Grey Advertising in Los Angeles.

Returning to Britain in 1979 Mary was appointed a Director of RSGB, and then in senior management at British Airways played a major role in helping it to become the customer focussed 'world's favourite airline'

She also became Hon Sec Treasurer of the MRS and chaired its International Committee and the vibrant Market Research Development Foundation. She was a member of the Advisory Panel of the Consumers' Association and of the prestigious Women's Advertising Club of London.

She was, in short, a brilliant star, loved and respected throughout the research world. Above all she was marvellous company, with a sense of humour and generosity of spirit that graced her every breath.

**JOHN DAVIS 1922-2006**

[John Downham writes](#)

By the time he joined BMRB John had already enjoyed an unusually varied career. Educated at Taunton's School in Southampton, he started out briefly as a Civil Servant with the Ordnance Survey in 1939. By 1941 he was flying as an observer with the Fleet Air Arm — despite being deaf in one ear. The medics only caught up with this fact some time later while he was on a naval course in the United States and he was then transferred from active flying duties to a senior post at the Naval School of Flying Control in Shropshire.

After John was demobbed he took a degree in geography at Southampton University (where he also gained a hockey blue). He had always been fascinated by figures and managed to get a job with a small firm in the New Forest area working on statistical problems. Although this firm subsequently collapsed he discovered that he could take a degree course in statistics, again at Southampton, by taking every Tuesday off work at the time when the Professor of Statistics was giving his lectures. By now he was working at the new Fawley Oil Refinery as a clerk: when the firm discovered his skill in handling figures he was promoted to cost accountant and soon became a company executive. The company next proposed to post him to Venezuela, but since he had now married and was starting a family a transfer overseas at this stage unsurprisingly did not appeal to him. He decided that it was time to move on and joined Gillette instead.

Three years later he moved to BOAC (as it then was) at London Airport. His interest was by now primarily in statistical problems, operational research and similar issues, and he was next recruited by Attwoods to carry out basic research of various kinds at a time when that company was very much involved with the development of new technology, especially in audience measurement. Working for Bedford Attwood could be an exciting but also fraught experience, and in 1956 we persuaded John to join BMRB, initially as Group Head in the Consumer Research Division. Over the next ten years he was involved with several different aspects of BMRB's operations, including at one stage running the Retail Audit Division, and he was appointed Associate Director in 1962. He was always especially interested in experimental design issues of all kinds and while at BMRB was awarded an MRS Gold Medal for his work on test marketing methodology.

In 1966 John moved across to BMRB's parent company, JWT, to run a new Modelling Department. There he was responsible for developing JWT's concerns with modelling activities of all kinds and also acted as a consultant on such issues to JWT clients. His book "*Experimental Marketing*" was published in 1970. When he eventually left JWT he later joined the Management College at Henley as a member of the Senior Faculty, carrying out teaching and consultancy work, until he finally retired and moved down to Somerset.

John was a valued research colleague as well as a personal friend. He was an active and highly respected member of the MRS (for many years Book Review Editor of the JMRS) and of the Institute of Statisticians and a Fellow of the Marketing Society. A very capable statistician, he was far from being simply a 'figures man'. He seemed almost completely unflappable and could always be relied upon for calm and sensible advice in the various emergencies only too familiar in a research agency. He could handle a wide range of research problems, as his career demonstrated. Habitually puffing on his pipe (there were times when I thought of him as BMRB's answer to Harold Wilson) he stayed unruffled under pressure — but this did not mean that he was not a man of strong views on many topics. With a wry but effervescent sense of humour and a boisterous laugh, he was always a very enjoyable companion, especially over a pint of beer. John had a variety of off-duty interests, in addition to his home and family: high among them was photography, at which he was a semi-professional and which he used to claim helped to pay for his weekday flat in Ealing while he was at BMRB.

Sadly I saw much less of John after he joined Henley and moved away from Guildford. I and his many other friends miss him greatly and our sympathies go to Cicely and their daughters Rosemary and Jane in their loss.

## ALAN SWINDELLS 1946-2006

Peter Lovett wrote, at the time of Alan's death:

It was with great shock and sadness that I heard of the untimely death at the age of 60 of Alan Swindells on 27<sup>th</sup> August 2006. I first met Alan when I was applying to join MBL at the time that he had just been appointed Managing Director in the early 1980s. I don't think I quite made the grade on the first attempt, but typical of Alan, he advised me on the approach I should have taken and a few months later he offered me a job. This was the foundation of a long and warm friendship.

Alan's roots were in Liverpool (as demonstrated in his lifelong devotion to Everton FC), but he grew up in Brighton. After school and university, he became a lecturer in Consumer Studies at the College of Distributive Trades. While he was an excellent communicator and teacher, it was in his nature to be at the cutting edge and he chose to work more actively in the field, choosing a career that could combine his academic skills with his deep interest in others.

His first job in market research was with Market Behaviour Ltd, where he worked closely with Mary Goodyear on numerous projects in Africa. As she recalls *'in between the groups, and to be honest throughout them, seemed to be one extended session of helpless laughter — of the tears streaming down the face variety'*. Alan's natural intelligence, enthusiasm and ability to think fast made sure that he quickly made his mark on the business and he saw fast promotion.

After MBL, Alan's career took him first to Coleman RSCG as Planning Director, then head of qualitative at Millward Brown and after a short spell with Context Research, he and his family took the plunge and moved to Dubai to head up Merac's Qualitative unit so rejoining an MBL company. While there he was instrumental in developing the practice of Qualitative Research across the Middle East — as Waleed Saleh remembers *'It used to be such an experience when he would sit down with your charts, write a few words here and there and make it look, feel, and sound so much better. A real emotional guy, he led with his heart, spoke his mind, and nothing mattered more to him than his family, Everton FC, and cricket... Most of all, he was like a big brother to me. Through thick and thin'*.

Alan returned to England in 2001 to work as a consultant and to continue to develop his important work on Episodic-Semantic Processing that he'd started with Alan Branthwaite back at Millward Brown.

He had enormous energy — he would never walk if he could run, certainly up and down the steep stairs in the office. Always in a hurry but never mad with anyone, Alan was a superb multi tasker and he was what used to be called clubbable. He had the knack of making friends out of colleagues and clients alike.

In line with his ever youthful attitudes, Alan had a constant dream to be a rock star — some of which was given reality in his Millward Brown based band — when he left the company he was given a gift of a day in a recording studio, the results of which, I am told, were played to all his friends on every possible occasion for the following year.

Alan is survived by his mother, Pat; brother, Derek; wife, Jill and three children. We grieve for them at the loss of this well-loved man.

A service in memory of Alan was held at St Paul's Church, Leicester Street, Leamington Spa on Monday 18<sup>th</sup> September 2006.