



THE WAY WE ARE

In the context of the way we are, not many of us are likely to be happy with the way that life is at the present time, but we hope that this edition of The Research Network newsletter will at least provide some welcome contact across our membership.

The pandemic has ruined our face to face social event calendar this year, but The Steering Group is exploring all ways to maximise our social networking in one form or another and this is updated and summarised in the next feature below.

In this issue, we include two very entertaining articles on overseas research career adventures: Simon Chadwick on his long term experience of the research and commercial world in USA and John Kelly on the idiosyncrasies of a business trip to Russia during the 90s.

Of course, we also include our regular items: The Way We Were by Peter Bartram, Jane Bain's Nature Diary and our Wine Recommendations column. Our NED Talks have been a great success while we cannot meet up in person and there are content synopses of our first two subjects, mountain climbing by Nigel Spackman and quality wine drinking with Jackie Dickens.

We also include an AMSR update by Phyllis Vangelder, an article about the effects on our research industry caused so far by COVID-19 and we give sincere tributes to three Network members who we have sadly lost this year: Tony Cowling, Gerald Goodhardt and Barrie Parker.

The Steering Group would also like to appeal to any members who would be interested in joining us in the role of promoting membership. It is so vital for us to continue growing and developing the Network and Adam Phillips would be delighted to hear from anyone who is interested in helping to build our membership.

And please also make contact if you would like to contribute an article to future newsletters via editor@research-network.org.uk. Any topic of interest would be very welcome.

NETWORK SOCIAL EVENT PROGRAMME

At this point on the Newsletter front page, we normally look forward with enthusiasm to our next social event which should be our very special Autumn Lunch at the Savile Club in Mayfair on 15th October. We had an extra Steering Group meeting during August and having consulted directly with the venue, we have been forced to postpone our Autumn lunch, just as we had to do with our Spring Lunch at EV Restaurant and the Summer Party at Doggett's Coat and Badge.

The Savile Club management have kindly been as flexible as possible with us, but with limited numbers and social distancing, we reluctantly felt that the event would not live up to expectations with just some of us shouting at each other from 2 metres apart. They will allow us to hold our Autumn Lunch there during October 2021 when we hope for more normal, enjoyable circumstances and we are



arranging a specific date soon. With no real prospect of an outdoor or informal gathering as a substitute for our Autumn Lunch, we are continuing our successful online NED Evening Talks and Drinks programme.

We have had excellent attendance at the first two sessions in these Zoom meetings (see the review article which follows later) and Nick Tanner is scheduled to give his amusing and intriguing talk on translating Jamie Oliver's cookbooks into German and Dutch shortly before this newsletter is distributed.

Jane Bain is preparing her NED Talk with an owl-oriented nature theme for October this year and we would like to continue with further NED Talks every two months subsequently. Once again, volunteers are invited to contact Adam Phillips if they would like to give a future talk, lasting approximately 30 minutes with questions and chat to follow. Any interesting topic will qualify for inclusion!

THE WAY WE WERE

Compiled by Peter Bartram

This issue of 'The Way We Were' column has been happily rejuvenated by the many stories recently contributed by researchers for possible inclusion in a book which, if all goes well, will be published containing light-hearted happenings recalled from the life in research in the UK and overseas over the last 50 years.

To protect reputations where needed, names are not given, but a few examples are:

- In the early days of the industry, research companies regularly entertained the buyers in what were described as 'lengthy liquid lunches in a haze of cigar smoke.' The lady owner of one of the largest research audit companies placed strong emphasis on stylish client entertainment, to the extent that employees were reprimanded if their entertainment expenses were not high enough. And another research company reported that their accountant looked at their Petty Cash Book and said "It reads like the Good Food Guide."
- One of the first telephone interviewing call centres included among its interviewers a 6ft tall cross-dressing man, happily accepted by the team as 'Gloria'. On a project for a cosmetics company, the client insisted that all the interviewers must be female, which as far as the team were concerned included 'Gloria'. But listening in to some of the telephone interviews, he took exception to Gloria's definite masculine tones. This was in the days before wide acceptance of gender fluidity, and some rather difficult explanations were required.
- Research for alcohol companies often presented problems. Testing two new bottled lagers in an 'A/B sip test' the client suddenly thought people would need more than a sip to test their beers properly. When this idea was enacted with full bottles and four more beers were added to the test, the word got around and a long queue formed of those wanting to take part. Soon, a raucous party got going, with the tables covered in bottles while the moderator tried to restore order with her sequence of questions:

"Which was better, A or B?"

"Me myshelf, I prefer FFFFF"

"Yeahhh! FFFF is the best!"

"F is gooder, I'm telling you. Makes you feel fine"

"Do you remember tasting A and B?"

"Yes, we liked those, both of them"

"I preferred B. So I had three of those. No, wait, maybe it was A....."

- One example of the way in which research can ensure that mistaken advertising communication strategies are improved or abandoned, lay in a project designed to test reactions to a new chocolate bar called a 'Logger'. It was intended to be a competitor to the well-established 'Yorkie' bar and the advertising for it was based on the Monty Python ditty 'I'm a lumberjack and I'm OK'. However, the research soon found that in the north of England the word 'log' had unfortunate lavatorial associations, as in 'Drop a log'. But despite all that the research told them, the client insisted on launching the 'Logger' together with its advertising campaign—only for it to sink without trace.
- At the Annual MRS Conference in Brighton, there was always strong interest in the intellectual sparring matches taking place in the main conference hall. But it seems that many delegates used the occasion for social interaction of a more permissive kind. One lady executive at the conference was reported as describing her efforts to repel the unwanted advances of an older and richer member of the opposite sex by saying "When I finally said 'No' he replied "Oh go on Suzie, you won't even notice it".
- The enhanced role of women in research was at first not easily accepted in some parts of Europe. When four European companies within the Research International group were asked to accept a reporting line that went straight to the UK headquarters, which was then headed by the very capable Eileen Cole, it was not universally welcomed. During the formal round-table meeting in Paris at which she briefed everyone on the new arrangements, the head of the French company was especially put out. But instead of protesting vocally, he simply unravelled his long De Gaulle-like frame, strolled over to the wall and silently executed a perfect handstand. The meeting continued uninterrupted while he remained there for some time, ignored by everyone else. And eventually he unravelled himself from the vertical axis and returned to the table without a word.
- A British research executive on a working visit to Japan felt unable to reject an invitation to a lap dancing bar, where his local research manager enticed him into special engagement with the performers. Guilt-ridden the next day, he elicited promises from his colleagues that nothing would get back to his HQ. Unfortunately, on his return to the UK he found in his office a blow-up doll sitting in his chair.

- In 1982, a US contact lens maker wanted to study the Japanese market and asked a British research company to organise a local omnibus survey for them. Their representative was a marketer who had never conducted research outside America. He didn't want any analysis or a report—just the data. He received the results in a report with a nice binder, but a few days later, he made a phone call to the British company. "Great work!" he bellowed; "Just one question: what does DK/CR mean? It's on every damn table!" "Don't know/Can't remember", the answering Briton replied, to which the American's response was "Well, if you don't know, who the hell does?"

More than 50 stories of this kind will be included in the planned book, with its proceeds, if any, being donated to the Archive of Market and Social Research. If you have not already done so, and have stories worth contributing, they will be welcomed by peter.bartram1@btinternet.com for possible inclusion.

THE ARCHIVE OF MARKET AND SOCIAL RESEARCH

Phyllis Vangelder muses on the concept of archives

A dictionary definition of 'archives' is a collection of historical documents or records providing information about a place, institution or group of people. But that dry definition does not express the excitement and pleasure that researchers get when they find, not necessarily exactly what they are searching for, but a nugget that illuminates the search. As a scholarly friend remarked, "One of the more pleasurable aspects of research is coming across wonderful material which may not be relevant (to her research), but which nourishes the soul".

Not surprisingly, we have identified academics, particularly cultural historians who are interested in changing patterns of behaviour and attitudes, as a major target audience, and once the Covid crisis is over, we shall be talking to them again to understand their needs and the way our Archive can help them. Currently, St Mary's University in Twickenham is undertaking a research project among business and marketing academics to investigate their use of sources of information. The qualitative phase has already provided useful data. The quantitative phase is going into the field as I write. This research will provide invaluable material to help the Archive develop its product. The Archive is a particularly rich source of information for dissertation research.

During lockdown (possibly by the time this is printed we shall be unlocked!) we have been unable to scan or receive new material at Ipsos MORI in Harrow. Ipsos is now using its vans and office space to distribute Covid-19 testing kits around the country (a wonderful example of the adaptability of researchers). Colin McDonald has been able to do some scanning at home, and a team of indexers are continuing to work on amalgamating our own subject index with key words from the language and topics of interest for cultural historians, so that we have an integrated subject index.

Meanwhile we continue to ask people to search their cupboards and attics for invaluable research documents, but to hold on to them pro tem. We hope it won't be too long before we can use the storage facilities at Ipsos again and work in our 'engine room'.

During lockdown, we have had extremely successful Zoom meetings. The Committees have been meeting regularly on Zoom (some of us have actually preferred this to making long journeys by tube and train). We have also had very enjoyable 'coffee mornings', where many of the volunteers have got together to share experiences. We have always recognised that working as a volunteer for AMSR in any capacity (scanning, cataloguing, reviewing, writing, interviewing etc) is, as well as being in itself worthwhile, very much a social activity, bringing researchers together in a shared endeavour. So the Zoom gatherings have been very worthwhile.

We have received some invaluable material from people at Research International, which leads us to believe that there is traction in forming special collections of company material. This includes our very first video. We have now contracted Vimeo to host videos, so this is an exciting new arm for the Archive. Some of you have probably got suitable videos to contribute. These would be reviewed in just the same way as books. We are also looking into research from clients, along with myriad special areas of research interest such as travel, local government, retail, financial, children and so on. Please get in touch if you have any areas in which you are particularly interested and experienced, and if you can help in sourcing relevant material.

We are in the process of transferring the Oral Histories from the Research Network to AMSR. They will be held on a metasite of their own on the portal—there will be titles on the portal to enable links to the Archive. This means that this very important historical record can be publicised and disseminated to a wider audience. We shall contextualise the interviews within the development of the industry and where appropriate, link them to the data in the Archive.

So we can say 'we've never closed' and hopefully it won't be too long before we get back to 'normal' activities. Meanwhile do get in touch (phyllis.vangelder@gmail.com) if you want to be involved with AMSR in any way.

MONTHLY NED TALKS: 17TH JUNE AND 15TH JULY

Graham Woodham

In the absence of our normal social events over the summer months, we were very keen to maintain contact and to set up at least some interesting virtual gatherings. 'Network Evening Drinks' Talks made a great start in fulfilling this aim.

Climbing the Munros by Nigel Spackman

The first talk was given by Nigel Spackman on 17th June and proved to be a fascinating insight into his adventures on the hills and peaks of Scotland; just some of the epic climbing feats which he has achieved over many years. This Zoom event was attended by 36 participants, with questions and chat after Nigel's talk and slide show.

We learnt about the Munros, which are a range of peaks over 3000 feet high, spread across Scotland; 282 in total, named after Sir Hugh Munro, who climbed all but two of them before his death in 1919. 6500 people have since climbed them all, that is they have 'completed the round' or 'bagged all of the Munros' as they say. Nigel himself completed the round in 2013, following 25 years of heroic effort.



He told us that May and June are the best climbing months, with relatively settled weather, but still sometimes with snow and poor visibility at the highest points and with luck, fewer annoying midges. Nigel achieved the peaks with various combinations of family and friends, or sometimes alone with a small tent for shelter. On occasion, he could spend a more luxurious night in a bothy, but simple portable food, water and a shower at a campsite were the norm. He would often climb several peaks a day and a substantial number over several consecutive weeks with a hotel stay interspersed where possible.

A day in the life of a Munro 'bagger'—sunrise and then breakfast at 5:30am, car and bike rides to the base of the peaks and then endless stamina needed on the up and downward slopes.

Many peaks have unintelligible names and very steep drops, with one region being called 'The Great Wilderness'—the least populated area in the UK. There are 11 peaks on the Isle of Skye, including some of the most 'alpine' and occasionally with the need to abseil down. The very last climb achieved by Nigel in 2013 with a group of friends warranted a glass of champagne and a luxurious piece of cake on the summit.

The talk was really entertaining and questions about wildlife, horseflies, the persistent, even obsessive personality of habitual climbers followed. An excellent inaugural NED event.

Life is too short to drink bad wine by Jackie Dickens

The second talk on the 15th July by Jackie had a similar level of attendance and active interest, judging by the discussion and question session which followed. As a Wine and Spirits Education Trust (WSET) qualified lecturer, Jackie gave us a range of wine buying tips to maximise the quality and value of our purchases. There were 10 tips in all, and the full presentation chart deck and audio recording can be sourced via Gill Wareing by online links.

Highlights included the need to decide on your own price and quality level, but remembering that the retail price per bottle includes profit margins, duty, VAT and the cost of logistics. So only 3% of a £5 bottle is the value of the wine itself. Better to spend £10–£20 where the wine is worth 29% and 42% of the total cost respectively.

Jackie also advocated experimenting to find which grape varieties suit your personal palates for white and red wines. Whites, for instance, span fresh, crisp or acidic flavours through to fuller tropical fruit notes. Reds span bigger, full bodied flavour profiles through to the lighter and less tannic varieties.

She made a strong argument in favour of doing your own homework on quality levels with some excellent Southern Rhone AOP (Appellation d'Origine Protégée) wine examples, along with Italian Chiantis, designated DOCG, Classico and Classico Riserva at the higher end.

Buying wines from villages close to the famous expensive ones is also a good strategy, with Southern Rhone examples including Gigondas, Vacqueras, Lirac and Tavel potentially being so much better value than Châteauneuf du Pape wines, for example. And always go for established family wine producers wherever possible.

Further buying advice was to understand climate and weather influences on the wines, including the elevations of the vineyards which affect the taste profile. And while 45% of wines consumed in the UK may be bottled here in order to keep prices low, these wines are often bottled with additional sulphites so it is usually better to support local producers who bottle their wines on-site.

Jackie also advocated looking for wines which are medal winners: gold or silver from Paris and Macon, while the UK has very influential and respected wine awards worth following, from Decanter Magazine, International Wine and Spirits Competition winners and International Wine Challenge high performers too. Undoubtedly, the Master of Wine and WSET qualified advisors who are often the judges are always worth listening to.



Jackie continued by warning us to avoid red wines dominated by a 'cloak of oak', that is over-tannic wines. Proper integrated oak ageing in Bordeaux and Spanish Rioja wines can be superb, but at the very least, you should avoid over-oaked wines, especially from the addition of oak chips as the Australians tried when their wine production became popular.

So Jackie wished us to stay young, get out of our comfort zones, learn and experiment, and always be happy drinkers!

The session continued with a range of interesting questions about wines from the UK, Chile, Germany and Portugal, along with interesting new trends in wine grape varieties and 'Old versus New World' wine preferences.

And further advice from Hugh Johnson, the wine writer, via Sheila Byfield who has worked with him in the past, was endorsed by Jackie. You can judge a restaurant by the quality of its house wines, but it's always advisable to spend more on your wines for drinking at home than when you are eating out.

A very enjoyable session, followed on 19th August by Nick Tanner telling us about one of the intriguing and often amusing challenges which he has encountered in his professional translation career: 'What happens to Jamie Oliver in translation?'

This theme covers Jamie Oliver's particular style of recipe descriptions in his cookbooks, and how they can be adapted to work in other languages. A full synopsis will be included in the next newsletter.

NETWORK MEMBER WINE RECOMMENDATIONS

We clearly have something of a wine theme in this issue, following the above discussion of Jackie Dickens' NED Talk, 'Life is too short to drink bad wine'. Here are the latest recommendations from four of the Research Network's wine enthusiasts:- Jackie Dickens, Sheila Robinson, Nick Tanner and Graham Woodham.

Jackie Dickens

Mallory and Benjamin Talmard—Mâcon Villages 2019, 13.5% ABV

£10.95 from The Wine Society

If you like white Burgundy but don't want to pay Puligny Montrachet prices, there are some well-made wines in the Mâcon area.

The Talmard family are based north of Mâcon in the village of Chardonnay (yes it does exist!). Paul Talmard took the brave step of setting up independently in 1971, having previously taken his grapes to the local co-operative. He built up the business, acquiring more land and also an excellent reputation. His daughter Mallory and son-in-law Benjamin, who have been chief winemakers since 1997, have now taken over and are maintaining the high quality of the wines.

This Mâcon Villages is unoaked, and has a nose of ripe apples and apricots, with a slightly herbaceous note. The concentrated palate oozes ripe, refreshing fruit—sweet apples and mouth-watering Charentais melons come to mind—which carries through to a lingering finish.

If you want a recommendation, ask Michel Roux of the Gavroche who has been buying Talmard wines for many years! And if you are passing, stop and visit this delightful couple.



Sainsbury's Taste the Difference Chianti Classico 2018, 13.5% ABV

£9.00 from Sainsbury's



Memories of Chianti may not be positive. The straw covered bottles were fun, but what was in them often wasn't! The Chianti region expanded—too much—and wine making practices were pretty shoddy.

There have been huge steps forward in recent years and 'Chianti Classico' comes from the original and best Chianti sites with hilly slopes and desirable soil ('galestro'). This is the heartland of the Sangiovese grape.

This is an extremely good value Chianti Classico, and is absolutely the answer for lasagne, spaghetti or any pasta with tomato sauce or even fresh tomatoes with buffalo mozzarella and olive oil. It is largely Sangiovese with a little Cabernet Sauvignon.

On the nose, I get intense aromas of cherries, vanilla, almonds and fresh herbs (oregano?). The palate is full of ripe fruit—cherries predominate with notes of redcurrant and vanilla. Ripe tannins are complemented by acidity which suggests that this wine could improve over the next two or three years, but I don't think it will get the chance!

Sheila Robinson

Peloton Blanc 2018, 12.5% ABV

Painted Wolf Wines, South Africa (Chenin blanc, Grenache blanc, Viognier)

**£9.95 from The Wine Society or North South Wines, West Drayton
(www.northsouthwines.co.uk)**

Painted Wolf Wines are so called because the owners help conserve the African wild dog; a donation from every bottle goes to the charity Tusk. This is not, however, why you should try the wine!



It is mostly Chenin Blanc but with some Grenache Blanc and Viognier. This makes for a dry but fruity and well balanced white. Although it is only 12.5% ABV, it has a good long finish.



Morador Estate Selection Malbec 2018; Malbec; 14% ABV

£11 from Sainsbury's Taste the Difference

There are lots of Malbecs around; how to choose? A friend introduced me to this one and it has become a staple in my household. It is rich and rounded, low in tannins and for me, very drinkable on its own as well as with food.

We may have missed 'World Malbec Day' (April 17th), but this is a year round favourite.

Nick Tanner

Both of my selections for this issue are from my favourite Surrey wine merchant, The Vineking (branches in Reigate, E Molesey and Weybridge). The Vineking will deliver nationwide and the wines are also available from other independents around the country. Both wines too, are from the same producer—Domaine Gayda, based in the foothills of the Pyrenees—and bear the designation IGP Pays d'Oc.

Gayda Viognier 2018, Pays d'Oc, 13% ABV.

£10.00 from The Vineking and other independents

Cultivation of Viognier has gone global in the last 20 years or so, but this wine is made from grapes grown not too far from its original homeland in the Rhône. It is bone dry and deliciously fresh, with a pale golden colour and aromas of apricot. A delicious aperitif or a fine accompaniment to white meat and fish, it is also plenty powerful enough to drink by itself.





Flying Solo Grenache/Syrah 2018, Pays d'Oc, 13.5% ABV

£8.33 from The Vineking and other independents

According to the producers, the name "celebrates the intrepid 'Aéropostale' pilots who risked life and limb to ensure postal deliveries in the 1920s". Its relevance to wine somewhat eludes me but this is a delicious alternative to your regular Côtes du Rhône, with powerful red fruit flavours and soft but evident tannins. The screwcap suggests it is intended for immediate consumption but if you can resist it for an hour, it benefits from decanting. Great with grilled meats and cheese.

Graham Woodham

I always follow professional advice for my wine experimentation and then refine my repeat buys according to how well these choices match my palate, such as it is. On TV weekend food programmes, for instance, I often find that recommendations often come with the adjectives 'fresh and light' and I often find this means too acidic for me when it comes to white wines. I really enjoy white wine but more along the complex, rounded end of the spectrum.

Teruzzi Rondolino – Vernaccia Di San Gimignano 2019 White, 12.5% ABV

£9.79 from Waitrose

This Italian wine is made from the Vernaccia grape, the primary choice for white wines made around San Gimignano, which is a great place to visit. It has a lovely complex fruity aroma, fresh but absolutely not acidic. The flavour is dry, crisp but rich at the same time; it is full bodied with a long finish, including a taste of almonds. Its quality is way above its price level and it is certainly an excellent white wine of Tuscany, widely reviewed favourably.



Château Ampélia – Castillon – Côtes de Bordeaux 2015 Red, 14.5% ABV

François Despagne; Merlot 80%, Cabernet Franc 20%

£12.50 from The Wine Society

This wine is made by Francois Despagne who also owns the prestigious Chateau Grand Corbin Despagne in Saint-Emilion (no relation to anything Jeremy Corbyn grows in his allotment, despite the similar name). The wine is deep red with a gentle fruit aroma. The taste is of blackcurrant and cherry with a concentrated palate and slight vanilla notes. It is full bodied, with an excellent structure from the Cabernet Franc grapes. The finish is quite long but with ripe fruit rather than harsh tannins. Perfect with meat and richer vegetarian dishes. I have to add that the town of Castillon is a lovely place to visit too.

Just this one time, I hope readers will tolerate an addition to my affordable red Bordeaux wine suggestion above...

As a subscriber to Decanter magazine, I was motivated to send a contribution to the Readers' Letters page on the topic of finding good value Bordeaux red wines on 30th June this year. I was amazed to find that it was actually printed in the latest issue, on sale from 5th August.

I was responding to a previous reader's letter complaining about the difficulty of finding good Bordeaux wines from high street retailers. I wrote to Decanter recommending high quality 'modest' reds from the Cotes de Bordeaux (Blaye, Cadillac, Castillon, Francs) along with others from the Bourg, Fronsac and Canon-Fronsac areas.

My letter ended as follows: "You can search out brilliant wines from family-owned estates from UK merchants such as The Wine Society and Tanners, where the buyers develop good long-term relationships with the producers. Excellent examples include the Despagne family (Château Ampélia, Castillon), Nicolas Thienpont (Château Puygueraud, Francs), Denis Dubourdieu Domaines (Château Reynon, Cadillac), along with Château de Pitray (Castillon) and Château de Francs.

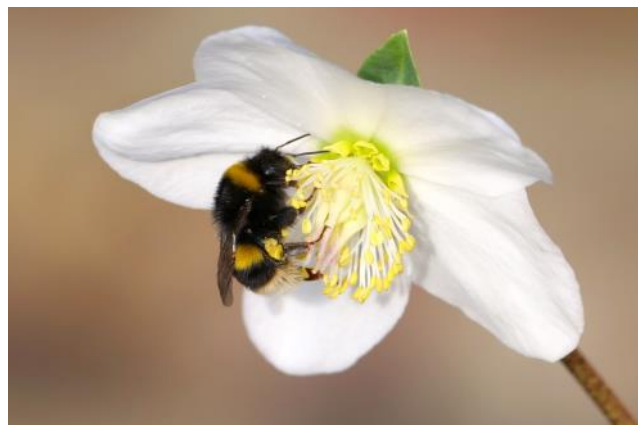
A bit of detective work and avoidance of most supermarket ranges really pays off, and these regions of France are great to visit too!"

NATURE DIARY

Extracts from Jane Bain's Nature Diary: January–June 2020

The year begins with another comparatively mild winter. A succession of violent storms lashing the country causing severe flooding, are of more immediate concern than reports from China of a new and deadly virus.

January: Occasional sunny days provide a welcome respite from the incessant rain. Neighbours have a large planter filled with winter blooms, where winter-active bumblebees find a steady supply of pollen and nectar.



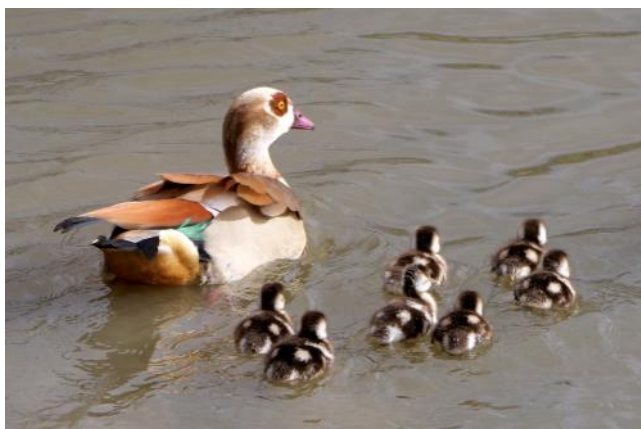
A robin has taken up residence on the front of our building, treating it like a vertical hotel. It proclaims its territory from the gnarled vine which climbs the balconies and pays daily visits to a top floor bird feeder.



February: The nesting season gets underway despite the continuing rain. Parakeets flirt on the rusty remains of an old lamp post and a pair of woodpeckers chase each other through the trees beside the tow path.



March: Covid-19 has now become a reality and I start taking extra care on my walks. In the natural world it is business as usual. Fruit trees are in bloom and the first broods of Egyptian goslings appear on the river.



When lockdown begins, the riverside becomes a no-go zone, as crowds flock there to exercise and enjoy the sunshine. Walking early in quiet places and deserted side streets, I still find plenty to see. There are bushes full of chattering sparrows and a baby thrush perches unsteadily on a branch above my head in the park.



After an initial few days of chaos, mandatory and self-imposed traffic flows become established along the riverside. People settle into a routine and I identify a morning lull when the tow path is relatively free of cyclists and runners and I can use it again safely.

April: Back at the reservoir, I find the heron chicks are now quite well grown. The sound of them clattering their beaks demanding food echoes across the water.



There is news that an owlet has been seen so I go in search. Peering through gaps in the foliage I find it with its mother, tucked well out of sight in a wild cherry tree.

When the crowds return to the river at weekends, I walk in the cemetery near the hospital. The female peregrine has a favourite perch on the side of the hospital, where she takes her morning break from incubating their eggs.



May: With lockdown in force, the world has fallen silent. The skies are clear, the air is clean and the sounds of nature dominate. Tiny, almost inaudible cheeps alert me to a family of baby wrens, hiding in the undergrowth.



Nuthatches have nested in a tall tree in the cemetery. While I am watching the parents bringing food, one of the chicks hops onto the edge of the nest hole. It grabs the offered meal, then suddenly takes its first flight.

June: Parts of the cemetery are left deliberately wild to create a natural habitat. Clumps of thistles in a patch of tall grasses attract a profusion of butterflies.



We have commuting swans. They nest on the reservoir, then bring their cygnets to the river, where I see these two hitching a ride. After a spell on the river, they return to the reservoir, repeating the journey several times.

A FOREIGN LAND OR A FOREIGN PLANET?

Simon Chadwick

My first two visits to the U.S. in the early 1980s were not a great success. During the first—a visit to Philadelphia in mid-winter to present the results of a pharma study about which I knew less than nothing—Sue Jarvis (a financial researcher) and I got totally lost in the snow two days in a row. That meant that we arrived more than two hours late at each of two client meetings. Our tardiness and obvious lack of knowledge resulted in the client thanking us for our visit and saying, “I hope we never do business with you again.” The second—a visit to Cupertino to present the results of 18 simultaneous studies to Apple—involved the client (who went by the appropriate name of Howard Fuhrer) telling me I was far too inexperienced to present to the combined U.S. and European boards of the company and that he would be presenting. He did such an awful job that the European directors heckled and booed him off the stage. I had to take over.

You can imagine my surprise therefore, when I was asked at the end of 1990 if I would consider becoming CEO of RI New York. Having eventually gone against the wishes of my first wife and accepted the role (a move that ultimately led to divorce—but that’s another story), I found myself in Manhattan in January 1991 for what was supposed to be a 3-year assignment. Thirty years later, I am still here, although no longer in NYC.

Four life cycles later



And so began the first of four lives. From a personal point of view, it wasn’t bad at all. A lovely apartment on the Upper East Side, all the buzz and excitement of the Big Apple (even though at that time it still had ten times the number of murders it has today), the opera, restaurants and for three short months, a Mercedes S-Class which I used a grand total of three times. Work, on the other hand, was an unmitigated horror show within a nightmare. Our then owners, Ogilvy, had bought the company without any due diligence and tossed it over the fence to RI—“here’s your US hub. Enjoy!” It was a sweatshop of overworked, unappreciated people housed in a rat-infested office building which had an appalling phone centre that I christened Alcatraz. Luckily for me, Phil Barnard had done most of the heavy lifting in cleaning up the worst messes by the time I got there. Nevertheless, during my four-plus years there, we had one man die at his desk from AIDS and I was hung in effigy by a crowd picketing our offices after we had fired a call centre worker. Gradually, we brought it under control, hired some great people, promoted and nurtured others, invested heavily in technology, launched great products and achieved a small measure of profitability. By now, we were owned by WPP.



It was at this point that another WPP-owned research company within the newly formed Kantar group began to die an ignominious death. Winona Research had been acquired by JWT and was headquartered in Minneapolis with a major phone centre in Phoenix, Arizona. Its previous owner had been on a three-year earnout and had bled the company dry to maximize his payout. It had lost 40% of its revenues and was losing money hand over fist. Adam Phillips had been brought in to save the day but was then needed back in London, so someone had the bright idea that I could run both companies at once, splitting my time between NY and MN. Since each company viewed the other with great suspicion, this was not received with huge elation in either city. The first thing I did was to move Winona’s HQ from Minneapolis (where winters could make a eunuch out of you) to Arizona. The second was to refresh and motivate the existing



management who, it turned out, were some of the best I would ever work with. And then I ran a full-page, back cover ad campaign in Marketing News touting Winona's mid-west values. This enraged my RI New York team. I arrived in town one evening for a board dinner at a local Manhattan restaurant and was greeted with "Ya think Noo Yoikers don' have values? We got values!!" So outraged were the surrounding diners that, within minutes, I was the least popular person in the restaurant and seemed to be on the verge of a New York lynching.

I had learned the hard way that no two parts of the USA are the same—a lesson I would learn many times over.

Winona turned out to be a great company of really talented, straightforward, sane people. I gave up running RI USA in 1995 and moved full-time to Phoenix. The life there was completely different—wide-open spaces, big skies, the desert and blistering heat in the summer. Forty five degrees Celsius was not uncommon. The political scene was often hilarious—until the advent of a Democrat in the late Nineties, not one of the previous five governors had survived in office without being impeached and/or jailed. And, within the company, we not only had fun experimenting with new ways of running a research business (with the full approval of Kantar) but quadrupled revenues and became one of the most profitable firms within the group.



Life number three started when I jumped from the WPP frying pan into the UBM fire and became the global CEO of NOP. With a one-year hiatus in the UK, the next four years were spent commuting between London, New York (our HQ) and Arizona (our home). This was the era of the dot com bust, Enron and 9/11, all of which ruined two of UBM's three primary businesses. NOP was the only one left standing, providing more than 100% of UBM's cash flow. This was not a time of milk and honey for us, but once again I had an incredible team of really talented people of whom I was immensely proud. New York was a very sad place though for a couple of years after 9/11. We were holding a board meeting 20 blocks north of the Twin Towers when the planes hit and I shall never forget the "ghost people", covered in white dust, shuffling their way past our offices as they walked—without destinations—north, away from the carnage.



Eventually, I tired of the corporate life and formed the idea of founding a change management consulting company that would specialize in the insights industry. I was immensely lucky to be joined in this venture by industry icon, Jay Wilson, who—on hearing of the idea—whipped out his cheque book and invested \$75,000 there and then. We haven't looked back since! I based myself back in Phoenix until in 2012, when my wife's allergies forced us to find more temperate climes in North Carolina.

Not so much melting pot as potpourri

If there's anything I have learned since I arrived in this country, it is that no one part of America is like the other, no two groups of people are really alike, and that what identifies people here is ethnicity first, state second and country third. Yes, we are all "Americans," but we are also Italian-, Polish-, German-, Jewish-, Mexican-, African- or any other prefix that you can think of first. Not forgetting of course, Native Americans (who have mostly been forgotten). Then you are from New York, Texas, Arizona, California or the state of your choice next. And finally, you are American. And even that has vastly different definitions based on your religion and your politics. It's like a tribe of siblings, all fighting all the time unless someone else threatens them. Then they are family and watch out!

What is it like to be "British-American"? Well, the accent adds twenty IQ points to you immediately. All of a sudden, you are a guru (unless you are in Hollywood, when you are invariably a villain). Max Blackston used this to great effect when working at Ogilvy in NY. He used to sit very quietly all through a meeting and then, right at the end, would sum up what other people had said, as well as his own view, in a clipped sentence or two. He was considered totally brilliant and was known as "Saint Max". It has helped me in innumerable presentations and especially when I was leading the Insights Association and its predecessor, CASRO. Often, I am sure it was like the Athenians who came to listen to the great philosophers, not so much for what they said but the way in which they said it.

And that is the secret to the survival of a Brit in America.

Simon Chadwick is the author of the book For the People: A Citizen's Manifesto to Shaping Our Nation's Future, an outsider-insider's take on American politics and society.

POSTCARD FROM MOSCOW

John Kelly

From June '97...

Flying into Moscow for the first time in over 20 years did not, at first, appear to be very different from previous visits, apart from the relative luxury of travelling with BA compared to the somewhat cheeseparing and daring use of Aeroflot by a younger researcher with a youthful sense of adventure, intent on saving his company money.

I will admit that I was undertaking this trip with a degree of trepidation which I had not experienced for many years, prompted no doubt, by many lurid and possibly sensationalist stories of a Moscow akin to the Prohibition era in the U.S. where lawlessness was the norm and Mafia muscle ruled the roost. I had also chosen to travel in the week of the BA strike and was therefore concerned about return travel arrangements. I had visions of my wife and family starting our summer holiday without me—this didn't, however, seem to bother them too much!



The feeling of déjà vu was reinforced by the Arrivals Terminal which, judging by its condition, would not have looked out of place on a Mad Max set, and however unwittingly, would have gone some way to satisfying Prince Charles' penchant for seeing the workings of buildings on display!

I was able, by listening to some old 'Moscow hands', to ensure that I was towards the front of the queue for immigration and was able to save myself from an interminable wait—although the speed of processing entrants was much faster than often experienced at US airports.

I had taken the precaution, at the behest of my local supplier, of asking the hotel to book a taxi. I was advised that it might be unwise to entrust myself to one of the cab drivers plying their trade at the airport. I must admit that when I saw a Muscovite brandishing a hand-written sign with 'Kelly' on it, I was at the same time both amazed and relieved that he was there. It did not enter my head that another Kelly might have been on the plane—if there was, I apologise somewhat belatedly if I took their taxi. At US\$60 the taxi seemed a bit extortionate, but on reflection I consoled myself with the thought that it was no more than a cab into town from Heathrow and what price do you put on personal safety?

The first thing that struck me on the drive from the airport to the city centre was the number of familiar advertising hoardings proclaiming the delights of goods ranging from cars to hi-fi's and a particular cola beverage. Western political ideology may have prevailed in the cold war, but there can be no doubt about the beneficiaries of the peace!

The next thing to strike me was the volume and variety of traffic—certainly a significant change from my earlier visits. There was a general 'bustle' which had not previously been in evidence and one which was even more observable among the people on the city streets.

The hotel (Radisson Slavyinskaya) was a revelation and would have done more than justice to any European city, and the prices would not have been out of place in London or Tokyo. I can certainly recommend the restaurants in the hotel (and their wine lists—although again, they could not be considered cheap).

The hotel did bring to mind some images of the 'wild west', peopled as it was with guests whose main aim was fairly easy to discern. In many ways, it evoked memories of similar gatherings in the Middle East during the heady days of the middle and late 70s.

The office building in which the supplier was located seemed also to have been afflicted with the post-holocaust syndrome, but was not in reality much different to most of its neighbours. However, the interior of the offices, while not actually being resplendent or opulent, did provide quite a contrast to the fabric of the building and the internal corridors. Indeed, in terms of availability of technology, many a UK research agency would have been put to shame by comparison. The latest versions of Windows™ and Microsoft Office™ were being used. The agency was also connected to the outside world via e-mail, although I was to discover later that communications were often dictated by the vagaries of the Russian telephone system.

The abilities of the research agency staff with whom I was dealing, more than matched the software available

to them. They were not only knowledgeable about the latest research techniques and methodologies, but were also able to provide sensible solutions. In particular, these applied to the research problems posed by a study that demanded a 'lengthy' interview with a national sample of businesses sourced from the client's own customer list. (It was not possible to conduct the study via CATI as would have been the case in the UK).

However, the problems encountered in trying to undertake research that covered all of the major Russian cities should not be underestimated—not least the time taken for postal communications to and from Moscow and Vladivostok, for example.

By curtailing my visit, I was able to ensure that I secured a seat on the 'last BA flight out of Moscow', but not before having had the opportunity of savouring the delights of the Metro. I can readily concur with those who have claimed that it must be the cheapest fine art museum in the world—many stations have concourses graced with exquisite sculptures and murals. Not only was the Metro cheap and pleasant on the eye, it also appeared extremely safe, and for the most part, devoid of buskers and others intent on making money from a captive audience. I certainly gained the impression that Muscovites are proud of the Metro, appreciate its value and use it as a means of travel as much as they can. Perhaps the flat fare system and the City Fathers' lack of concern that it loses money while providing a service is a lesson that could be applied to London's underground.



The Metro provided an excellent means of travel to Red Square and the Kremlin, despite certain misgivings about changes between lines—Cyrillic script can be difficult to decipher through a train window!

It may be failing memory or the trick of telephoto lenses, but the Square and the surrounding buildings did not seem as imposing as I remembered or had seen on television when bristling with Soviet firepower. It would however, be difficult or churlish not to be impressed by the overall picture, particularly St Basil's with its multi-coloured domes capped with gold and the Kremlin with its ochre walls. Yet another striking building is the old government department store which forms one side of Red Square. While not quite rivalling Harrods, this would appear to be able to meet the needs of all but the most particular of shoppers and is now able to sell its wares to all and sundry, not just the favoured few.

One unsurprising aspect of detente was the shortness of the queues waiting to view Lenin in his mausoleum compared to the throngs that used to line the retaining walls of the Kremlin in patient tribute. However, it is still important to remember, as I discovered to my embarrassment, that silence must be observed until a visitor is fully outside the precincts of the tomb. The history and achievements of the communist era are obviously still important—the plaques built into the walls of the Kremlin commemorating the lives of the 'heroes' are burnished daily, while bouquets and wreaths are placed strategically around the 'shrine'. This adds credence to the views expressed to me by some of the younger Russians, that a lot of the older generation believed that life was better under the old regime and still hankered after the 'safety' they once 'enjoyed'.

Moscow's 850th anniversary prompted the city council to undertake an overhaul of some of the city's infrastructure—returning cobbles to some streets, converting others to pedestrian precincts and removing potholes. However, as would no doubt be the case in other cities, the majority of the money appeared to be spent on the areas most likely to attract tourists. But let's face it, it would take untold riches to turn Stalin's 1930s monolithic 'masterpieces' into easy-on-the-eye attractions!

Perhaps my over-riding memory and one that inspires confidence for their future, was the evident spirit and optimism displayed by many of the people. It is true that the current economic prerogative was still new at the time and may have been a salutary lesson for some, but it was certainly clear, to me at least, that great strides were being made. Given a favourable environment, the country could emulate the progress made by some of its erstwhile satellite regimes.

However, what finally convinced me that Russia and Moscow were certainly on the right track was the enthusiasm of the Russian bar staff in the Irish pub in the departure lounge at the airport which served one of the best pints of Guinness to be had!

Contrary to my own expectations, I was left with the desire to return, not only to discover more about this fascinating and developing society, but also to be able to witness progress at first hand as it occurred—but maybe not in the winter!

Postscript—2020 Hindsight: I haven't returned to Russia since 1997 and my optimism has been tempered by one over-riding force...Putin!

THE IMPACT OF COVID-19 ON MARKET RESEARCH

Graham Woodham

This is not a cheerful review to write but by the time the newsletter is distributed in August, we are all hoping for a sign of recovery, ideally 'V-shaped' as the media put it.

When lockdown started shortly after the MRS conference, which miraculously sneaked in just in time on the 10th and 11th March, there was a very sharp drop in business activity which only started to show some signs of patchy recovery in late June. In May 2020, business activity had dropped 14.4 points compared to May 2019 and six out of eight consumer confidence metrics showed similar negative patterns.

Many consumers were spending less, so in June, confidence increased slightly regarding household finances, along with fractional increases in confidence in house valuations and future business activity for later in the year, but job security fears had increased during May.

By mid June, the advertising and market research industries were projected to experience a £19 billion drop in turnover during 2020 (Creative Industries Federation project), 44% down from 2019. Also, 26% job losses were predicted across the advertising and research industries. The MRS were accordingly proactive in requesting Government help, and a tax credit was also requested for advertising spend.

On 23rd June, a study was published by Media Investment Company Group M, forecasting a fall of 13% for the advertising sector, but a comparable recovery in 2021.

More specifically, the following reductions in advertising spend were projected:

Digital Advertising – 8% down in 2020 and an 11% rebound in 2021.

TV Advertising – 15% down in 2020 and 13% growth in 2021

Print Advertising – 24% down in 2020 and 18% growth in 2021

Outdoor Advertising – 35% down in 2020, back up by 23% in 2021.

Most upsetting was the personal cost, with the furlough scheme having widespread use in the research industry, with subsequent fear of redundancies as businesses realign their operations to mirror the new economic setting.

Face to face (F2F) research obviously suffered the biggest hit, spanning qualitative researchers, quantitative interviewers and 1500 viewing facility participant recruiters. Again, The MRS urged the Government to promote resumption of public sector face to face projects.

In fact, historically, the UK's market opinion and social research sector is a great success story with £4.8 billion market value, the second largest in the world after the US. Once again, The MRS promptly issued guidance on safe face to face data collection procedures, including mystery shopping.

Also, over 60% of qualitative work is face to face, conducted in respondents' homes, viewing facilities, in transit on public transport and in shops, bars, restaurants and educational establishments. While online qualitative approaches have grown over the last 15 years, F2F research has remained stable even though fewer telephone research methods have been used during this time.

Indeed, clients informed The MRS that they widely wanted to resume F2F research for the following reasons: superior sampling, better response quality and the generation of comprehensive understanding of attitudes and behaviours via more engagement in the research process. Participants typically give better insights via non-verbal communication and facial expressions when taking part in person. Quantitative research also needs to revive F2F interviewing for data sampling consistency and continuous research approaches.

A further study with fieldwork between 17th and 20th June across 2500 UK households (by People for Research) showed that 72% of consumers would agree to participation in F2F research: 88% one to one, 52% in focus groups and 48% in-home interviews. Naturally, these would use the usual safety measures of 2 metre distancing, screens between participants and interviewers and hand sanitiser availability.

The qualitative recruitment company, Criteria, also found that 77% of 1900 adults surveyed were willing to take part in F2F interviewing.

Ipsos Mori have now been reported as resuming F2F fieldwork with safety measures in place such as the use of PPE, health screening questionnaires and avoiding entry to participants' homes at the present time.

There do seem to be widely held views in the research industry, fervently backed by myself, that F2F approaches are an indispensable part of our repertoire of research methods, especially qualitative. Within the

qualitative sector, online platforms are very useful tools and will undoubtedly improve further as they incorporate video, ethnography and other interactive elements of gamification to keep participants engaged, the younger ones at least.

But there is no substitute for human interaction to gain a genuine understanding of what consumers really think and do, not just to find out what they say they do and why. The personal interaction element is vital for high quality, nuanced consumer insights.

In mid-July, the IPA Bellwether Report revealed that budgets had in reality dropped markedly in the second quarter of the year: a net reduction of 50.7% in specific funding for qualitative and quantitative research, along with brand tracking and product development studies. Almost half of the 300 participating companies in this project registered budget cuts, with only 6.3% with an increased research spend. But a strong bounce back was nonetheless predicted by the same business participants, otherwise brands will be weakened and longer term growth and profitability damaged.

In response to this published research, several agency contacts responded to The MRS to give their further comments. These included recognition of the genuine need for clients to understand updated and volatile consumer behaviour patterns in the medium to long term.

Also, innovation and creativity have increased in the last few months, so this is a positive development. Many clients are adjusting rapidly and need research to back up their strategic development processes.

There seems to be some consensus that more than ever, clients now need insight and research evidence to inform and guide their decision making, and some clients are already reviving their research spending and picking up projects formerly placed on hold.

So what next? The human cost of being furloughed or made redundant has already been huge and heartbreaking for such a formerly buoyant industry and we can only hope that from September we will see a genuine recovery as clients want to explore updated consumer attitudes, behaviours and shopping patterns. Intensive research spending will be essential to gain a revised understanding of consumers in the new and fast evolving 'normal'.

All we can hope for is that the predicted bounce back will happen soon!

With thanks to The MRS for the quoted trends and data in this article.

TONY COWLING 1936–2020

Tony Cowling, who died in March this year, was one of the founding directors of Taylor Nelson, becoming the company's chairman and ultimately Life President.

Tony trained initially as an electrician before joining Benton & Bowles in 1960, where he worked with Liz Nelson, amongst others. In 1965, together with a small group of colleagues and innovators in market research, they founded Taylor Nelson. Under Tony's leadership, the company became an established and respected part of the UK research scene, and in 1989 it was listed on the London Stock Exchange. It was particularly known for skills in consumer research and healthcare.

After a short period as part of the Addison Consultancy Group, Tony led a buy-out, restoring the Taylor Nelson name. In 1992, TN acquired the UK business of AGB Research; Tony had come to realise the importance of being able to meet the growing research demands created by globalisation and deregulation in many industries. The acquisition of AGB, which had particular skills in TV audience measurement and consumer purchasing panels, was a first step towards achieving this.

In 1995 the company, then known as Taylor Nelson AGB, became the UK member of the Gallup International Association (GIA), an association of independent businesses. Tony served in office as President of GIA. The next step in creating a genuinely international research network came in 1997 with the merger with Sofres, a French company with a global presence, to form Taylor Nelson Sofres or TNS. Not only did this reinforce the network in Europe, it also provided an important presence in North America and in Asia.

In 2000, Tony became Chairman of the company, now known as TNS. By then, it had become one of the FTSE top-200 companies. Under his chairmanship the growth continued with the acquisition in 2003 of NFO, a US-based organisation with a strong presence in Europe. This extended the company's international reach into



more than 80 countries, with almost 15,000 employees. Tony led this global growth by closing over 50 strategic and targeted acquisitions during a period of 25 years. By the time TNS was acquired by WPP plc in 2008, it was the largest market-research company in the world.

Tony was an extremely successful and shrewd businessman. This success stemmed partly from his vision, his drive and his determination. But equally, it owed a lot to his personal commitment to the market research business and to the people who worked in it. They understood this and they loved working for him. This was recognised when Tony retired in 2006 and he was made life President of TNS.

Amongst other roles, Tony was for some time Chairman of AMSO; he was a fellow of the MRS and a member of the Market Research Foundation Professional Standards Committee. In 2001, the US industry magazine Inside Research nominated him as Market Research Executive of the Decade, and in 2006 he was awarded the MRS Gold Medal for his contribution to the industry. Tony was also, of course, an active member of the Research Network and was closely involved in the work of the Archive of Market and Social Research (AMSR).

Liz Nelson recalls: The year was 1960 and a young man had arranged for me to interview him. I was heading up the Research Dept of Benton&Bowles. Almost the first words the young man said to me were: "I am 24 and I do not have a degree." Tony explained that he was working as an electrician in a large company. He had gone there expecting that as a trainee electrician he would learn advanced statistical know-how, and he was disappointed that this never happened. A few months later he saw an ad in a national newspaper announcing that the MR department in an ad agency was looking for graduates in statistics. So in his next few words he said that he wanted to use his existing knowledge of statistics. I liked his enthusiasm and at the end of the interview I told him that he could join the Analysis Dept of The Research Unit. We had counter-sorters in those days and Tony was very quick to learn how to use them. But he went further than simple counting and sorting—he started checking the significance of differences between commercials of different types, lengths, messages etc. Those of you who are old enough to remember the TV launch of Camay soap may remember the fact that Norman Squirrell (head of the P&G Research dept) was congratulated for the paper he wrote on this launch, quoting results of advanced statistical techniques which Tony Cowling had introduced.

Bob Qureshi writes: An amazing person who was a great mentor during my time at TNS. Along with Hugh Stammers, they always offered sound advice and were just so fun to be with. He placed great faith in me when he appointed me as Managing Director of Harris Research Centre in Richmond, right after TN acquired Sofres. It was and always will be a huge anchor point in my career and has helped shape my working life. He was always so modest on his achievements and I often wonder if he really knew what an inspirational leader he was for those working their way up the ranks.

Simon Patterson comments: I was fortunate enough to join Tony at Stamford Bridge a number of times. Tony loved football and particularly Chelsea Football Club where he had three of the best seats; Tony always seemed to be such a humble man, he was sort of under the radar, one would never think that he was in fact such a powerful and influential man. It was an honour to know him.

Penny Briki writes: When I joined TN-AGB just over twenty-five years ago, I had no idea of the journey ahead, nor the tremendous support and opportunity the company would provide me. My experience is far from unique thanks to Tony Cowling, the man at the helm. More than anything, I will remember Tony as someone who was totally committed to the company who could focus on the growth of the business, who was passionate about the industry and ahead of his time regarding the future of MR. Tony equally committed to the people who worked for him, their lives, their success. This was not just lip service of a lofty director, but from my own experience and observation, one of Tony's major qualities was his loyalty to the many colleagues in the company who became good friends over the years of his fifty plus year leadership.

GERALD GOODHARDT 1930–2020



Gerald Goodhardt died on 7 May 2020 aged 90 from coronavirus

In 1973 he became Chairman of the MRS and made an immense contribution both to the Society generally and to the industry. The Market Research Society twice awarded him its Gold Medal for outstanding work in the field, the only person to have been so honoured.

Gerald won scholarships to both Marylebone Grammar School and Downing College, Cambridge. Following a degree in mathematics and a graduate diploma in statistics, he was tasked during his national service with devising a test which would weed out those

with an intelligence level too low to allow them to serve and would simultaneously detect those who were deliberately trying to fail.

His early market research career was spent first with Attwoods Statistics, followed by the Research Department of the advertising agency, Young and Rubicam.

In 1965, Gerald joined Andrew Ehrenberg in his market research consultancy, Aske Research, which had many blue-chip clients e.g. Mars, Cadbury-Schweppes, Shell, Esso, Unilever and the IBA. When Andrew left in 1970 to become Professor of Marketing at the London Business School, Martin Collins joined Gerald at Aske. But Gerald also moved to academia at Thames Polytechnic and then with a Professorship of Consumer Studies at the City University, raising the level of its MBA programme to an international standard.

To Gerald, statistics was the management of uncertainty and throughout his life he was always questioning and learning. Gerald and Andrew's joint work in formulating the Laws of Marketing and modelling consumer and audience behaviour was seminal. In 2016, a Dutch marketing expert—Wiemar Snijders—wrote an article comparing the work he and Andrew Ehrenberg had done with the work of Isaac Newton. While Newton described the natural laws by which the physical world operates, Ehrenberg and Goodhardt explained how the world of brands and business works with similar accuracy. According to Snijders, their work had similar significance.

The University of South Australia established an entire school of Marketing Science based on the work done by them. In 2015 they awarded an Honorary Doctorate to Gerald and established an annual Goodhardt Fellowship, which will now be an appropriate memorial to him. In his acceptance address on this occasion, he expressed his belief that you do not learn in order to work; you work in order to learn.

He was a strong supporter of the AMSR, not only as a donor, but by contributing his papers and books to the Archive. Many of Gerald's papers are to be found in the Ehrenberg Collection, a special collection of papers and offprints relating to the classic work of Andrew, Gerald and their colleagues.

Because of the Virus, Gerald's funeral was held via Zoom. Friends, relatives and colleagues from Israel, Australia and the US, as well as those in this country, were able to see the very moving service from St John's Wood Synagogue. Rabbi Ian Goodhardt, Gerald's son, said "At the centre of my father was a core of goodness. And even though it was wrapped within many layers, from the beginning to the end of his life, his goodness kept shining through".

His work for the Market Research Benevolent Association epitomises this. In the '70s he was the prime mover in the establishment of the Market Research Benevolent Association, founded to take care of researchers at every level. He was a Founding Trustee and first President of the MRBA and he believed this to be the proudest achievement of his career. He continued to support the work of the MRBA and indeed many other charities throughout his lifetime. He would have been pleased to know that the MRBA is able to help researchers in this current crisis.

At another Zoom meeting after his death, a distinguished Rabbi spoke of the difference between power and influence. If you share power, you have less of it: if you have influence, it increases as you share it. Gerald's influence on all those who knew him—colleagues, students, friends and family—is not diminished by his passing.

BARRIE PARKER 1947–2020



Barrie Parker, who died earlier this year, spent well over 30 years in market research, working both in client companies and agencies and eventually co-founding Parker Tanner in 1985. He was an enthusiastic member of the Network and regularly attended our Lunches.

Barrie was born on 28 June 1947 in the district of Chadderton in Oldham, where he spent his childhood. He was a keen member of the local Boys' Brigade and at the age of 18 received the Queen's Badge, the Brigade's highest award. He stayed in touch with the Brigade, returning to present prizes and badges from time to time and in particular to present the Parker Trophy, awarded in memory of his father.

He studied Economics at the University of Nottingham in the late 1960s; at the end of his first year he found himself one of very few in his group not to be sent down from the University for excessive partying. Not that Barrie was hostile to parties and merriment, as those of us who knew him can testify—but he placed too much value on the opportunity for learning and development to squander university

life on hedonistic pleasures alone. He studied under Clive Granger and André Gabor, developers of the Gabor-Granger price testing method with which many Network members will be familiar.

On leaving university he joined Nestlé's market research department. He subsequently moved from there to RBL (Research International), joining the Overseas Group. RBL was to be a major influence on Barrie's life. It was here that he met Hilary, whom he married in August 1978. The network of friends that he formed here, who held regular 'prayer meetings' in Fleet Street pubs, included many names that will be familiar to Network members – Mike Sergeant, Mark Winstone, Christine Thompson, Paul Essex, Rory Morgan, Robert Sutton and Pete Laybourne, to mention just a few.

In 1974, at just 27 years of age, he was appointed head of RBL Nigeria and he moved to Lagos for two years. On the morning of Friday 13th February 1976, on the way to work with David Pring, he encountered high levels of military activity and discovered that the country's president had just been assassinated four cars behind him; his driver performed a very abrupt about-turn and whisked him out of danger. He returned to RBL's UK headquarters later in 1976, leaving a year later to join Colgate Palmolive at their UK headquarters in Oxford Street.

From Colgate he joined Market Trends, a small market research agency with links to the Taylor Nelson Group. He had long harboured ambitions to start his own agency, however, and in 1985, with Nick Tanner, he formed the Parker Tanner Partnership. They developed the business in close association with Hilary, who had been operating for several years as a freelance qualitative researcher, and gradually established new divisions and associated companies including Parker Tanner International and a separate qualitative business, Parker Tanner Woodham. Following Parker Tanner's acquisition by New York agency Roper Starch in 2000, Barrie remained with the company for another five years as it passed through several changes of ownership and identity.

Barrie was a naturally talented photographer and, on retirement, he set up a portrait photography business. This provided him with a business interest whilst still allowing him plenty of time to play golf. He was a versatile sportsman—a competent golfer, skier and badminton player—and a keen supporter of Manchester United. He also had a passion for walking, especially in the Lake District; and in later years he played plenty of bridge and joined the Epsom Male Voice Choir.

Barrie had been in excellent health until late 2019 when he was diagnosed with pancreatic cancer. He remained reasonably well and active for another two months but was admitted to hospital with sudden complications in February, from which he never recovered. He died on 26 April in the loving company of Hilary and their children, Sarah and Stephen.

Nick Tanner writes: Barrie and I were introduced to one another by Pete Laybourne, with whom we had both worked. I was immediately struck not only by his humorous and friendly persona but also by the honesty and integrity of the man. When we decided to go into business together I cannot claim we knew each other very well, but we had absolute faith in one another from an early stage and shared similar attitudes to life and work, so we rapidly became close friends. His deep understanding of statistics was allied to a pragmatic and imaginative approach to research methods; our skills were complementary but rarely in conflict. His openness and honesty in dealing with clients, suppliers and colleagues were invaluable qualities. But just as importantly, he had a wicked sense of fun: he could organise a good event for clients, and wasn't above playing the odd practical joke on his colleagues. He had me convinced at one point that I was about to be arrested for the Company's failure to obtain a TV licence... I shall be forever grateful to Barrie not only for his friendship but for providing me with a life-changing opportunity. I'm quite sure I was not the only one for whom that was true.

STEERING GROUP

The Research Network is directed by a Steering Group consisting at present of Adam Phillips (Chairman), Jane Bain (Website Editor and Events Co-organiser), Jane Gwilliam (Events Co-organiser), Linda Henshall (External Liaison), Nick Tanner (Website News Editor), Gill Wareing (Secretary-Treasurer), Frank Winter (Oral History and Data Protection) and Graham Woodham (*Newsletter* editor). Their names, addresses, phone and email details are in the Research Network Membership Directory. Please feel free to contact any member of the Steering Group on matters relevant to the areas they cover.

The Membership Coordinator role is currently vacant: any member who would like to take this on is encouraged to contact Adam Phillips or another member of the Steering Group.