

THE RESEARCH NETWORK NEWSLETTER

Editors: Phyllis Vangelder and Tom Punt

Winter 2005

THE WAY WE ARE NOW

Now in our third year, we continue to develop, both by retaining existing members and by expansion which mainly, nowadays, comes by word-of-mouth recommendation rather than by any special recruitment drive. As we write, membership stands at just over 200. We have lost very few members by resignation. This is a tribute both to the validity of the initial concept and to the benefits delivered by the Network.

Our finances are healthy and we held two very successful lunches in 2004, one at the Singapura and one at the House of Lords, an account of which is below. Our next Lunch is announced on Page 2.

We have developed a website which aims to keep members informed and, we hope, entertained, between Newsletters. This website is at <http://members.aol.com/resnews/UPDATE>.

In November 2004 we held our second AGM and welcomed around 30 of you to this informal evening held, by kind permission, at the offices of Research International. This is

perhaps the place to record our thanks to RI for providing its rooms and hospitality most generously, not only for the AGM but also for Steering Group meetings. A summary of the AGM minutes is on the next page.

The Steering Group, and the Network, can function for the optimum benefit of members only if more of you write, email or phone us to give us your views on organisation, lunches and lunch venues, this Newsletter and the website, or any other aspect of the Network. Please do write to Gill Wareing our Secretary-Treasurer, or to any member of the Steering Group whose contact details are in the Membership Contact Directory. You can also email any comments to Gill at this address and use it to send your cv or any topical news about yourself.

Email to gillm.wareing@ntlworld.com

We really would like to hear from you.

THE FIFTH RESEARCH NETWORK LUNCH AT THE CHOLMONDELEY ROOM HOUSE OF LORDS 21 OCTOBER 2004

Lord McIntosh of Haringey, our own Andrew McIntosh, was our host. He also sponsored the lunch with a group of his friends and past colleagues. We are most grateful to Andrew and his co-sponsors for making it possible for us to assemble in such dignified and splendid, though friendly, surroundings.

Andrew is Minister for Media and Heritage in the Department of Culture, Media and Sport and was slightly delayed on Government business; special thanks are due to Naomi, Andrew's wife, also a member of this Network, who took on the task of greeting guests in the short interval before Andrew could join us.

Everyone at the lunch enjoyed the occasion and many members had travelled long distances to be there; we mention especially Fred and Ed Goldstein from the USA whom we were very pleased to see. We were also delighted to see many new members who were joining us at lunch for their first time.

Some photographs of this grand gathering are below.

Left to Right: Lord McIntosh; Gill Wareing, Tom Punt, Derek Radford, Chris Minter; Dennis Leigh on The Terrace; Charles Ilesley, Kit Molloy, Mary Bartram; general view of the room during the Grand Draw.



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THE WAY WE WERE FROM THE NEWSLETTERS OF YESTERYEAR

30 years ago (early 1975):

- Frank Teer, MRS Chairman, says that although the 1975 Annual Conference was an improvement, “the standard of presentation seen at many of our conferences has rarely been more than tolerably good and often appallingly bad.”
- The late John Treasure is quoted in *Campaign* making harsh criticisms of market researchers. Since he is President of the MRS, he hastily retracts, saying he has been misquoted.
- Donald Monk resigns as MD of Research Services and goes off to a new career in Canada, his place at RSL being taken by Gerry Levens
- The most notable features of the March 1975 Fieldwork Supplement to the Newsletter were three advertisements, all printed upside down. This may have been a deliberate (and successful) eye-catching device, but since it is unexplained one is left feeling curious as to whether it was really intentional!

And 25 years ago (early 1980):

- John Barter, as MRS Chairman at the start of a new decade, asserts that “reviewing the seventies is easy. Nothing much changed.”
- However, looking forward to the next ten years he is more positive and prescient, anticipating “a far-fetched but technically possible new world in which a brand manager would put a questionnaire into a computer terminal on his desk ... and the next morning he has on his desk the detailed findings” (Well, it took longer than ten years, but the reality has been even more amazing)
- At an evening meeting in the North West Professor Ehrenberg claimed that, in communicating data, graphs, bar charts etc were “for the ignorant”. (Does anyone want to defend that now?).
- After visits by Sir Keith Joseph and David Owen, the Annual Conference (ticket price £60) ended splendidly with performances by Pan’s People and the Band of the Royal Marines. And as the Conference Report said: “When they played ‘The Stripper’, who do you think did a striptease – well, at least almost – John Samuels.”

BOOK NOW FOR THE NEXT LUNCH WEDNESDAY 13 APRIL AT THE BANKSIDE RESTAURANT LONDON SE1 9EU

Our next Lunch will be at the Bankside Restaurant 32 Southwark Bridge Road London SE1 9EU. The nearest Tube stations are Southwark and London Bridge. The Restaurant was opened in 2000 around the same time as the Tate Modern and is only a short walk from there. The Bankside is a young, lively restaurant with a comfortable bar area. The price of the lunch will be £20, to include reception drinks, a three-course lunch and a set amount of wine with the meal. But, of course, extra drinks may be ordered and paid for on a private basis at the table, or afterwards in the bar.



Although the venue is a bit of a contrast in decor to our October 2004 lunch on the other side of the Thames, we are sure it will provide a friendly, informal place for us to eat and meet. Afterwards, when you leave the bar, why not explore the other attractions the area has to offer (especially if we are blessed with a fine spring day) , such as the Globe Theatre or the Tate and the shops and bars a-plenty along the riverside.

Early booking is advisable. Send your cheque for £20 to Gill Wareing at 6 Walkfield Drive Epsom Downs Surrey KT18 5UF and let her know also of any special dietary requirements you may have.

A map showing detailed directions to this Lunch venue is on the Network website and might be useful, though not essential.

ANNUAL GENERAL MEETING NOVEMBER 2004

There was an attendance of 31 members at the second AGM of the Network held, by kind permission, at the offices of Research International. Peter Bartram, Chairman of the Steering Group, began by reviewing the highlights of the year. Two very successful lunches had been held – at the Singapore, for which sponsorship was not sought, and the House of Lords, hosted by Lord McIntosh and sponsored by him and 13 of his friends and former colleagues. The financial affairs of the Network were sound, with an accumulated surplus of around £2,000, in spite of allocating some funds to support the lunches. Peter also referred to the member-support aspects of the Network, after having recorded the sad passing of several well-known members during the year. It was agreed that such support might be offered on a voluntary and informal basis or, where appropriate, by referral to the MRBA. It was agreed that surplus funds might in the future be used by making a donation to the MRBA or by developing the communications side of the Network, for instance the website.

During discussion several things were agreed:

- the maximum charge for lunches could be raised from £20 to £25 though it was emphasised that this was indeed a maximum
- the Network did not need a formal constitution and that decisions would continue to be reached informally by consensus at the AGM or by delegating them to the Steering Group
- as at present that, although the suggested membership fee would be £25, no-one who chose to volunteer less, either through financial hardship, or by infirmity or distance from London, which might preclude full participation in activities, would be excluded
- the Network, although constituted as a club, and registered under the Data Protection Act, did not need to produce audited accounts, given the present level of turnover. However, on accountants' advice, it was considered prudent to register as a club with the appropriate local Income Tax Office although no liability for tax was likely to be incurred
- that the members of the Steering Group would serve for another twelve months. George Brzezinski had resigned and tribute was paid to the work he had done, particularly in increasing membership. Jane Bain was warmly welcomed on to the Steering Group and would take on various duties including international membership
- Peter Bartram, having announced his own intention of resigning the Chair at the end of 2005, said he believed that the office should be rotated, although not for any a set period, and this was agreed.

Tom Punt gave a description of the low-key website that he had set up and it was agreed that this should continue at negligible cost to the Network. Looking to the future it was agreed, at the suggestion of Ed Ross, that a domain name should be registered against the possibility of developing the website in the future. Members were encouraged to visit the website and to tell the Steering Group what they thought of it and also to submit items for inclusion. Generally it was emphasised that the Steering Group welcomed feedback of all kinds about the activities and publications of the Network.

The Meeting ended with a strong vote of thanks to Peter for his splendid idea in setting up the Network and for his Chairmanship to date and agreement to serve another year. He, in turn, expressed his thanks to the Steering Group for their hard work in support of the Network.

THE MARKET RESEARCH BENEVOLENT ASSOCIATION



Again we ask you to remember the MRBA, both to help its work by your donations and to refer to the Secretary-Treasurer, Gill Wareing anyone 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. Gill's address is on page 2 and her phone number is 01737- 379261.

Linda Henshall is seeking donations to a Silent Auction she is organising at the MRS Conference 16-18 March 2005. Ideally gifts for this Auction would be one-off items of no discrete monetary value such as tickets for musical events that are hard to get, use of a holiday home or temporary use of a chauffeured car.

Bidders put in a confidential written bid and, naturally, the highest bidder gets that prize. All money raised will be donated to the MRBA.

If you, or your company, are able to offer gifts such as these please get in touch with Linda at The New Fieldwork Company, 3 Simplemarsh Road, Croydon Surrey KT15 1QH or, better still, phone her immediately on 01932 830083 or email her at lindahenshall@newfieldwork.co.uk These details are also on the Network website.

MADELEINES AND METHODOLOGIES

We are honoured to have a posthumous contribution from Tom Corlett, whose obituary is on Page 8. This is in verse form and was published in Applied Statistics Vol.12 No. 3, November 1963, and adapted and used by him as a summary of the points he made in opening the discussion on a paper entitled 'Multiple Regression and Marketing' read by John Clemens and Paul Duncan-Jones at The Market Research Society Conference at Eastbourne, 13–14 February 1964. It deals with the pitfalls of multiple regression and the philosophy of cause and effect.

BALLADE OF MULTIPLE REGRESSION

If you want to deal best with your questions
 Use multiple regression techniques:
 A computer can do in a minute
 What, otherwise done, would take weeks.
 For 'predictor selection' procedures
 Will pick just the ones best for you
 And provide the best-fitting equation
 – For the data you've fitted it to.

But did you collect the *right* data?
 Were there 'glaring omissions' in yours?
 Have the ones that score highly much *meaning*?
 Can you tell the effect from the cause?
 Are your 'cause' factors ones you can act on?
 If not, you've got more work to do;
 Your equation's as good – or as bad – as
 The data you've fitted it to.

But it's worse when new factors have entered
 The field since your survey was made,
 Or even the old ones have varied
 Beyond all the bounds you surveyed.
 Has your leading competitor faltered?
 Have you got, with old brands, one that's *new*?
 This won't have come in your regression
 Or the data you've fitted it to.

So 'get with' the Efroymsen programme.
 And list out your factors with zeal,
 With their sesquipedalian labels
 And wonderful client appeal.
 But, brothers, please always remember,
 Be you Marplan or Schwerin, or who–
 Your optimum only is bonum
For the data you've fitted it to.

If, like us, you didn't remember, *sesquipedalian* means 'long and ponderous – given to the use of long words'. The *Efroymsen programme* was a computer algorithm for stepwise multiple regression analysis, developed by M.A. Efroymsen. *Marplan* was the research arm of McCann-Erickson and *Schwerin* was an American research company with a British subsidiary that specialised in advertising effectiveness research. There is a link (*Marplan*) between this feature and the next. Tom was, of course associated with a rival agency set-up (*BMRB/J. Walter Thompson*).

News of Members

We are happy to publish news of members who are incapacitated, or who for other reasons find it difficult to keep in touch, but might welcome visits, letters or phone calls from their old friends and colleagues.

Michael Wilsdon has moved to a nursing home in Chiswick as he is almost immobilised by a variant of Parkinson's disease. His son writes that he would welcome visits from any of his old friends... "Some days he is very sleepy and unable to concentrate or speak coherently, at other times he is his old, objective, analytical self". Network members thinking of visiting Michael might like first to contact the nursing home: St Mary's Convent and Nursing Home, Burlington Lane, London W4 2QE. Tel: 020 8994 4641 (Matron: Liz Smith).

Ancient Wisdom 'Eyes that see do not grow old' *Nicaraguan proverb*

MADELEINES AND...MINEFIELDS! –THE BIRTH OF YELLOW PAGES

Harry Henry is, so far as we know, our oldest member, a founder member not only of the Network but also of The Market Research Society. Born in 1916, he graduated from the LSE in 1937 and his first job was as head of the one-man research department of the advertising agency Colman, Prentis and Varley. After war service as a gunnery officer and then as Staff Officer (Statistics) in Montgomery's 21st Army Group, he set up a research subsidiary for CPV and then joined McCann-Erickson in 1954, becoming the first Managing Director of their research agency subsidiary, Marplan, in 1956. In 1961 Harry left Marplan to become Marketing Director of the Thomson Organisation, then one of the largest media giants. His 'remembrance of things past' follows.

Early in 1964, what is now British Telecommunications (BT) but was then the Inland Telecommunications Division of the British Post Office, having decided that its scrappy 'classified directories' were failing to take advantage of a major opportunity, and stimulated by envious glances at the 'Yellow Pages' phenomenon in the United States, invited tenders for the handling of advertising in telephone directories for the whole of the UK.

This was of immediate interest to the Thomson Organisation, which had been a prime mover in developing the 'classified revolution' (first in regional newspapers then in nationals). We – I was its Marketing Director – but more especially Roy Thomson himself, could see the potential, and set up a task force to plan the tender. We also enlisted the good offices of Reuben H. Donnelly Inc (who had invented Yellow Pages in Chicago in 1882, and were currently handling around half of all the Yellow Pages operations in the US). Our efforts were rewarded; in August 1965 Thomson Directories (of which I was appointed Chairman) was awarded the ten-year contract for the sale of advertising space.

But there was a minefield ahead. Most of our sales operation was going to be by telephone, and telephone selling involves very strict demands on performance — no results, no job. This was very far from the situation prevailing in Fleet Street, where the iron grip of the unions rendered this sort of technique quite out of the question, and although Thomson Directories was not a newspaper, I knew enough about how things worked to be very uneasy. I therefore insisted that its offices should be outside the bailiwick of the London branch of the union that would consider itself concerned (NATSOPA) and in consequence we took some newly built premises in Farnborough, Hampshire. These were formally opened by the Rt. Hon Anthony Wedgwood Benn – later to be known as Tony Benn – who was the last Postmaster-General (the post was abolished in 1966 when he became Minister of Technology – and wished Concorde upon a helpless Britain).

I was aware, though, that this would only suspend the problem. Although our bright young MD argued that there was no reason why the business should have to be unionised, that merely reflected his inexperience. As I pointed out (a) the contract obliged us to permit our staff to unionise if they wanted to and (b) the only outputs for Thomson Directories' activities were through printing and publishing operations which were themselves fully unionised and in effect closed shops – as was the case with HMSO, which was going to do the printing – and could at any time (or at the request of NATSOPA) refuse to handle anything coming from a non-union shop.

However, 'union' did not necessarily mean NATSOPA; any union would do, provided it had a clerical branch. We picked on the Union of Shop, Distributive and Allied Workers (USDAW) whose advantages from our point of view were, among others (a) that it was by no means a militant union, (b) that our rates of pay were in general rather higher than those of most of its members, (c) that it would not demand a closed shop, (d) that it would not interfere with hiring and firing procedures, except in cases of alleged injustice, and (e) that it was not a member of the Printing and Kindred Trades Federation so that any dispute that might arise between it and us would not automatically be extended to the *Sunday Times*.

A friendly hint, and making the refectory available for missionary activities, meant that within a couple of weeks some 60% of our staff were in membership. And not a moment too soon: within a week, NATSOPA entered the lists in the person of its General Secretary, Dick Briginshaw, the Terror of the Press Lords. The super-militant leader of the most militant union in the country, whose goings-on were kept secret even from Royal Commissions on the Press until Rupert Murdoch uncovered the seething mass of Old Spanish customs, he knew every trick of the trade. He had other aspects, too: as Thomson's Marketing Director I had the task of paying a very large subscription to a very small company (nominally headed by Joan Wing whose day job at NATSOPA was as his personal assistant) for a quarterly report on 'The State of Fleet Street' consisting of twelve pages mainly lifted from the *Economist*. To my mild protest Roy Thomson's answer was 'better pay it – it'll keep him quiet for a bit' which – for anybody who knew Roy's passion for saving every last penny, says a good deal. In 1974 Harold Wilson made Briginshaw a Life Peer, though it was not until 1982 that NATSOPA brought an action against him and Joan Wing for alleged misappropriation of union funds, a case dropped in consideration of a payment of a mere £190,000.

His wrath when he discovered what was going on was almost unimaginable. But though he breathed fire and slaughter, the final ruling from the TUC upheld what was then known (and maybe still is) as the Bridlington Agreement – if one union is firmly established within a company, no other may intrude or poach. That minefield cleared, we assumed we were set to move to the sunny uplands.

Alas for our innocence: the printing, publishing and distribution of the directories remained in the hands of the Post Office which (together with Her Majesty's Stationery Office) provided a miracle of bureaucratic incompetence, obstruction and production delays, and it was the best part of five years before Thomson Directories moved into profit (by which time I was no longer involved). Towards the end of the contract, though, the profits were highly satisfactory, which is why when it came up for renewal the Post Office re-sited all the goalposts, proposing terms which no man in his senses would enter into. Two American innocents, General Telephones and Electronics and International Telephones and Telegraphs, learned the hard way how to operate in Britain. But that is another story and not mine.

LIFE AFTER MARKET RESEARCH

Two of our members, Jennifer Bowen and Ed Ross, have written accounts of their, very different, lives 'after market research'. We hope to make this a regular feature if enough of you are inspired to write similar accounts as interesting as these.

Jennifer Bowen

When Jennifer Bowen retired she decided she would move to a Cathedral city. She chose the lovely city of Salisbury.

She writes:

MY LIFE IN SALISBURY

"You're retiring to Salisbury – what on earth is there to do there?" Answer, far too much!

So what have I done, and do I do?

The Cathedral

- I am now an Administrant and Server. I sometimes carry a Taper (candlestick) for services and sometimes administer the Chalice, as one of a team.
- I am part of the team that serves coffee after the main service on Sunday, on duty about once a month. As part of that team we are also asked to help at other times e.g. Confirmation Tea.
- I occasionally sing in the Congregation Choir.

Southern Cathedrals Festival

This is a very important Festival of Church Music that happens every year between the Cathedrals of Chichester, Salisbury and Winchester.

I was first involved in 1988 and from 1991-2003 was the General Administrator and Chairman of the Salisbury Committee which organises everything except the music. I decided to retire in 2003.

Harnham Water Meadows Trust

The famous water meadows almost in the centre of Salisbury are owned and managed by the Trust. I am the Chairman of

the Friends, who fund-raise, work on the Meadows, run social events, take public walks etc etc.

OTHER SALISBURY ACTIVITIES

I belong to

- NADFAS (National Association of Decorative & Fine Arts Societies). I have served on the committee and was Chairman for two years.
- National Trust local Association. I was Chairman for seven years.
- The English Speaking Union local branch. I was secretary for several years.
- Civic Society. I was on the Programme Committee for several years.

In addition there is a *great deal* of music going on and we have an excellent Playhouse.

OUTSIDE SALISBURY

I am the Wessex Region representative of the Friends of the Historic Houses Association and organise and run a number of Day Tours to 'not often open' Houses in the six Counties that make up the Wessex region.

And, not least, I am the West of England Welfare Officer for the MRBA!

Living in Salisbury is a bit like living in an Anthony Trollope novel – with Joanna Trollope overtones!

Ed Ross – Mature Student

Sitting in one of my anthropology seminars at SOAS (The School of Oriental and African Studies), I felt I understood why John Goodyear had studied anthropology. Of the fifteen people there, the other fourteen were attractive women from every corner of the world. Almost all were much younger than me, but that could also be said of the teaching staff. Being a 'very mature' graduate student was always going to make me non-standard, even in those classes with a more balanced gender ratio.

When I thought about doing an M.A. course, I wasn't at all sure how it would work out. I was entering an area where I had no expertise, vastly different from my computing background. It had been almost forty years since I had written an 'essay' or even thought about taking an exam. Most of all, I was really nervous about fitting into the world of another generation.

I was keen to try. I enjoy my consultancy work, and the boards/committees, but thought academic work would add more of an open-ended challenge. I chose anthropology; I've

always been interested in different cultures and like the small-scale specificity of its approach.

My initial concern was whether I would be accepted on a course. My degree was in Mathematics – could I get into a social science graduate course? I needn't have worried. For the shamefully under-financed UK academic sector, running 'taught Masters' is one activity that generates cash. This means they'll usually give a solvent, interested mature applicant the benefit of the doubt. I had to choose an institution. LSE was a possibility, but SOAS offered a different atmosphere – funkier, smaller, with a fascinating international student body. It feels almost part of the Third World. (It also sometimes operates that way, with all the efficiency of a 1970s Indian Railway station. You can't have everything).

I took my course 'part-time', over two years, rather than 'full-time', over one. I wanted enough time to continue my professional activities, and also to be able to take a family holiday. I prefer taking time over the course – I'm not in a

hurry. Taking two years allowed me to go beyond the basic course requirements. I attend several other courses, at SOAS and nearby UCL. I've always had a smorgasbord problem, inevitably over-filling my plate, and doing the same at the intellectual smorgasbord a University affords. I audit more courses than I can really keep up with, but something of each rubs off. I also often attend (related or unrelated) evening lectures. There are hundreds such each week around Bloomsbury, but I was totally unaware of these when I worked in Bedford Square. Universities exist in a world of their own.

In class I get along very well with the other students. There is no particular consciousness of age difference during the discussions. The division is mostly between those few, like me, who talk a great deal, and the more silent majority. Like many people who have been managers, I suffer to some degree from 'chairmanitis', a tendency to feel that what you say is important and definitive, and a style of sounding authoritative whether or not you know much about the subject. It sets me off, but then every student has her/his own style. Some are passionately intellectual, committed to concepts and grand ideas. I don't think I've ever been like that, but they offset my natural pragmatism. My 'fitting-in' stops if I'm in the student bar. I cannot easily join in the social conversation of a group of twenty-five year olds. My interests and lifestyle are too different. I might feel 'young again', but don't have the musical tastes of the young. I've made some good friends among the students, but these are all among the older students.

I still do consultancy and often leave 'studenty' SOAS for lunch meetings at up-market Soho restaurants, returning to SOAS afterwards. This isn't confusing – it is like driving on the right in France, and automatically switching back to the left in the UK. Of course what I do/say in each of these arenas is influenced and changed by what I am doing in the other. I need to be one person, not two.

I'm doing well in the course. As I should, given all the advantages I have. I have more time, hugely better computing

facilities, and can afford to buy books rather than wait weeks for library copies. I can remember events the others can only read about. The advantage of an extra thirty-five years of lived experience and background reading is tremendous, especially as anthropology nowadays so overlaps politics. This doesn't mean getting through the courses has been easy. I have to do course papers, and in each case I do far too much research and take far too long. Partly this is being out of practice, but also it is fun. This is very much the sort of 'open-ended intellectual challenge' I fancied. But, I overdo it, aggravated by the fact that SOAS doesn't penalise graduate students for late papers. Bad for us natural procrastinators, and never-finishers. I sit today surrounded by thirty plus books and innumerable articles, working on my essay due five weeks ago. Eventually I get fed up with the exercise and actually write the paper. In every case doing it has taught me a lot.

I'm much less of a fan of exams. I had one course exam last year – my first written exam in forty years! I got a good grade, but it was really traumatic. I spent weeks over-preparing, doing a thin review of vast amounts of material. Would my short-term memory hold-up? (Students shouldn't have 'senior moments' about subjects). Having to be bright-on-demand, over precisely three hours, seems such an odd concept. I was having medical problems with my wrist, so I was allowed to use a computer for the exam rather than handwrite it. This was a mercy for the grader – I haven't handwritten anything longer than a picture postcard for decades, and having to understand many pages of my illegible handwriting would be a major accomplishment. This year, I made sure to take only courses which don't require exams.

The course finishes this summer. I'm not sure what will come next. Meanwhile, I'm talking to SOAS staff about their establishing a truly worldwide, extremely multi-lingual, Internet interviewing system. Plus a change...

BOOKMARKS

At least a couple of our members have been busy writing for general publication. Again let us know if you are going into public print and you might persuade some of our members to buy your book, especially if, like these contributors you are willing to donate the proceeds, or at least some of them, to the MRBA.

LOST ELYSIUM — RICHARD PIPER

*'...Where a few surviving hedges
Keep alive our lost Elysium – rural Middlesex again.'*
John Betjeman (Lost Elysium)

The 'Metro-land' phenomenon was created by the Metropolitan Railway to develop traffic on its lines by promoting the areas it served (in Middlesex and to some extent Bucks. and Herts.), initially as places to visit for country rambles but then quickly as places to live, the Railway itself being directly responsible for a lot of the housing development. The demand for new houses was growing, particularly after the Great War. The supply of land existed in the agriculturally depressed countryside and public transport provided the link between the two. The unique aspect of the Met lay in its early identification of the opportunity and the active steps it took to capitalise on it, not only by building houses but by creating Metro-land as a desirable place to live, with both a physical location and one in the country of the mind – via advertising, an annual sales brochure and associated marketing material.

Lost Elysium by Research Network member Richard Piper focuses on the development of six Metro-land villages: Wembley, Harrow, Pinner, Eastcote, Ruislip and Ickenham. He has used contemporary published accounts from the 1870s to WWII using books that he has collected, followed by personal observation of these 'villages' as they are today, in order to establish what they were like originally, what promises (by the developers) and warnings (by the conservationists) were made as they were being developed and how the promised 'homes in the country' look today. Richard Piper has personal connections to a greater or lesser extent with all the places, including his early childhood in Wembley, starting his AGB career in Eastcote and now living in Ickenham.

LostElysium? is being published on 28 April by The Book Guild at £15.95 (ISBN 1 85776 889 2) but Network members can have a signed and/or dedicated copy. For each copy sold this way Richard Piper will be donating £1 to MRBA. To find out more about the book visit www.lostelysium.com. To place an order contact the author on 01895 634348 or richardjpiper@btoopenworld.com.

OUR OWN HISTORY – IAN BLYTHE

Production of **Ian Blythe's** 'The Making of An Industry', a History of The Market Research Society 1946-1986 is running late, but it will be worth waiting for. **We apologise for the delay but those of you who have sent cheques via the Research Network will not be debited until the book is despatched.**

For those of you who have not yet undertaken to buy it, we can recommend this fascinating history of the achievement of a generation of market researchers (many of them now members of the Research Network) who built the British market research industry and the MRS in the forty years following the end of the Second World War.

The MRS is a society of individuals, so much of the story is about people. Ian Blythe has detailed the backgrounds of many of the personalities who helped shape market research into a £200m industry by 1986 and £1bn by the turn of the century, for, in many ways, it is their story. The original manuscript for the book was written in the late '80s to coincide with the fortieth anniversary of the founding of The Market Research Society, but it was never published. It has been left virtually unchanged and therefore views the development of the Society from that viewpoint in time.

The book provides a pleasantly nostalgic stroll down memory lane, especially if you were there. It is sponsored by the *Economist* and all proceeds go to the MRBA.

To obtain your copy send your cheque for £12.50, payable to MRBA (which includes postage & packing) to Jackie Lomas, The Market Research Society, 15 Northburgh Street, EC1V OJR.

Not Forgotten

Tom Corlett 1921–2005

John Davis writes:

Tom Corlett died on 13th January 2005, aged 83. He had suffered a stroke some months earlier, but had been recovering until he contracted pneumonia and was taken into hospital where he died after a short stay.

Tom went up to Oxford to read Classics but war service as a Navigator with the RAF intervened, and on demobilisation he switched to PPE. From Oxford he joined the Government Social Survey where he became head of the sampling department. In 1956 he joined the British Market Research Bureau as a Research Group Head, and from 1959 onwards specialised in readership research with the IPA National Readership Survey.

In 1966 Tom moved from BMRB to JWT to head the agency's Media Research Unit, where his work led to a series of technical papers, the award of Honorary Fellowship of the Institute of Practitioners in Advertising and international recognition in the field.

Tom's work in media research was largely concerned with the measurement of readership size and composition and improvements in methodology, but he never lost sight of the human aspects, leading to studies of the influence of different media on audience behaviour, or of the 'use' women in particular were making of media occasions.

While most of Tom's writing was concerned with research topics, two papers published by JWT as agency booklets were linked to wider aspects of his life. Both had their origins in Tom's Methodism and political beliefs on one side and his career in advertising and market research on the other. In one paper he explored the questions of whether advertising was a job an honest man could do, and in the other whether a daughter should be allowed to marry an advertising man.

As a colleague Tom was ever ready to discuss a problem, helping to reach a solution or to suggest different approaches which might lead to one. His dissection of a topic or a problem area was always firmly based and clearly expressed whether in writing, in committee or in a one-to-one discussion, a clarity of expression much appreciated by fellow examiners in the MRS and the Institute of Statisticians. Who but Tom could have delivered the Ballade at a major conference, using the format to perhaps soften his comments, but still ensuring that his message came over loud and clear. While the paper on which he was commenting has long been forgotten, Tom's words are still relevant – and still a model of the true researcher's approach.

Peter Hyett 1918–2004

John Barter writes:

Peter, who died on 1 October 2004 at the age of 86, was an idiosyncratic but significant leader in the early days of the market research industry, and he was active in it for over forty-five years.

After earlier experience in the RAF, Peter developed an interest in economics and as a result was awarded a rare Mature State Scholarship. In the meantime he had various jobs as a sales representative and, in keeping with his scurrilous sense of humour, always maintained that he pursued his studies 'while travelling in ladies underwear.'

After graduating from the LSE, Peter joined the newly formed NOP in 1958. The *Daily Mail* wanted its own opinion poll to compete with Gallup in the *Daily Telegraph*, and he was recruited to give it statistical legitimacy. With Peter as its MD, NOP soon began to undertake commercial research projects and in 1965 it was launched as a full service market research company.

With a fine analytical mind, Peter was good at making decisions and could be a helpful and supportive boss provided that you met his requirements in ability and attitude. Though not always tactful or patient with clients, at NOP he built a strong team including four future chairmen of the MRS.

By the end of 1966, his colourful outlook led him to become rather irked by the constraints on his independence. Having made a great contribution to the establishment of NOP as a successful business, he decided to accept an offer to set up a market research company in Sri Lanka. Later, on returning to this country Peter worked on the client side with General Foods and later the Post Office, where he remained until his first retirement

Peter's final enterprise was to set up Telephone Surveys Ltd in Northampton in 1982. He used his vast experience to good effect, and once again demonstrated his talent for picking a good team. Yvonne Saxby and Rachel Heap joined Peter early on, and for the last few years have run the business very successfully, although Peter remained involved right up to his death.

With Peter's death, research has lost a talented practitioner and a true eccentric.

Krishnaier Parameswaran 1924–2004

Krishnaier Parameswaran died in August 2004, aged 90. He was a pioneer of marketing research in India, founding a marketing research department (IMRS – Indian Marketing Research Service) in 1954 at the then D J Keymer Pvt. Ltd., Mumbai, India. The company evolved through several name changes and is currently known as Ogilvy and Mather, India, a unit of the WPP Group.

Krishnaier Parameswaran was the first Indian to be awarded an FSS (A Fellow of the Royal Statistical Society) for Applied Statistics (Marketing Research). He was a member of the Royal Statistical Society and The Market Research Society since the early 1960s. He retired from Ogilvy and Mather, India in 1974 but continued with them as a consultant for two more years. Since 1976 he had been living in the United States where his son Ravi Parameswaran is Professor of Marketing, International Business and MIS at Oakland University, Rochester.

FEEDBACK AND CONTRIBUTIONS

Your contributions and comments on any aspects of Network activities are sought.

Comments may be given to any member of the Steering Group whose contact details you will find in the Contact Directory distributed in Summer 2004. Members of the Steering Group are Jane Bain (International membership), Peter Bartram (Chairman), Jane Gwilliam (Events Organiser), Linda Henshall (MRS liaison), Tom Punt, Phyllis Vangelder (Joint Editors Newsletter) and Frank Winter (Data Protection and other regulatory matters).

Please send Newsletter contributions to Phyllis Vangelder at 17 Kenelm Close, Harrow HA1 3TE or by email to p.vangelder@btinternet.com. The next Newsletter copy date is 30 June 2005.

**IF YOU HAVE NOT ALREADY DONE SO PLEASE SEND YOU MEMBERSHIP RENEWAL FORM AND (VOLUNTARY) ANNUAL SUBSCRIPTION TO GILL WAREING AT:
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THE RESEARCH NETWORK

QUESTIONNAIRE ON COMMUNICATIONS

Please complete and return this questionnaire regardless of your use, or extent of use, of any computer.

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 NEITHER GO TO Q.6

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Q.2 On at least one of these computers do you have Internet Access?

- YES – Dial-up Connection GO TO Q.3
 YES – Broadband GO TO Q.3
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Q.3 How often do you use the Internet, other than just for reading your email?

- At least once a day
 Every 2 or 3 days a week
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Q.4 On the computer you use for Internet Access do you have the Adobe Reader for Portable Document Files (.pdf files)?

- YES GO TO Q.6
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Q.5 A pdf (Portable Document Format) reader is available as a free download from www.adobe.com. The advantage of this format is that it produces a smaller file and therefore takes less time to download than a Word File and is available to those who do not have, or use, Word. If, in future, the Newsletter were to be sent out as a pdf file, rather than a Word file, would you be prepared to download this reader?

- YES
 NO

Q.6 Have you ever visited the Network website at <http://members.aol.com/resnews/UPDATE> either on your own computer, a friend's computer or a public access computer (such those in many Public Libraries)?

- YES
 NO Any particular reason why not? – PLEASE WRITE IN BELOW
