

THE RESEARCH NETWORK NEWSLETTER

Editors: Phyllis Vangelder and Tom Punt

Winter 2008

THE WAY WE ARE NOW – THE GOOD NEWS

We are often asked whether we have any really *good* news to tell you, especially after we send you sad news. As we enter on the second half of our first decade the first piece of good news is that our numbers stay steady, we are financially very sound and we all seem to be enjoying ourselves whenever we meet together.

The second piece of good news is that at this year's AGM, we received some useful suggestions for changing or expanding our activities. Collectively we should welcome constructive criticism and the Steering Group really does aim to respond and examine every suggestion. There are so many ways you can provide such criticism outside the AGM, by emailing any member of the Group, starting a discussion thread in the website FORUM (email the webmaster if you don't know how to do this) or just button-holing us when you see us.

Another thing to cheer us up is that, as we write this we have just completed our events plans for the 2008 season, a remarkable achievement by our events coordinators, and, furthermore, we hope to hold the price for both lunches this year, again a piece of good news in a year where real inflation for all of us is likely to escalate quite sharply.

It is remarkable when we meet to see how active and busy most of us are still. We hear great plans being made for holidays, new experiences and ventures. Please let us know when you achieve something (get a new degree, acquire a new skill, even become a great grandparent for the first time). We want to publish *your* good news.

It was a cause for celebration that Roger Jowell received a richly-deserved knighthood for his services to social research in the New Year's Honours and we hope market and social researchers continue to be recognised in this way at the national level. We are sure several of our members deserve such recognition.

But don't wait until you get that gong to tell us about it — many of you might receive honours of a more modest kind and we would still like to hear from you if you are elected to your local council or get another degree or diploma. So don't wait until you can modestly whisper your success at the next Network lunch — tell us as it happens. We can't tell the world unless you tell us.

So here's to the next five happy years and more good news!

THE 11th NETWORK LUNCH AT THE HOUSE OF LORDS

On November 1st 2007, duly security-checked and labelled we processed to the Cholmondeley Room with its lovely riverside terrace, on a remarkably good day for the time of year. The one market researcher with a life peerage, our member Andrew, Lord McIntosh of Haringey, had kindly invited us back to these august surroundings for our Autumn Lunch. The food and wine were good and plentiful and the general spirits high so we were definitely in the mood to celebrate the fifth birthday of the Network and to meet all our old friends and also welcome new members. A splendid occasion and one which received general acclaim when we said our rather reluctant goodbyes, some of us to resume at the crowded local hostelrys whose landlords must have known that the Network was in town again. Thanks are due to Andrew, the House of Lords staff, to the generous sponsors who enabled us to keep the cost of tickets at £25 and to Jane Bain and Jane Gwilliam, our organisers.



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There is a full set of pictures on our website www.research-network.org.uk

ON OTHER PAGES

Page 2: THE WAY WE WERE /NEW MEMBERS

Page 3: MRBA: SPRING LUNCH AT THE GEORGETOWN RESTAURANT

Page 4: WHO ARE WE? Tom Punt Page 4/5 THE RESEARCH NETWORK AGM

Page 5 to 6 SARTORIAL ADVICE FOR THE UNINITIATED Hugh Bain

Page 6: PHYLLIS VANGELDER VISITS THE MUSEUM OF BRANDS, PACKAGING AND ADVERTISING

Page 8 to 9 THE MRS AND ITS MEMBERS: Dialogue Needed? Peter Bartram

Page 9: CALL FOR NEWSLETTER CONTRIBUTIONS: THE WEBSITE: THE STEERING GROUP

Page 10: NOT FORGOTTEN

THE WAY WE WERE

Peter Bartram's selections from MRS Newsletters of yesteryear

35 years ago (1973):

- "Statisticians can be tyrants," said Simon Broadbent at an MRS November Luncheon Meeting. "The figures they use can be the prison and chains with which they try to bind us.... If (a researcher) talks only about the statistical significance of his results ... he betrays, in my view, his ignorance or, much worse, his deliberate neglect of prior experience ... we are not in the business of proof, we are in the business of help."
- In an advertisement for her fieldwork company, Mary Agar said: "On a job involving 10,000+ pre-selected interviews, our response rate was 85%. It wasn't easy, but the client needed it, so we got it." (Can anyone say that nowadays?)
- Michael Foot's love affair with our industry was signalled in the Newsletter by his oft-reported opinion that "(I have) always regarded public opinion polls, audience ratings and a sizeable chunk of what passes under the name of market research as tosh, and dangerous tosh at that."
- In May, a letter from James R Adams: "I would like to register the strongest possible objection ever to holding a conference in Brighton again. The hotels are clearly totally disinterested in our needs and, since we persist in returning year after year, they have no incentive to improve." As a result of this and other similar comments, at the May Council meeting a decision was made to seek a new venue.

And 30 years ago (1978):

- Ivan Gale died, having served as Secretary to the MRS from 1971 to 1977 when his final fatal illness forced him to retire. Andrew Elliott wrote of him: "Like many a conscientious civil servant he would shun the limelight but give of his best effectively, with charm and that element of human warmth that made it a pleasure to do what he asked.... a man of probity and integrity in whom MRS Members reposed their trust: our affairs were in good hands."
- In an advertisement for DRS (Data and Research Services), featuring testimonials by their various clients, John Samuels of the COI provided a different kind of support: "Malcolm Brighton (Head of DRS) is extremely ambitious, exceptionally clever, desperately ill-organised, completely without 'side', only marginally devious, can walk down a flight of stairs on his hands, an unfailingly interesting conversationalist, and altogether a bit of a sweetie."

And 25 years ago (1983):

- In April, letter from Graham D York: "Madam: The following appeared in the March Newsletter: AA, ACORN, ADS, AGB, AGM, AIDCOM, AMA, APG, AGRP, (and he continued through the alphabet with a further 108 acronyms, ending with)... SOCMAR, SOFRES, SOS, SRA, SRG, SSRC, THP, TV, U&A, UAC, UK, UNIX, US, USA, VAT, VAX, and VDU. Ouch. TTFN, GDY."
- In May, a letter from Kit Molloy: "Madam: May I correct one slight misinterpretation in John Wigzell's entertaining bulletin from Brighton? He reports that during the Conference, Bert de Vos and I were "rarely without a covey of beautiful girls." The girls were with Mr de Vos. I was only present because I was trying to get myself a job at Masius."

NEW MEMBERS

We send a hearty welcome to the following members who have joined us since January 2007, some of whom may be reading this Newsletter for the first time. We would also send a special invitation for you to contribute to the next edition of this Newsletter. **Lesley McLagan, Sue Robson, Pat Connolly, Bob Dance, Mike Kerry, Julian Pounds, Rita Gallinari, Roger Holland, Brian Roberts, Pam King, Bernard Hudson, Jerry Thomas, Paul Charlton, Jan Hodgton, Margaret Martyn (rejoined), Denis Lawson. Pat Brown, Tom Smart, Dinah Bisdee, Jeff Valentine and, Bob Thomas. We have already met some of you at Network social events or the AGM and look forward to meeting you (again) in 2008.**

THE MARKET RESEARCH BENEVOLENT ASSOCIATION



We must always keep in mind that the MRBA was a springboard for the foundation of The Research Network, initially offering advice and, if needed, money for development. In the event no money was needed but the Network continues to have strong ties to the MRBA. These ties encourage Network members first to bring to the attention of the MRBA any cases that might be suitable for their help and also encourage individual and joint support for the MRBA. The MRBA now has, in association with NABS, a new help line which is 0845 652 0303 and this number may be used, in confidence, if you are in need of help yourself or if you know anyone who may be in need.

Equally if you wish to enquire about making a one-off or regular donation to the MRBA use this number or write to the Secretary/Treasurer of the MRBA, Samantha Doyle at 24a Portsmouth Road, Camberley, Surrey, GU15 1JX.

Once again Linda Henshall is organising a silent auction at the MRS Conference in aid of the MRBA. Please contact Linda at 01932 830083 if you or your company have prizes to donate or if you wish to bid.

The Search for New MRBA Regional Welfare Officers: Can you Help?

Following the greatly regretted resignation of Jennifer Bowen, the MRBA is searching for her successor as Regional Welfare Officer covering Southern England from Sussex to the South West. There is also a similar vacancy for Northeast England.

The work mainly involves visiting and evaluating potential claimants, helping them to complete the application process, and maintaining contact, to ensure that the MRBA keeps abreast of claimants' changing needs. The appointment is unpaid apart from expenses incurred, but is very rewarding and normally takes up less than five hours in a typical month.

If any reader of this Newsletter can volunteer – or knows anyone who might be persuaded – to take on this work across either of these regions, please do get in touch with Samantha Doyle, Secretary/Treasurer of the MRBA at marketresearchba@yahoo.co.uk or tel: 0845-6520303.

THE TWELFTH RESEARCH NETWORK LUNCH AT THE GEORGETOWN RESTAURANT APRIL 17 2008



This is the handsome dining room at the Georgetown Restaurant, 10 London Bridge Street SE1 9SG where we shall hold the Spring Lunch. The cuisine is described as Malaysian Colonial and includes dishes from Malay Chinese, and Indian traditions. You will sit down to 'nibbles' and a welcoming glass of wine and then a buffet meal with plenty of variety and the usual supply of wine. Tickets are £25 — our usual price — and guests are welcome at THE GEORGETOWN at the price of £30. Afterwards we are invited to use the (pay) bar in the restaurant. Order your tickets now, with your cheque, by post from Gill Wareing at 6 Walkfield Drive, Epsom Downs, Surrey KT18 5UF.

WHO ARE WE?

Tom Punt

Well you know who you are (we hope) but who are the others?

We may like to get away from words like 'profile', 'image' and so on but our profile does help to determine what we do, what our objectives should be and how we might develop as an association. So here is a brief description of us. Full data are available from the editors if you are interested.

At the last count we had 246 members, that is after adjusting the last membership list for those members we have lost and gained since it was published. About 80% of us live in Greater London or the South East (mainly Surrey) but we have significant minorities in the South West of the country (6%) and also overseas (also 6%). Many of our most loyal members travel long distances to be with us at social events in London. Thanks to those who do, often incurring large travel and hotel expenses, and regrets to those we haven't yet seen. Could we do anything more for these members who find it difficult to get to London? Let us know.

About two-thirds of us (67%) are members of the Market Research Society, including two MRS office holders, but 33% are not. Of the MRS members 42% are Full Members (most of whom, but by no means all, are retired) and 21% are Fellows., the other 4% being Associate, Affiliate or Honorary Members. The MRS membership proportion is slightly less than it was at the beginning of 2007 when it was 71%.

We do not hold age data on members but, for MRS members, we can cross-reference data on the year people joined. Our oldest member, Harry Henry, was a Founder Member of the MRS in 1946. Forgive us for identifying you Harry but we think everyone knew anyway! We have one other member, who will not be identified at this stage who joined the MRS before 1955, 9% who joined 1956-59, 29% 1960-69, 41% 1970-79, 13% 1980-89 and, we are glad to report, 6% 1990 or after. Although year of joining may be a less than perfect surrogate for age, this does demonstrate that we do have a very wide age range and however young or old all are welcome.

THE RESEARCH NETWORK AGM

Over two dozen members of The Research Network assembled for the fourth Annual General Meeting on 3 December 2007. We are grateful to Research International for letting us meet in their smart modern offices in More Place and for providing the very generous refreshments. Full minutes of the meeting were sent to all those who attended, but here is a list of the key decisions and discussion for those who did not.

- **Review of the years' activities** Chairman Nick Phillips gave a summary focussing particularly on the successful social programme which included the spring lunch at the Hop Cellars, the Summer Party at the Auriol Rowing Club and the prestigious autumn lunch at the House of Lord, thanks to Andrew McIntosh aka Lord McIntosh.
- **Steering Group** The Chairman and all members of the Steering Group, having expressed their willingness to serve in 2008 were duly proposed, seconded and elected for a further year. Peter Bartram who was the key inspiration for the launch of the Network and its pattern of activities, stood down after five years. The Network hopes to continue to make use of his wisdom and journalistic talent. Thanks were expressed to Peter for all he done for the Network. Charles Ilsley had indicated that he would like to be involved and was co-opted onto the Group.
- **Communications** Two Newsletters were distributed, in February and August. The prime purpose of the Newsletters is to act as a record of what had been done by members. www.research-netwrok.org.uk was registered as a domain name in 2005 and the website has been developed as from March 2006, establishing it as a separate organisation. The website is regularly updated and acts both as a bulletin board and a forum for members. All published Newsletters and photographs taken at events are archived.
- **Financial situation** The surplus of £1,520 at the end of the year resulted largely from a high level of sponsorship for the lunch at the House of Lords. It was also pointed out that through the generosity of Research International, no charge was made for holding the AGM and hosting most of the Steering Group meetings held during the year. It would be wrong for the Network to rely on this generosity as a matter of course and provision therefore needs to be made to cover such expenditure if need be.
- **Charitable donations** Last year's AGM delegated decisions regarding charitable donations to the Steering Group. When the year's financial outturn became certain in the autumn, it was decided to donate £500 to the MRBA. It was agreed that the amount donated to the MRBA for the coming year should be left to the discretion of the Steering Committee. The MRBA is the Network's main charity. However, as Research International hosts some Steering

Group meetings as well as the AGM, there may come a time when a donation to the company's favoured charity might be appropriate in exchange for its generosity.

- **Lunches** Nick Philips' proposal to maintain the price of £25 for Network lunches was agreed unanimously.
- **Membership** It was re-iterated that there is no age restriction to Network Membership which is open to all who feel that they may benefit from it. The current membership stands at round 250. This was considered the right level of membership to be maintained, with new members replacing those who had passed away or discontinued their membership.
- **Name Badges** For the first time, those attending this meeting were given name badges. The majority of those present were in agreement that they should be used at the next lunch.
- **Other events** If members want to use the Network to bring together other members with like interests e.g. bridge, opera, jazz, pub quizzes, they are welcome to arrange it themselves. The Network will give publicity and encouragement, but cannot provide financial or organisational support.

SARTORIAL ADVICE FOR THE UNINITIATED

Hugh Bain

Most people now seem to accept that it is beneficial for much of the country, particularly urban areas, to be covered by CCTV surveillance cameras operating in the interest of 'crime prevention' and 'anti-terrorism' measures.

However, as a result of the huge increase in the numbers of people with digital cameras and camera phones, amateur photographers increasingly report experiencing difficulties with the police, private security guards and even members of the public, when indulging in what they regard as a harmless, legitimate activity.

A previous article reported some of my own encounters with the police and although some of them may have acted with an excess of zeal but a shortfall in common sense, their concerns are justifiable in the public interest. I really have no problem with this.

A little while ago, however, as I was standing on the riverside walk photographing a cormorant about to swallow an eel, as one does, I was interrupted by a private security guard telling me in no uncertain terms: 'Sah, you cannot take photographs heah'. Having carried out many research projects in the country, I was able to tell from his accent that he was from Nigeria.

'Oh', I said, somewhat astonished, 'and why not?' 'They (management, I presumed) sent me to tell you not to photograph their building'. 'Oh, really' I said, 'I have no wish to photograph their building. It's one of the ugliest buildings I've ever seen and besides, I couldn't have been taking pictures of it as I had my back to it. In fact, I was photographing that cormorant over there' (which of course by then had swallowed the eel and flown off).

Somewhat annoyed, I went on 'I'm on a public walkway and I'm perfectly entitled to photograph whatever I like in public'. Anyway' I continued 'I'm a citizen of this country and an honest person, not a thief.'

His response to this broke me up: 'This is private property', he replied 'and HONESTY isn't written on your forehead'. I think he won that round, I thought, as we parted company .

Just the other day, too, while photographing a parakeet from the public walkway in front of a rather grand house on Chiswick Mall, I was again interrupted by the owner, a woman with an imperious manner, shouting irately at me from her doorstep: 'What do you think you are doing?'

Somewhat shell-shocked, the only reply I was able to come up with on the spur of the moment was a somewhat apologetic: "I'm photographing a parakeet." The parakeet, sadly, didn't deign to reply and immediately flew off across the river in the general direction of Barnes.

It would seem that the 'old money' residents of Chiswick Mall (or 'Old Chiswick', as some prefer to describe the locality) believe they own all of the space that surrounds them and even the creatures which inhabit it. Unwittingly, it would seem, I had outraged the woman by committing an act of virtual theft of her parakeet.

Weighing the temptation to insist on my right to photograph whatever I wished in the public domain against the strong likelihood of further infuriating the woman, wiser counsel prevailed and I made myself scarce before she sent for the police, with the distinct possibility of my ending up in the Guinness Book of Records as the oldest

person in the country so far to be awarded an ASBO.

As I made my retreat from Chiswick Mall, along Upper Mall, and then down Lower Mall, back to Hammersmith (previous readers of these idle jottings might be familiar with the implications of this particular pilgrim's progress) I began to wonder whether the distinctive subcultures to be found in this part of West and South-West London might interest students of urban anthropology among our Network members.

Casting my mind back to when we moved here, it soon became apparent for example that there were distinct difference in lifestyles and attitudes between the inhabitants of the North bank of the river at Hammersmith Bridge and those on the other side, from Castelnau to Barnes.

Soon after we moved here, the local borough councils of Hammersmith and Richmond (to which Castelnau and Barnes belong) decided to celebrate the Centenary of the building of the current Hammersmith Bridge in 1887 and, to this end, various functions and activities were organised on both sides of the river.

At the Hammersmith end, marquees were put up in Furnivall Gardens and a variety of multi-cultural events staged, as I recall, including reggae and rock bands and a number of stalls promoting various special interest and political groups, such as one pledging support for 'the women and coffee growers of Nicaragua'. Adding to the ethnic flavour of the event was a pronounced aroma of 'grass', although one quite distinct from that of 'new mown hay', pervading the atmosphere.

In contrast, a walk across the Bridge to Castelnau revealed festivities of an entirely different nature, characterised by the sight of little girls and their mothers in long frilly dresses, à la Laura Ashley, bearing baskets of flowers and manning stalls selling home-made cakes and jams.

On another occasion, taking a stroll on the other side of the river, I encountered one of the locals on the riverside walk and stopped to exchange a few words.

'Hello', he said, 'you're the seal man, aren't you? Have you seen it again since we last met?'

We chatted for a while and then, apropos nothing in particular, I told him about my encounters with the local police, concluding by saying that there must be something about me that made them think I was a terrorist.

He looked at me for a while and then said 'Well, you do look a bit foreign, dressed in black like that, with the cap and dark glasses, yes, come to think of it, you do look rather suspicious.'

At this, I took a more careful look at him and the solution to my sartorial problems came to me in a flash, He was wearing a brown tweed jacket, beige trousers, a Barbour jacket, green wellies and was walking a dog. He couldn't possibly have been taken for a potential terrorist.

All I need now is a dog.

PHYLLIS VANGELDER VISITS THE MUSEUM OF BRANDS, PACKAGING AND ADVERTISING



Robert Opie has been collecting packaging since the age of sixteen. While most of us have thrown away (or now recycled) wrappers from our chocolate bars or cereal packs, Robert has thrown nothing away: for him every packet, box and bottle in a shopping basket is a piece of social history. Starting in 1963, the collection was originally housed in his Wembley home. Not surprising it outgrew his house. (For instance Robert has collected some 10,000 cartons from yoghurt). From 1984 the collection became the base of the Museum of Advertising and Packaging in Gloucester. In December 2005, the Museum moved to London with the aid of pi global which undertook fundraising and many other tasks including achieving charitable status in 2002.

There are some 12,000 items on display taken from Robert's collection of over 300,000, covering all aspects of daily life – toys, comics, magazines, postcards, newspapers, technology,

travel, royal souvenirs, fashion and design, as well as food and drink, washing and cleaning products, and health and beauty products. The collection is very eclectic, ranging from sweet wrappers to toilet paper.

It is, of course, a fascinating societal record, and for our own industry, it provides an invaluable timeline of branding. As for packaging, we see the changes over the years: fancy boxes for biscuits, drink and food cans, moulded containers, aerosols, and plastics.

The history of consumer culture is revealed decade by decade in a 'time tunnel', from Victorian times to the present day. We see changing trends of daily life, the revolution in shopping habits, groceries, sweets and household goods, changes in taste and tempo, the advent of motoring, aviation, radio and television, the gradual emancipation of women and the effects of two world wars. Shifting tastes and behaviour in leisure and sport, smoking and food and drink, are strikingly illustrated through packaging. There are also artefacts such as sewing machines and doll's houses.

The historical record of brands is particularly interesting. There are too many on show to list them all but the following brands/brand owners give a flavour:

Cadbury's, Cussons, Nestlé, Bovril, Optrex, Radox, Kellogg's, Johnson's, Coca Cola, Pepsi Cola, Bisto, Paxo, Mr Kipling, Bird's Custard, Guinness, Harpic, Heinz, Tate & Lyle, Oxo, Gillette, Thermos, Mars, Disney, Fairy Liquid

McVities have sponsored 'The Story of Biscuits'. Jif illustrate the famous passing-off case. Confectionary brands such as Rowntree and Cadbury are well represented and illustrate not only varying tastes but also the tremendous technological advances and innovations which have taken place. There is considerable space devoted to wartime packaging and the restraints under which manufacturers had to produce their goods. An advertisement from Persil sums this up:

'Peacetime Persil in its wartime package. Nowadays Persil looks less attractive than usual. But they are saving precious paper – thinner card made from waste is used. Persil itself is unchanged – as good as ever'.

Wartime advertisements from the Ministry of Food show that 'being Green' is nothing new:

'Let your shopping help our shipping. Plan your meals to avoid waste'

'Your empties wanted'

Many organisations have contributed to the success of this venture. The major sponsors of the Collection are Kellogg's, McVities, Twinings, Cadbury Trebor Bassett, pi global and Vodaphone. There are also brand sponsors: Nestle, Diageo, United Biscuits, Marks and Spencer, Premier Foods and Tate and Lyle as well as general sponsors: RPC Containers, Dayfold Printers, Metal Packaging Manufacturers' Association, British Aerosol Manufacturers' Association, The Can Makers, Pro Carton, and The Chartered Institute of Marketing Charitable Trust.

Do go and see the Collection. Even if you are no longer involved in branding it will evoke many business and personal memories. The Museum is at Colville Mews, Lonsdale Road, Notting Hill, London W11 2AR. Tel: 020 7908 0880.

The MRS and its Members: dialogue needed?

Peter Bartram

NOTE BY THE EDITORS

One of the objectives of the Research Network is to 'ensure that the voice of senior researchers is heard wherever market or social research issues are discussed and where appropriate within the MRS'. To this end Peter has set out some questions that he believes should be discussed.

The views expressed in this article are those of the author and not of the membership of the Research Network as a whole. Those two-thirds of us who are members of both the Network and the MRS may wish to continue the discussion on the website FORUM whether we agree or disagree with the opinions expressed. Alternatively you can write to the author or to the Newsletter. We should add that the MRS has always been very supportive of the work of the Network and gives our Newsletter, website and social events calendar valuable publicity on its own website, whilst respecting our separate existence

Nowadays I keep meeting longstanding MRS Members who seem to be unaware of, or feel inclined to question, the Society's current policy and practices concerning its relationship with its individual Members. Of course, this may be derived from their failure to keep abreast of the Society's many activities and communications in a world which has radically changed in recent decades. If so, no criticism is justified.

The MRS has become much more professional in its organisation and, among other welcome developments, the Company Partner scheme has been a great achievement. But some MRS Members are clearly concerned with some of the implications for individual Members – who still constitute the electorate that their Council is solely appointed to serve. I suspect that the issues being raised have relevance across all sectors of the industry. And since loyalty to the Society has been -- and for many, remains -- a constant throughout their working lives, I thought these concerns should be aired openly. The Research Network Newsletter seemed to be a good place to do so initially.

The main questions, which have been raised in conversations with me, are:

- Why does there appear to be little or no regular two-way dialogue with individual MRS Members?
- The Research Magazine is now fully independent but, even so, why does it appear to do very little to support the MRS as the leading professional body for the research industry?
- If that is a lost cause, why has it not been possible to make the MRS News into a better, bigger and livelier channel of communication to and from its Members?
- For both MRS News and Research Magazine, why is there no regular message from the MRS Chairman, or reporting on the issues being dealt with by the Council?
- Why is the MRS AGM insufficiently advertised, poorly attended, and its deliberations not communicated effectively to the Members at large?
- At the last MRS AGM, the Council appeared to accept that the number of individual Members has declined and will continue to do so. Even allowing for the re-classification of Fieldwork Members, this seems odd in the light of the industry's growth.
- If the MRS aims to remain the leading professional body in the industry, based on the adherence of each individual to its ethos, why is it that only a minority of its leading figures feel inclined to be Members? For instance, we understand that none of the members of the TNS Global main board are Members. Is the MRS aiming to do anything to improve this kind of situation?
- There seems to be a belief at the MRS, that since many people pass in and out of market research, there is a lessening need to serve those who will stay in research throughout their careers. This seems to ignore those who most need (and support) the MRS as a long-term mainstay of their working lives regardless of changes in their jobs and employers. (*Cont. p.9*)

- Is the MRS in fact aiming to remain the leading professional body in the UK research industry, representing and serving the needs of individual members, or is it becoming principally a trade body?

What do you think?

CONTRIBUTIONS INVITED!

Come on all you budding authors! This Newsletter is written by all of us (well some of us anyway) but we need lots of new contributors. Surely many of you are longing to get your views in print so let's have your stories of 'life after market research', and things you were longing to say to other Network members at the last lunch but couldn't get a word in edgeways – these would be most welcome. Send your contributions to Phyllis Vangelder at 17 Kenelm Close Harrow HA13TE or email her at p.vangelder@btinternet.com Either of the editors (Phyllis or Tom) would always be pleased to have your comments on the Newsletter, both its contents and its style.

THE RESEARCH NETWORK WEBSITE www.research-network.org,uk

The ideal way of keeping in touch all year round. Read the latest news. See the latest pictures of Network social events and exchange news and views with other members online. The website also contains more information on recent social events (for instance map references and pictures) , and a complete archive of Newsletters and of past events from our second lunch at the Reform Club to our eleventh at the House of Lords.

In the FORUM you can start a discussion thread on anything at all, articles in this Newsletter, the state of market research, the state of this country and the world even. Who needs Facebook? (Yes you can submit pictures as well and you are allowed to be gossipy but not libellous!)

THE RESEARCH NETWORK STEERING GROUP

The present Steering Group is Nick Phillips (Chairman), Jane Bain, Jane Gwilliam (Joint Events Co-ordinators), Phyllis Vangelder, Tom Punt (Joint Editors Newsletter and Tom Punt is also the Webmaster), Linda Henshall (Liaison with MRS: Membership contact and support), Frank Winter (External Communications and Data Protection) and Charles Ilesley (recently co-opted). Any of the members would be pleased to hear from you and you can email them from the website.

Not Forgotten

RUDY GOLDSMITH 1925- 2007

Tom Punt writes:

Rudolph William (Rudy) died on December 7th 2007. Rudy was born in Berlin and came to this country in his early teens. His mother Leonore was a renowned teacher and had founded a school in which the teaching of English featured importantly. He came from a background where learning and a love of music had high priority.

In 1943 Rudy had gained admission to the London School of Economics to read for a BSc. The LSE was evacuated to Peterhouse, Cambridge during the war years. In 1945, just as the war was ending, Rudy came to London to take his final degree exams in which he specialised in Banking and Finance.

One of his first jobs was working with Henry Durant on the pre-election polling for the News Chronicle; exactly what part Rudy played is not clear but in typical Rudy fashion, and with tongue firmly in cheek he claimed to have been responsible for advising Henry on sampling. He then worked for a short time for Mark Abrams at Research Services. Through connections there he became a consultant to Nickersons Seeds and, because of their inability to employ a direct sales force throughout the year, conceived the idea of setting up a company that would provide salesmen on a weekly or monthly basis and with the support of Nickersons he set up Sales Force Ltd. In parallel he obtained consultancy work for Max Factor for whom he devised a brand name structure for the UK.

In the early 1950s Rudy met Stanley Orwell who had also worked for Mark Abrams. Stanley had thought of setting up his own market research company and Rudy had many clients who were asking for advice on research. In 1955 Rudy suggested they should together set up a limited company which was originally Market Investigations Ltd but soon became known by its initials MIL and, later on, the name was changed to MIL Research. With Stanley, Rudy soon set up divisions to do agricultural and pharmaceutical and business-to-business research. In 1959 they jointly recruited Kit Molloy as Rudy once said to me 'to provide some of the charm that neither of us had'. Many other people including, perhaps most importantly the Financial Director Malcolm Sugar contributed to the steady growth that enabled MIL to become a public limited company in 1986, at a capitalisation of roughly £18m. In 1989 the company was sold to MAI (now UBM) for almost twice this sum, Rudy's personal shareholding being worth around £6m and six other group board members had significant six-figure shareholdings Rudy retired after a short period as a non-executive consultant. These are the straightforward facts of his success.

I first met Rudy in 1960, as a client and continued to see him, and Stanley and Kit even when I joined a competitive agency. In 1976 I finally joined MIL as a director of MIL Research Ltd. A man whom Barry Riley of the Financial Times described in 1986 as "'excitable and voluble", Rudy was often quite difficult to work with and he gave the impression that he would much rather talk than listen but I soon came to realise that underneath this rather relentless exterior there was a very perceptive and sympathetic mind in spite of the lack of overt empathy. Tact and discretion were concepts rather foreign to Rudy though he usually managed to leaven his more outrageous indiscretions and criticisms with a an endless string of funny stories and 'Rudy jokes', usually Jewish jokes, which he told rather well though in some cases the greatest amusement was his own. But this in itself could be endearing.

Rudy had a great love of music and in particular opera. He was a Founder member of the Jewish Music Institute. I last saw him about a week before he died and we sat surrounded by his opera videos and DVDs including Verdi's *Falstaff* which he had watched the night before. As we said goodbye I realised he hadn't told me a joke so I told him one that very atypically raised a smile since he usually greeted my, rather miserable, attempts with a deliberate deadpan expression.

Rudy was comforted throughout his last illness by his ex-wife Aimee and their daughter Melanie as well as by the help of the three sons of his first marriage to Jean, David, Robert and Stephen and his daughter by Jean, Eleanor, who lived in the USA but was intending to be with him for Christmas. He often complained of loneliness but I began to see that this was partly nostalgia for the old days when he was surrounded by work colleagues. He loved the Research Network because he could meet all the familiar faces but he missed Kit Molloy greatly.

Many friends and ex-employees attended his funeral farewell at Golders Green. This was mainly secular since Rudy had not been a religious Jew but it was very moving, containing musical performances both recorded and live, including a moist touching Schubert song sung by his gifted granddaughter Heidi. He disappeared from our view to a recording of the Blue Danube waltz (played by the LSO conducted by Rudy at a performance at the Barbican in December 1995). But before that

his friends Lynne Federman and Micha Meyers recited the Kaddish, the Jewish prayer of mourning and thus the Almighty was praised at his departing: I think that. Rudy would have approved.

SIR BERNARD AUDLEY 1925-2007

Dr Stephan Buck writes:

Sir Bernard Audley, one of the founders of AGB Research, died on January 4th aged 83. Sir Bernard can surely be remembered as a pioneer whose acumen, drive and personality propelled UK market research into an international business force.

In 1961, Bernard Audley was one of three senior executives who left Attwood Statistics the largest UK research company at the time, to set up their own business. He and his colleagues realised that in order to set themselves apart from the myriad of small companies characterising the research business in those days, it was essential to concentrate on large syndicated continuous panel services. This was the philosophy behind the company, AGB, that he founded in 1961 with his partners Dick Gapper and Douglas Brown, the technical brain of the company--the A, G and B of AGB.

Panel services were ambitiously launched in the early years. One involved setting up a consumer panel to monitor fmccg purchases through weekly interviewer visits to panel homes. But how to get commercial support? ITV had just commenced operations and was finding it difficult to attract advertisers. Bernard conceived the idea of getting Lew Grade, chairman of the Midland Contractor ATV to pay for the service and to give results free to their clients. This was the start of the TCA service that went national a few years later and soon saw off the diary panel run by his former employer Attwood Statistics. Interestingly, this was the origin of the consumer panel run today by TNS, now the UK's largest research group.

A further breakthrough occurred in 1968 when AGB were persuaded by some of Bernard's clients and friends in the industry to bid for the TV audience research contract renewal in the UK. It must be admitted that the main aim was to provide competitive pressure on the joint incumbents Nielsen and Attwoods. Much to Bernard's surprise AGB won the contest and was then faced with the traumatic task, from a standing start, of actually providing the new meter technology they had promised.

These were difficult days and, not unreasonably, the TV industry was unhappy about the standards at the start of the service. I recall a meeting arranged by the BARB equivalent (JICTAR) where Bernard Audley had to face the music against 40 senior television and advertising executives. Bernard exercised his amazing ability as a communicator and raconteur and took the fight to the clients. Within five minutes they were eating out of his hands and AGB was given the time to achieve the high standard required. As Bernard remarked to me later 'it wasn't really a fair match putting me up against only 40 of them!' AGB were to hold the contract against stiff opposition from competing research companies for a further 25 years.

AGB went public in 1970, and that decade with Bernard as chairman saw an expansion into Europe as he recognised ahead of his time that international coverage was likely to be demanded by major clients. He formed Europanel, a federation of consumer panel companies across the major European countries. With his linguistic abilities, his charm and his leadership skills, he was able over time to acquire many of these companies and to develop AGB into a significant company adored by stock market investors who saw their investment soaring exponentially.

Further innovation in the TV audience metering field (in particular the invention of the Peoplemeter) saw AGB acquire contracts in overseas countries including Italy, The Netherlands and Hong Kong. Bernard Audley's drive led AGB to acquire NFO in America, McNair-Anderson in Australia and 50% of the Survey Research Group in Asia. He presided over what became, after Nielsen, the second largest market research group in the world

The need to maintain growth as a public company put considerable pressure on AGB to find new and successful business. In the mid 1980s, encouraged by the TV industry in the USA, and with a superior technical service, AGB competed with the powerful Nielsen company in their own back yard. AGB were not the first or the last foreign company to find that when push came to shove the broadcasters and advertisers in the USA were not prepared to throw Nielsen over in favour of the English invaders. The loss of investment and momentum was a significant blow to AGB and the result led to a takeover by Robert Maxwell in 1989.

Sir Bernard worked on for a time in parallel with Maxwell but retired from the business in 1990 to concentrate on a very successful marketing and publishing company that he built up with one of his sons.

Bernard was knighted in 1985 for his services to the charity Netherhall Educational Association which aims to provide all-round information especially for the young. His varied interests also included chairmanship of Arts Access, governorship of

the Hong Kong Baptist University and a visiting professorship at Middlesex University..

He will be remembered for his entrepreneurship, his leadership skills and for his business foresight. An Oxford Classics scholar, he was never at a loss for an apt quote. As a raconteur in a number of languages at the dining table, friends and clients would be held impressed and amused as he held forth on a wide variety of topics. He had many other talents including an ability as a musician, expertise on wine and wide experience in world travel. He had a close and loving family, and was married to Barbara for more than 50 years. He was loyal to his staff, many of whom with his guidance made an impression on the research world.

With all of these attributes, there is a danger that compared with Sir Bernard we mere mortals might feel.... merely mortal. In my opinion, that feeling would be fully justified.

HOWARD BIGGS 1931-2007

Johan Aucamp writes:

Howard Biggs died on October 28th 2007. Howard was born in Acton. After obtaining a degree in engineering from Manchester he worked for a Bristol cigarette company for a couple of years before joining London Press Exchange where he worked with several colleagues who would appear in his working life in later years --- notably David Pickard, John Telford Beasley, Rudy Goldsmith and Stanley Orwell.

His next move was to Research Services in London and later he went to Johannesburg for two years to set up an office of Research Services there. After a period as Joint MD of Research Services (with Andrew Ehrenberg) Howard joined Burke Research before he entered into partnership with David Pickard, who had earlier left RSL to set up Produce Studies. Howard's time with this company is perhaps the role in market research he is best remembered for.

One aspect of Howard's life probably unknown to most of us is Howard the hotelier. From 1983 to 1996 he was a director and major shareholder of Foley Lodge Hotel Plc, building a 68 bedroom luxury hotel!

Howard, the person, is described by his sister as one who loved playing tricks and always teased other family members. As a toddler his adventures led him to fall into a hot tub of tar, an incident that, his mother believed, put him off swimming and all forms of liquid — except of course red wine! In 1956 he married Rene and they lived in Coney Hall for 10 years before they built a house on Hayes Common in 1966. In 1998 Howard joined South Hill Wood Bowling Club in Bromley, where he became a very valued player — the Saturday morning crowd will miss him very much. This is where I learnt to know Howard better — not only in the good times but also after he discovered that he had leukaemia and seemed to make light of his illness. The last time I saw him was when we went out for lunch about two weeks before he died. A nice lunch with Howard, who was by then drinking lemonade, since he could not taste his beloved red wine. I'll never forget though the comment ' No ice in my lemonade please Johan' that way I get more lemonade!

Howard leaves behind Rene, three daughters and three grandchildren.

JENNIFER OWEN

Tom Punt writes:

Jennifer Owen died on January 8th 2008. Although she was not a member she was well-known to many people in the Network. She had worked for the old Greater London Council as the head of the small interviewing force and I, and members of MAS and GSR, first met her when, in consortium, we carried out the 1981 Greater London Transportation Survey. When the old GLC was abolished she joined Gordon Simmons Research.

When she retired she moved from London to Sherbourne and shortly afterwards underwent a successful spinal operation. She was extremely active thereafter, played tennis, swam regularly and had several part-time and voluntary jobs. In June 1999 she had a terrible fall and sustained serious spinal injuries. She then spent a long period in several hospitals and after undergoing many operations, during the last of which she contracted MRSA, she returned home, wheelchair-bound. She moved to a bungalow and was given assistance by the MRBA to buy a powered wheelchair. The MRBA published a supplement entitled '*A will ... and a way*' in which Jenny told her story, movingly but with considerable optimism

In illness, as in her working life, Jenny was indomitable, a determined and independent spirit and a shining example to us all.