

# THE RESEARCH NETWORK

## NEWSLETTER

Editors: Phyllis Vangelder, Tom Punt, Nick Tanner

Issue No. 13: February 2009

### THE WAY WE ARE NOW

Welcome to the seventh year of the Research Network. We enter it with a great deal of optimism since our membership has not declined noticeably (to date) and our financial position is healthy and stable and likely to remain so during 2009 if our budget calculations are correct. Perhaps more importantly, both older and newer members still seem to enjoy themselves very much whenever we meet at lunches, parties and even business meetings and enjoying 'life after market research' together is the principal object of the Network.

For the nation, and for many of us, 2009 will be a struggle both financially and in terms of morale and we hope our fellowship will be a useful way of supporting each other through this difficult time. We have sought to budget conservatively and not to call on anyone for more than a standard financial contribution; the price of our lunches will remain the same as it has been in recent years.

Peter Bartram, whose idea the Network originally was, writes in this issue about our place in the wider

research community and those of us (the majority) who are still MRS members would do well to ponder on the fact that we can still contribute to the standing of the industry in the nation and enhance its reputation.

So we still rejoice in remembering things past and in exchanging views, ideas and stories of life today. Several of us are very active, not only in a physical but also an intellectual sense, as demonstrated by the account in this *Newsletter* of recent academic achievements, in fields new to them, of some prominent members.

Finally welcome to Nick Tanner who has taken over the production from Tom. He joins the present editors in producing this *Newsletter*. Phyllis and Tom are in process of trying to find their successor (or successors) in the literary editorship and so this *Newsletter* is probably their farewell although both will continue to be active in the Network. Thanks for reading us for the last six-and-a-half years and to all our contributors over these years.

### THE 13<sup>TH</sup> NETWORK LUNCH AT UNION JACK CLUB

Lucky for some' as bingo-callers say when drawing the number 13 and indeed we were lucky to find such a welcoming, spacious, congenial and efficient venue for our last lunch. Luck, as usual, was not the only thing; the good management of our events organisers, Jane Gwilliam and Jane Bain, secured this convenient



location for us and ensured that everything went smoothly on the day. We were impressed by the food and wine, still more with the efficient way it was served. The consensus was that we should return at a future date!



More photos of the lunch at the Union Jack Club can be found on our website [www.research-network.org.uk](http://www.research-network.org.uk)

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# THE WAY WE WERE

## Peter Bartram's selections from MRS Newsletters of yesteryear

### 35 years ago (1974):

**MRS Chairman Gerald Goodhardt** invited discussion related to a letter he had received, in which **Roger Wright** of Retail Audits had written: "As the Society grows older, so do its Members, and recently we have all been saddened and shocked by the deaths of colleagues. In the trade that we are in, it does not always follow that all Members are covered adequately against death, disablement or sickness. I would like to suggest therefore that the Society should look closely at the question of setting up a Benevolent Fund for its Members." (*Out of the discussions which followed the MRBA was created — but not until 1978*).

**The MRS Annual Conference** was held for the first time in Bournemouth, where, according to the report on its proceedings, "delegates found the task of finding comparable replacements for their favourite Brighton eating places surprisingly difficult". 475 delegates had attended compared with the 550 in Brighton the previous year, and it was not long before Brighton reasserted itself as the favoured venue.

**Jim Rothman** took up the position of Co-editor of the Journal, joining **Stephan Buck** in a partnership which lasted until well into the next century.

### And 30 years ago (1979):

**Michael Brown** reported on an evening meeting on Corporate Image Research, quoting one group discussion respondent's reaction to the Lloyds Bank 'Black Horse' symbol: "How like a bank — it's looking backwards!"

In Brighton, **Fred Johnson** presided over a Conference which many acknowledged to be the best ever with 720 delegates attending. At the Conference Ball, the O&M Red Braces Trio (consisting of **John Samuels, John Wigzell and Carol Coutts**)

performed at 1.00am, after which the celebrity impersonator Jeannette Charles appeared as the Queen and surprised Fred by knighting him "for services to market research". Finally the Band of the Royal Marines, in full dress uniform, countermarched to the sound of brass and the frantic waving of union jacks.

### And 25 years ago (1984):

**Tony Cowling** wrote to say "My agency was one of the first to support and help promote sporting tournaments between research companies ... Imagine my dismay and disappointment therefore at last month's soccer tournament ... The number of fouls and aggressiveness had to be seen to be believed ... and ended up as outright violence and fighting. It was impossible to believe this tournament helped to promote the image of research. Can I urge the Society to discourage physically competitive tournaments such as soccer now, before the situation gets completely out of hand?" (*So who were the guilty parties? — this long after the event, we should be told!*)

**Bob Worcester** complained that "Voodoo polling is becoming more than a joke" and called for action. He reported that "in one recent telephone poll, listeners to LBC were asked 'Do you favour the abolition of the GLC?' and one lady admitted in a letter to the *Evening Standard* that she had voted three times". **Martin Collins** replied on behalf of the Professional Standards Committee that "To an extent it has to be our own fault. We have encouraged the trivialisation of market research to the point where opinion polls are used as crutches by journalists unwilling or unable to make their own analyses of current issues", and he asserted that the Society has to discourage the trend through PR and education.

## MARKET RESEARCH BENEVOLENT ASSOCIATION

The MRBA was important in the establishment of the Research Network. Seven of the nine members of its Management Committee are also members of the Research Network. It is right therefore that we should have the MRBA in mind both in terms of supporting it — which we have done collectively every year — and in referring to it anyone who is in need of its support. Its new Secretary-Treasurer, Danielle Scott, would be pleased to answer any questions on 0845 652 0303.



The MRBA has a new Marketing Manager, Rosanne Lee-Bertram, who is working on advertising, mailing and public relations and also on its own newsletter, *Helping Hand*.

# ANNUAL GENERAL MEETING

*Our AGM was held on December 9 2008 and we once again thank Research International for providing the venue and the generous refreshments, which made this a social as well as a business meeting. Some 30 members attended. Full minutes were provided to all who attended, so this a short summary of proceedings.*

**N**ick Phillips, Chairman of the Steering Group, began by reviewing Network activities in 2008. The most important points as set out by Nick, and later by Gill Wareing, our Secretary Treasurer, and other Steering Group members were:

- **MEMBERSHIP** remained high at 246 (at that date). Gains matched the losses; 6 members died, 4 resigned and 4 lapsed. We said goodbye to Harry Henry the last of the MRS founding fathers, as well as Brian Allt, Monty Alexander, Michael O'Leary, John Penny and Frank Teer.
- The **FINANCES** of the Network remained healthy and even taking into account charitable donations, we expected to end the year with a small surplus to add to the existing accumulated reserves. We gave £750 to the MRBA and (as an acknowledgement to Research International, which provided meeting rooms for the Steering Group and the AGM) £250 to the Baby Unit at the Royal Brompton Hospital, a charity supported by the Company.
- Nick announced that he was willing to stand one more year as **CHAIRMAN** and, there being no other candidates, was duly re-elected as were all other members of the Steering Group. Tom Punt and Phyllis Vangelder announced their intention of stepping down from *Newsletter* editorship during 2009. Nick Tanner, who would take over the production aspects of the *Newsletter* from Tom, was elected as an additional member of the Steering Group. Tom would continue to act as Webmaster for the Network website. Tom said that he would welcome more member participation in the website, both by the provision of news that might interest other members, and the use of the website FORUM as a means of exchanging ideas and opinions. Charles Ilsley had, with regret, stood down from the Steering Group because of personal commitments.
- The network continued to foster its **RELATIONSHIPS WITH OTHER MARKET RESEARCH BODIES** such as the MRS and it was suggested that the ICG and AQR also represented bodies whose members should be kept informed about the Network.
- Most encouragingly, the whole of the **SOCIAL PROGRAMME FOR 2009** had been arranged and the Spring Lunch would be held at the Singapura on April 21, the Summer Party at the Auriol Kensington Rowing Club on July 9 and the Autumn Lunch at Balls Brothers, Mincing Lane on October 22.

The meeting having concluded its business, members continued to chat more informally with the help of the food and wine provided by Research International, wonderfully organised by Jane Gwilliam with the help of Jane Bain. We would welcome more members at the 2009 AGM (date to be announced but possibly in the week commencing December 6).

## NEXT SPRING LUNCH AT SINGAPURA RESTAURANT

Limeburner Lane EC4M 7HY – April 21 at 12.30 pm

**T**hose of you who were members in April 2007 will remember our last visit to this restaurant with its varied South East Asian menu of delectable food, with suitable wine to accompany. In fact this will be our third visit to this restaurant which we first visited in 2004. Tickets are £25 for members and



£30 for guests. Why not invite a potential member? If they subsequently join, £5 will be

refunded to the member booking. Individual invitations have already been sent to members. Nearest station is Blackfriars but since the tube station will be closed, St. Paul's or a bus will be the best way of getting there. Applications to Gill Wareing enclosing a cheque and the names of any guests as soon as possible please.

# A MERCATURIS INVESTIGANDIS AD SOLACIUM STUDENDI\*

Tom Punt

Probably most of us have first degrees and some have postgraduate degrees but if, like me, you find it difficult to sit exams any longer, take heart from a few brave souls in our ranks who have not only mastered new learning or skills but been awarded degrees for their efforts.

**JOHN SAMUELS** managed to combine his love of painting with his still well-honed and imaginative knowledge of research techniques in a dissertation which earned him an MA in Arts Market Appraisal from Kingston University. Several of you may have been fortunate enough to hear John talk on this at an MRS evening meeting in October; but, for those of you who did not, here is a brief account of what he set out to do and achieved.

His idea was that the management or trustees of art collections and museums need to know the value of all work in their trust, in order to determine their strategy but also to meet their future reporting obligations under the latest government initiative.

John took as an illustration the valuation of the Tate Gallery's reserve collection. His method was to choose relatively small probability samples of artists and artworks; then to estimate the price of each artwork using published databases of comparable sales and acquisitions; and then to gross up to the universe of the whole Tate reserve.

This provided some interesting results (for instance, that the Tate Gallery reserve collection is valued at around £625 million, under 5% of the works in which are on display at any one time) and some robust pathfinding methodology, which might be used by those researching the value of the hidden assets of other heritage sites such as museums and National Trust properties. If you read of such research you will know John thought of it first.

My co-Editor **PHYLLIS VANGELDER** has more recently been awarded an MA in English Literature with Distinction by the Open University for a dissertation on aspects of time in Salman Rushdie's famous 1981 novel *Midnight's Children* and the later 1995 novel *The Moor's Last Sigh*. She examined ways of dealing with time in his narrative and also with the framework of theories of time which are illustrated in his techniques of story telling and of magic realism.

Phyllis thus brought together a new critical way of looking at these novels and their relevance to different concepts of time, for instance clock-time versus experienced time, and her work makes us think of the way time is treated in other novels – and films – which, like Rushdie's work use historical events as a basis for imaginative accounts of the way people think and feel. In particular Phyllis points out that both clock time and 'inner time' (the inner consciousness of time experienced or remembered) are dual aspects of Rushdie's work.

Those of you who saw a recent BBC4 series exploring the meaning of time and concepts of time and, like me, ended up unable to decide between the various philosophical theories ranging from the idea that time does not exist at all to the idea that all units of time, past, present and future co-exist will perhaps just look at Phyllis's scholarly work and wonder, bearing in mind all her other activities, where she found the time!

**Ed Ross** was awarded an MA in anthropology with Distinction by the School of Oriental and African Studies (London) after submitting a fascinating thesis dealing with racism in British political cartoons between 1968 and 2005. Ed examined 342 cartoons and analysed how they appealed to and reinforced the stereotypes of immigrants amongst the audiences to which they were directed, mainly concentrating on tabloid newspapers. His conclusions demonstrate how Britain is, by implication, not considered to be a multi-racial society and how this relates to uncertainties about attitudes to neo-liberalism and globalisation even though these themes are not manifest in the cartoons themselves.

Not content with this achievement Ed has now embarked on a PhD also in anthropology, this time at UCL, which will deal with classification in market research and also touch on the experience, motivation and two-way reaction between interviewers and interviewees. As Ed says, 'who knows when it will be finished' but we'll all be cheering him on and asking him to publish what promises to be a fascinating thesis.

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\*"From market research to academia", for those of us who lack the benefits of a classical education. Translation courtesy of Colin McDonald.

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**JACKIE DICKENS** has been undertaking studies in wine, a wonderful method of combining new skills-acquisition with pleasure one might think. But Jackie tells us that it involved three years study with the Wine and Spirits Educational Trust, resulting in an Advanced certificate. She then embarked on a two year diploma course which, apart from the practical

work, involved a study of all aspects of viticulture, for instance soil types, weather patterns, pruning techniques, and the various methods used for making wine. Perhaps at some future time she will reveal her secrets to a wider audience of Network members.

We are indeed a talented gathering – I wonder whether any similarly aged and educated bunch could equal this 'third age' achievement?

## LIFELONG LEARNING

### A tribute to Naomi Sargent

**A**ndrew McIntosh devised a tribute to his wife Naomi that was completely appropriate – a collection of her writings and a debate (or, as she would have said, an argument) on lifelong learning, new technology and social progress.

The book, *Lifelong learning: a brave and proper vision, selected writings of Naomi Sargent 1970-2006*, edited by Andrew McIntosh, Derek Jones, Alan Tuckett and Alan Woodley, was launched at the first Naomi Sargent Memorial Debate at Channel 4 on 21 January 2009. The subject of debate: 'When will they ever learn? Lifelong learning, new technology, social progress' reflected Naomi's passionate interest in the power of media and technology to address social justice. It was sponsored by the Open University and Channel 4, both of which had benefited from her immense contribution. As Senior Editor for Educational Programming at Channel 4 she pioneered education broadcasting and as pro-Vice Chancellor and Professor of Applied Social Research at the Open University she was a fervent champion of lifelong learning. The debate was also supported by a number of organisations with which Naomi had been associated: the National Institute of Adult Continuing Education (NIACE); the Royal Television Society, the Voice of the Listener and Viewer (VLV) and the Open College of the Arts (OCA). The debate was attended by a few researchers but mostly by the great and the good from the world of education, media and politics. The panel, chaired by Lord Melvyn Bragg, included the Rt Hon David Blunkett, Helen Milner (Managing Director of the UK Online Centre), Lord David Puttnam, Alan Tuckett (Chief Executive of NIACE), Professor Christine King (Vice-Chancellor of Staffordshire University) and Antony Lilley (Chief Executive of Magic Lantern Productions).

The Debate focused on whether technology is the

answer to an ever-widening gap in educational attainment opportunities. Over the past decade, new technologies have been central to the thinking around lifelong learning – has this investment paid dividends? Is there a danger that the concentration on technology is creating new cultural elites and a new underclass and does this contribute to the decline in social mobility?

David Blunkett was concerned about the digital divide, not only between the young and old, but between those who could afford technology and those who could not. "If we are to ensure that there is no digital divide for children, we must make sure there is no digital divide for their parents and grandparents". Echoing this point, Helen Milner pointed out that 75% of people who are socially excluded are not on the net.

Christine King believed that the cultural divide and elitism permeates the education system. She stressed, "Nobody owns knowledge or the right to teach".

Both the members of the panel and the audience were professionally involved with lifelong learning or were passionately interested in the subject. Several problems were highlighted, particularly in the area of cultural behaviour, e.g. the gap between generational technical knowledge and the need to bring the generations together to harness this knowledge. However, one was left with the concern that lifelong learning would never be realised completely while government and local councils privileged vocational qualifications to the detriment of learning for its own sake.

Naomi would have enjoyed the debate and of course contributed vociferously to the discussion.

## REFLECTIONS ON THE MRS AGM

Peter Bartram

Those Network Members who still retain an interest in the MRS may wish to hear about the Society's most recent AGM, held in November – although it must be acknowledged that they are likely to be few in number since, apart from Council Members and MRS Staff, only 18 MRS Members actually bothered to attend.

This was slightly fewer than the 21 who attended in 2007, and the 22 who did so in 2006, all of which confirms the downward trend of recent years. Looking back, I find that as many as 134 attended the MRS AGM in 1979 and 105 in 1987, when there were significantly fewer MRS Members in total.

Now of course it might be reasonable to suppose that this declining level of interest or involvement in the Society's affairs signifies that there are no burning issues to discuss and there is general satisfaction with the work of the Council and the Secretariat. But while accepting that this is possibly true, I would venture to suggest that it has also been accelerated by the paucity of shared two-way information about the Society, its Council, its AGM and its activities.

Twenty years ago, Members could regularly read about the deliberations of the Chairman and the Council, and could communicate with them and with the wider membership through a lively correspondence column. Nowadays that has largely been lost and, since the prestige of being a Council Member is largely obscured by their invisibility, it is hardly surprising that it is difficult to persuade many of the industry's best talents to compete for that honour in the annual elections.

Of course, if the Membership were to be kept better informed, there would be a greater amount of discussion and dissent. This might make life less

comfortable for the Council and the Secretariat. Perhaps that is one reason why there is a reluctance to invite comment, and a preference for an AGM which is got through in 'seventeen minutes flat'.

But the Society mainly exists to serve its Members, not for the convenience of its Officers and, as an 'industry lifer' who cares about its long-term ethos, I believe there is an urgent need for Council Members to insist on regular communication with the Members whose interests they are elected to serve.

The bulk of November's AGM consisted of encouraging reports from the Chairman, Rowland Lloyd, and the Hon Sec/Treasurer, Raz Khan, which showed that the Society is in good health financially. But I'm afraid that for the second year running I risked unpopularity by asking what is being done to improve two-way communication with Members.

The Chairman offered a dead-bat answer, pointing to the amount of information available on the website. But I'm afraid that no matter how many hits it receives, this is not the same as a fully shared dissemination of information and opinion, and we heard no specifics on improvements across other channels of communication.

Only one other question was asked before the AGM was concluded, and I suppose everyone went home happy.

So, lacking support from other Members – and the means to gather it – I am inclined to let this matter drop, leaving behind a forlorn hope that younger and more assertive Members, not to mention the Council itself, are willing to fight for the right of Members to be kept regularly and properly informed about their Society, and have their views heard.

### MRBA NEEDS NEW REGIONAL MANAGERS: CAN YOU HELP?

The MRBA needs to appoint two Regional Managers to cover the **North-East of England** and the **West Midlands and Wales**. In the latter case, this follows the much-regretted resignation of Pam Moy, who has served the MRBA in that region for many years.

Though these positions are open to anyone, they are usually best suited to someone with senior-level experience in market research field operations, and based in the area. The work, usually less than 5 hours per month, is unpaid apart from expenses incurred, but by visiting, helping and maintaining contact with applicants for help, it is thoroughly worthwhile.

If you, or anyone you know, may be interested in either of these appointments, please get in touch with MRBA Secretary/Treasurer Danielle Scott, tel. 0845-652-0303; or e-mail [marketresearchba@yahoo.co.uk](mailto:marketresearchba@yahoo.co.uk).

## BHOPAL BIKE RIDE OR CELEBRITY CYCLING IN THE HEAT AND DUST

*In November, Janet took part in the 'Cycle Bhopal' charity event. Here we re-print a part of her journal recording the experience:*

**W**ell, I cycled from Bhawani Mandi to Bhopal and rode a total of 325 km. But first, an admission — the actual ride was 425km. Although I cycled every single day I couldn't cycle between 2 and 3 in the afternoon. It was just too hot, so I availed myself of the air conditioned support vehicle and picked up the ride again from 3pm for the last hour and a half. There was also another occasion when the journey took us cross-country over pebbles for 12 km and I thought my bottom deserved better treatment than that, so this time I went in the jeep! Otherwise I cycled every day from dawn to dusk and loved every minute of it.

Before I enumerate the detailed itinerary and highlights, let me give you an overall flavour of what it is like to cycle in India. Firstly, the roads are nothing like roads here. Sometimes they come to an abrupt end, sometimes they funnel down to a single track in the middle which everyone has to fight over. Sometimes, like Macavity, they are just not there at all — just cobblestones, potholes and loose pebbles. Everyone and everything is on these roads — cows, dogs, horses, donkeys, pigs, chickens, goats, bicycles, ox carts, mopeds, buses, vans and huge lorries!

### No Road Rules

There are simply no rules. Everybody is vaguely going in the same direction — although that is not always guaranteed — turning left or right as and when they feel like it. However it is the lorries that you have to worry about. Their drivers don't take any prisoners! Whether they are approaching from behind — and you get to recognise their foghorn sounding hooter — or appearing from the opposite direction, you don't argue with them but just get off the road. Drivers are oblivious to everybody else, overtake on the opposite side or the same side and everyone just has to get out of the way fast! To a lesser degree the same thing applies to bus drivers — whose bus horns sound like an ice cream van jingle. The only difference is that they are a little slower, and a little more considerate, since they are carrying a shed load of passengers!

Scooters have a high-pitched warning toot which you learn to ignore, but when they pass you their riders are so gobsmacked to see a white person — let alone someone dressed up in Tour de France lycra, they turn around to look and almost have an accident themselves! Scooters are ridden by a man with a female companion sitting side-saddle behind, with one hand around the driver's waist and the other clasping a baby. Sometimes two more children are perched on the bike, one in front of the father and the other in front of the mother.

It doesn't surprise me that they are able to ride 4-5 on a moped; they are certainly slim enough to do so.



I cannot imagine overweight and overfed Westerners managing to get more than two on a moped, let alone 3 or 4! And as for helmets — well forget it! All you see passing you are women wearing brightly coloured saris flowing in the breeze and sleek looking, dark haired, shirt and jeans clad male riders.

Sometimes they are so curious that they actually turn back and come alongside of you to ask where you are going and what you are doing. Naturally, all this was in Hindi and apart from learning 'Namaste' I could only mutter 'Bhopal' in response.

So there is always a cacophony of noise on the roads in India — horns, bells, hoots and jingles. It is a continual communication system that is used between motorised vehicles and after a while you are just not freaked out by sounds behind you as you begin to recognise what they represent.

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Strangely enough there is no aggression. It is very, very busy and can be a little scary too when you come to a small town or village where you have to negotiate crossroads — although in the main our motorcycle cavalcade did marshal us through. Nevertheless, we were such an unusual sight we were often distracted by having to acknowledge greetings as well as negotiate potholes, traffic and animals!



### Early Starts....yawn yawn....

We usually set off at 7 in the morning in order to cycle as many kilometres as possible before it became very hot, stopping every hour for refreshments. Then we would cycle until lunchtime where a meal would be prepared for us. Everybody would ride in the afternoon until we arrived at our next destination between 4 and 5pm. There were 16

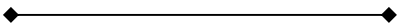
of us in total; seven women and nine men. And guess what — I was not the oldest! There was one lady and man older than me at 68 and 66 respectively.

But I was the slowest! Pretty soon the group strung out into the leaders and the laggards and I even lagged behind the laggards! So much so that one of the young men who was part of the organising crew rode with me. His name was Shabib and he was 25 years old, one year younger than my youngest, so I adopted him as my fourth child. We would cycle along singing Beatles songs and when it came to the hills — and there were a few big ones — he kept me going with encouragement and exhortations. I managed them all without getting off the bike. At the stops everybody waited until we arrived and applauded when the laggards finally hove into view.

My fellow pedallers were a great group of people — two doctors, two lawyers, bio-chemists, IT technician, teachers, social worker, consultant, industrialist and one “Mrs Five Star” business lady. No prizes for guessing who that was!

Everybody took their own saddles, pedals, toe clips etc. and I took a sheepskin saddle cover. The only things between the bike and my sore bottom were my “top of the range” ASOS lycra cycling shorts and the sheepskin cover.

*This is an extract from Janet’s journal — for the full story, go to our website [www.research-network.org.uk](http://www.research-network.org.uk) and follow the links.*



## INTERNATIONAL JOURNAL OF MARKET RESEARCH

The year 2008 marked the 50<sup>th</sup> anniversary of the International Journal of Market Research. Founded in 1958 and launched in the summer of 1959 with the title *Commentary*, it was sent free to members but was available to non-members at 7s 6d. The name was changed to *Journal of The Market Research Society* in 1968. NTC took over its production in October 1999 and from the Winter 1999/2000 edition the name was changed to the *International Journal of Market Research*.

A celebration dinner was held on the 25<sup>th</sup> November 2008 at Richard Corrigan’s Lindsay House. Among the invited guests were members of the current and previous editorial boards of the Journal, and four former Honorary Editors: Andrew McIntosh (Lord McIntosh) who was Editor until 1968, Stephan Buck, who took over with the late Ian Haldane, Peter Bartram who joined Stephan in 1973 and James Rothman who became co-Honorary Editor when Peter went to the States. Also attending the dinner was Phyllis Vangelder, who was variously Publications Officer, Managing Editor, Executive Editor and Consultant on the Journal from 1967-1999, with essentially the same job of supporting the Honorary Editors and getting the Journal to press. Peter Mouncey, current Editor-in-Chief, stressed its unique position as the main vehicle for practitioners in market research to reach a wider audience and to disseminate new thinking and professional practice, a fitting successor to the vision of its original founders.



# PLACES AND FACES I HAVE KNOWN

Dr John Martyn

*John Martyn was born in Wallasey, Cheshire and educated at the local Grammar School and, after Army service in India and a period gold-mining in Swaziland, the London School of Economics where he graduated in 1954 with an Honours degree in Sociology and later with a PhD in Economics. This is John's edited version of a fuller account of his career.*

When I left the LSE I took advice from Claus Moser on where I might find employment and he suggested BMRB or Research Services. I phoned BMRB and was put straight though to Tom Cauter, the then MD. After being interviewed by him I was offered a job as research-executive-cum-PA to the managing director. Tom Cauter told me he had been at LSE. Bert de Vos also LSE joined at about the same time. At the BMRB offices in Upper Grosvenor Street I was ensconced in a small windowless office where I was overseen by, and took instructions from, John Downham.

From BMRB, a leading agency of its day, I went in 1956 to a small company called Market Information Services (MIS), a subsidiary of the advertising agency Colman, Prentis and Varley, then attracting more competition from larger agencies. I learned a lot there and rubbed shoulders — almost literally, for we shared a very small office — with Ron Edghill. We became good friends and put up with a larger than life character called Dag Rotherham whom we got to know much better when he became research manager of an independent television company.

My next port of call, after a short stay with MIS, was with Young and Rubicam, a larger advertising agency where I worked with Andrew Murray and kept company from time to time with Colin McIver and Joe Saltmarsh. My main accounts were Thomas Hedley (later Proctor and Gamble) and Hotpoint. I thus obtained some early knowledge of the manufacturing

side of the electricity industry, which was to be of relevance later in my career.

Out of the blue in 1958 I was asked to establish an English subsidiary of The Pulse, a US television and radio research company. This I believe was the doing of John Robertson, a good friend of mine and Geoffrey Roughton's original partner in MAS. On my appointment as MD of The Pulse I was able to draw on my fairly wide knowledge of the business and the leading players, though its early establishment owed much to the initial support of Dag Rotherham, by this time Research Manager of Associated Rediffusion. I retained two LSE staff as consultants, Alan Stuart to advise on sampling and statistics and Bill Belson on research methodology. I had some very good staff including Marjorie Rowbottom, Graham York, Sheila Brennan and a very special friend Jim Little. The Pulse folded when Associated Rediffusion withdrew its support.

After that I was for three years at Spottiswoode Advertising, a subsidiary of SH Benson, first as research controller then as marketing manager. I recruited Chris Hawes for the research department and it was at his suggestion that I applied for the post of marketing manager when it became vacant. In 1964 I noticed an advertisement for Head of Research at the Electricity Council and duly obtained the appointment. I may have been helped by the presence of Alan Stuart on the interviewing panel. I was to spend twenty-five years at the Electricity Council, where I enjoyed considerable freedom but where, in my quest for well-considered good research, I was also to ruffle a few feathers.

*You can read more about John's feather-ruffling and later career in the second part of his account, to be published in the next Newsletter.*



## CALL FOR CONTRIBUTIONS

The editors welcome letters, your news, or articles for publication in future *Newsletters*. The editorship is in process of changing but, for the present, please submit these to Phyllis Vangelder at her address in the Members List or by email to [p.vangelder@btinternet.com](mailto:p.vangelder@btinternet.com) and she will forward these to any new editors who will be announced on the Network website.

## **HARRY HENRY 1916-2008**

*There were two principal obituaries of Harry, written shortly after his death, and we produce here that written by his friend and collaborator Mike Waterson. We remember Harry as our oldest member whose 90th birthday we were very pleased to celebrate in 2006.*

**H**arry Henry was best known for his pioneering work in market research, initially within advertising agencies and later as applied to the management of major media organisations. His career spanned the war and reached a zenith as the right hand of Roy Thomson, at the time the major innovator in the British Press. There are few if any main industry research bodies on which he has not served in a distinguished capacity.

Harry joined the board of the Thomson Organisation in 1961 as Director of Marketing, later Deputy Managing Director. He was closely involved in the launch of the *Sunday Times* Colour Magazine (the first of its kind), the development of a number of magazines and evening newspapers, the acquisition and launch of book publishing companies, and Thomson's entry into travel and information technology. After successfully tendering to Post Office Telecommunications for the UK introduction of 'yellow pages' directories, in 1965 he founded and was the first Chairman of the Thomson Yellow Pages Ltd. The Marketing Division he set up for Thomson, and the concept of a 'total' approach to marketing and management decisions which he introduced, were tailored to that organisation's specific needs but they also helped change the way the publishing business as a whole was managed.

Harry Henry was born in 1916. After graduating in Economics and Statistics from the London School of Economics in 1938 he started work as the one-man research department of the young advertising agency Colman Prentis & Varley (CPV). When war came he was called up to serve first as a regimental officer in the Royal Artillery and subsequently as a Statistical Branch staff officer at Montgomery's 21<sup>st</sup> Army Group headquarters.

Returning to CPV post-war, he launched a subsidiary company, Marplan Ltd, which became for some years one of Britain's leading market research agencies, with branches in several other European countries. It was during this period that he developed the methodology then known as 'motivation research', publishing in 1958 *Motivation Research: Its Practice*

& *Uses*, a book describing how indirect techniques can be used to obtain information not readily or reliably derived from direct questioning or discussion. This seminal work ran to several editions and was translated into seven languages; most recently it was republished by the MCB University Press as 'a special classic reprint'.

Henry left the Thomson Organisation in 1970 and, already in his mid fifties, embarked on the third and enormously productive phase of his career. As Editor-in-Chief of *Admap* and author of the famous Lucifer column, positions he held until shortly before his death, he consolidated this publication's reputation for intellectual stringency and authority which sets it aside from the generality of newsy, advertising periodicals. Articles, conference speeches, monologues and further books flowed from his pen, drawing on a wealth of knowledge and experience, providing constant new insights and — as he moved into his nineties — displaying breathtaking energy. His unflagging curiosity about new developments, allied to a tendency to acerbity, kept his writing lively and, as the poet said, 'Sustained his appetite and rage/Intact to an extreme old age'.

In 1983 he joined Mike Waterson in setting up what started out as a modest venture to launch a quarterly *Food & Drink Forecast*. This grew rapidly, metamorphosing by 1998 into Information Sciences Ltd and becoming one of the world's largest private sector suppliers of economic information through its operating arm NTC Economics Ltd, and the world's major publisher of advertising and media knowledge via the World Advertising Research Center (WARC).

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### **LAST WORD**

In a December edition of the BBC obituary programme *Last Word*, presenter Matthew Bannister interviewed Harry's son Peter and Dr Liz Nelson. They exchanged their reminiscences of Harry as a father and as a colleague. Amongst other things, Peter recalled his father's enjoyment of a good family argument and Liz his cutting, but still friendly, exchanges with Henry Durant and his paradoxical views, and famous book, on motivational research. In the same programme there were also pieces on Oliver Postgate and Patriarch Alexiy II, leader of the Russian Orthodox Church. Harry would have enjoyed the company!

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Henry's whole career was marked by innovation. He developed in 1949 the first system for using punched-card equipment to compute net press coverage and in 1959 he was the first to use a computer, LEO (at Lyons' old Cadby Hall), to analyse market research data. He introduced the Hulton Tables of Advertisement Attention Value (1949) and the Hulton Readership Surveys, which from 1947 to 1954 performed the role taken over subsequently by the National Readership Survey. He carried out the first survey of the poster audience (1948), the first national study of public attitudes towards advertising (1954) and the first qualitative study of regional newspaper readership (1963).

Not surprisingly, he was in much demand by industry and academic bodies. He was at various times (and often simultaneously) Visiting Professor of Marketing at the University of Bradford and at the Cranfield Institute of Technology, and Industrial Professor of Marketing and Media Policy at the International Management Centre. He chaired the Marketing Communication Research Centre, the statistics committee of the Advertising Association, the technical sub-committee of the National Readership Survey, the research committee of the Evening Newspaper Advertising Bureau and of British Posters. He was a Governor of the History of Advertising Trust and a member of the editorial boards of the *Journal of Advertising History* and the *International Journal of Advertising*.

In 1985 he was awarded the honorary degree of D.Litt by the Northland Open University of Canada in recognition of his contribution to management and market research, and in 1988 he was the recipient of The Market Research Society's (then) rarely awarded Gold Medal in consideration of his exceptional contribution to market research; he was subsequently awarded the Advertising Association's Mackintosh Medal in recognition for his very considerable contribution to the advertising business.

He was a great friend, not least when you needed one. Though not as avuncular as he looked he was wise, witty and warm. He was a great encourager of talent when he spotted it in young people.

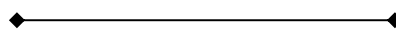
He married Mary Anstey in 1938; she predeceased him shortly after they had celebrated their golden wedding anniversary. He is survived by two sons and two daughters.

#### ***Funeral service—Phyllis Vangelder writes:***

Harry Henry's funeral service took place in Christ Church Esher, opposite his family home, Startforth. His beloved wife Mary had been a member of the Church. The Reverend Graham Shaw, who spoke so movingly, was a curate there many years ago, and quickly became a family friend — as well as a stalwart of Mary's drama group.

The service was mainly designed by one of Harry's daughters, Frances Heywood, OBE, to include Jewish, Christian and secular elements, and to be principally concerned with his non-business life. Although brought up in a Jewish family, with a great memory for the Jewish prayers and traditions, he was as happy in a church as a synagogue — not having any religious beliefs as such.

The service was put together with understanding and in addition to familiar hymns, included lovely music, poetry, readings from the Bible and Shakespeare, a parody after Lewis Carroll, composed by his family for his 80<sup>th</sup> birthday 'You are old Ganfer Harry' and not least 'The battle hymn of the republic'. Peter Henry gave a warm and frank tribute to 'Our Father' Harry as he saw him, Lorna Perez and Emma Roncarati, (Harry's great-nieces), sang the beautiful 121<sup>st</sup> Psalm 'I will lift up mine eyes unto the hills' in Hebrew and the service concluded with the Jewish prayer for the dead, the Kaddish, read by Stuart Kershaw in Hebrew. The service expressed Harry's different facets with great sensitivity and movingly reminded us of a lovely man (though not always easy!) and his significant contributions to our industry.



## **THE HENRIGRAM**

**Amongst the many tributes to Harry we found this in a letter to The Times:**

**Andrew Papworth writes:** In addition to all his other achievements, Harry Henry should also be remembered for the invention of the Henrigram. This invaluable chart tool was a kind of drunken,

lopsided pie chart in which the angles of each sector represented the proportions of various segments of a population and the area of each sector represented their share of consumption. The whole gave an instantaneous and vivid picture of a market. Sadly, modern spreadsheet applications cannot cater for its sophistication.

## FRANK TEER 1934-2008

*John Barter writes:*

Frank Teer, who died last September at his home on Sark, was a leading figure in market research in the UK in the sixties and seventies and subsequently in Australia and South East Asia.

I first met Frank in 1952 when we were each lucky enough to be allocated one of the 64 places in the only hall of residence which the London School of Economics had for its 3000+ students. I have a photograph of the residents which shows that even then, networking was not confined to Oxbridge. More than a third of the group were from overseas and returned home, eventually to become finance ministers or heads of the civil service in far-flung outposts of the newly independent former British Empire. Of the remaining forty-odd, no fewer than eleven went on to work, at least for a time, in the then tiny market research industry.

Three years passed in the mainly enjoyable carefree way that seemed common for students in those days and Frank then completed his army service and joined the Inland Revenue, eventually qualifying as an Inspector of Taxes.

In February 1962 Frank and I found ourselves joining National Opinion Polls on the same day as the third and fourth employees of the company. NOP had been set up in the late fifties by Mick Shields (another LSE man) to provide an opinion poll for the *Daily Mail*, to compete with the successful Gallup Poll which appeared in the *News Chronicle* and later in the *Telegraph*. At first their fieldwork and data processing were sub-contracted (to Gallup!). This was obviously not desirable so it was decided to build up a proper survey facility which was started by Peter Hyett, an older LSE contemporary of Frank and myself. It then made sense to expand into commercial market research and Frank and I were recruited to put this into effect.

The research industry was then very young and we all learned as we went along. At first there were no computers and no calculators, just punched card counter sorters and slide rules. It was all hard work but great fun. Over the next few years NOP grew quite rapidly and was soon in the top ten of UK consumer custom research companies. After Peter Hyett left to work abroad in 1965, Frank and I became joint managing directors and Frank played a great part in the successful growth of the company.

He was also very active in The Market Research Society serving on the Council and on a number of committees before becoming Chairman in the early seventies.

In 1972 Frank was head-hunted by AGB, then the largest UK research company. Their main business was in panels but in the course of their expansion they had acquired a number of ad hoc research facilities. Frank was employed to pull all of these together and to launch Research Surveys of Great Britain, which he did with great success.

After some years Frank decided that he wanted a new challenge and set off with his wife, Connie, and four children to join what was primarily a qualitative research company in Australia. From there he moved on to Macnair, a leading Australian media research company which Frank was then instrumental in bringing into the expanding AGB research empire. Frank enjoyed life in Australia, becoming a citizen; the company prospered and he took on greater responsibilities within the AGB group, becoming a main board director. He eventually returned to the UK to a head office post, but the family remained in Australia and Frank subsequently married Mary Agar, familiar to those in market research as a highly respected field director.

Always keen to take on a new challenge, Frank was next appointed to take charge of all AGB's interests in the rapidly expanding Asian market. He was based in Hong Kong and continued also to have responsibility for Australia. The job went well but, after a while, Frank felt that he had had enough of the constant round of travelling which was required and he decided to take early retirement. He also felt that he had seen enough of life in big cities and with Mary he moved to Long Crendon. After a few years, they decided that even rural Oxfordshire was not sufficiently secluded and, 17 years ago, they emigrated to Sark. There they took on a lovely house and managed holiday apartments which were hard work but presented few marketing problems because most of their guests returned year after year. Outside the season they involved themselves in the tiny close knit community of residents, and travelled widely, with frequent visits to the growing family in Australia.

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Sadly, in recent years, Frank's health deteriorated. Strokes reduced his mobility and eventually affected his memory, though he retained his sharp sense of humour. Mary cared for Frank devotedly and he was able to remain at home until his death, bolstered by regular visits from his Australian family.

Frank Teer played an important part in the growth of

our industry here in the UK, in Australia, and in the Far East. Although increasingly involved in the corporate complexities of a large business, he remained deeply interested in the job of doing useful relevant research and observing high standards of quality. Our sympathies go to Mary and to all Frank's family. His many friends will greatly miss his company, his incisive mind and his droll sense of humour.

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## GILL COURTENAY

*Sir Roger Jowell writes:*

Gill Courtenay, who worked at SCPR/NatCen for twenty five years from 1973 to 1998, died on 8 December after a long illness. A longstanding and much-admired social researcher, Gill first made an impression at the market research firm, RBL, where she became a Group Head. She later moved to NatCen, still in its formative years, and helped to shape and build it. Also a founder member of the Social Research Association, Gill was much admired and much-loved throughout the industry. Her profound influence on the field was not only as a researcher but also through her expert training of countless new entrants to the profession.

Gill was a punctilious and creative researcher, specialising initially in local government research (in the days when local authorities still had sizeable research budgets). She built up a unique expertise within NatCen and was responsible for several large studies that enabled members of the public to make informed trade-offs between competing planning priorities.

Although Gill's special methodological expertise was in questionnaire design, by far her most pleasurable work always involved data analysis. Her research reports were elegant and well-honed and were often followed by well-adapted presentations to groups of councillors and local authority staff to explain their implications.

When the Thatcher years brought an abrupt end to these studies, Gill turned her talents to the design and conduct of a series of Youth Cohort Surveys tracing transitions from school through the early years of college or work. That these data represented the lives of hundreds of thousands of young people was always profoundly important to Gill and she continued running this landmark project, producing many penetrative reports and presentations, until her retirement ten years ago.

Gill was always a pleasure to work with and, even more important, to be with. Somewhat guarded by nature, she nonetheless exuded real warmth to her colleagues and friends and was an unerringly supportive colleague. Research was by no means her only consuming interest. She was also a lover of literature and theatre and eventually made her home near Stratford with her husband, Tony Twyman (also a distinguished researcher), where they attended almost all RSC productions.

Gill's work enriched our field and her life enriched her family and friends. I always felt proud to be among the people that Gill warmed to and, along with many others in our world, will miss her terribly.

***We are indebted to SRA News, where a version of this obituary first appeared.***

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## KEITH BOYD

*Simon Godfrey writes:*

I was very sad to hear the news of the death of Keith Boyd, formerly Chief Statistician of RBL and RIUK. Keith had reached a good age, well into his eighties, a tribute to his robust constitution and immunity to more than a moderate amount of cigar smoking and

beer consumption. These may reduce life expectancy on average, but their effect is subject to a bell-shaped distribution and Keith was plainly at the tail end of the distribution, an outlier even. He may have been statistically significant in more senses than one.

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Having narrowly avoided redundancy in 1975, I applied for a safer job as a statistician in RBL, working for Keith. I was worried about the interview because I knew nothing about market research. But this didn't matter in the least because Keith spent the whole interview telling me about the job and all I had to do was to stay awake and nod at appropriate moments. In fact, as I remember Phil Barnard saying, Keith was a shrewd judge of character and a perceptive interviewer. Obviously, I have to agree with this.

Having been taken on, my first tasks were to learn the trade, to accompany Keith every lunchtime to the White Swan, and to prepare for the two-week graduate trainee statistics course. The latter was fiendishly advanced, leaving many behind within the first half hour. Graduates were not the only ones exposed to this education: Jon Wilkinson recalls "my lasting memory of Keith was his valiant attempt to explain how to invert a matrix to a group of ex-field controllers who probably hadn't done maths for thirty or forty years". It was clear that although he had initially trained as an engineer, Keith's great love was mathematics.

Unfortunately, it soon became apparent that RBL was in no better financial condition than my previous employer but the resulting move to Wapping in 1976 was relieved by the discovery of the Town of Ramsgate where, in Phil Barnard's words, "Keith enjoyed lengthy liquid lunches in a haze of cigar smoke". But work also had its place and Keith's product testing ideas were key to RBL's landing the enormous multi-country projects which played a significant part in keeping the company afloat in that earlier period of economic and financial disaster. I was also a huge beneficiary of Keith's knowledge, which has stood me in good stead throughout my subsequent career.

Keith, who had joined Unilever (RBL/Research International's original parent company) in 1956, transferred to its market research side in the 1960s. He continued as RIUK's statistician until his retirement in 1988 when he left London to live full time in his Northamptonshire farmhouse. This featured in the 'Yellow Book', beloved of serious gardeners.

His many friends and colleagues in the market research world will miss his ever friendly and helpful presence. Our sympathy goes out to his widow and their two sons.



## **STEERING GROUP—CONTACT US**

The Research Network is directed by a Steering Group consisting at present of Nick Phillips (Chairman), Jane Bain, Jane Gwilliam (Events Organisers), Linda Henshall (Relations with other MR bodies), Phyllis Vangelder (co-Editor *Newsletter*), Gill Wareing (Secretary-Treasurer), Tom Punt (co-Editor *Newsletter* and Webmaster), Nick Tanner (co-Editor *Newsletter*) and Frank Winter (Data Protection and other regulatory matters). Their names, addresses, phone and email details are in the Members List which was sent to members in 2008 or will be sent on request to new members. Please feel free to contact any member of the Steering Group on matters relevant to the areas they cover.