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## THE WAY WE ARE

**W**elcome to the first edition of 2013. Long-standing readers might notice the odd change in layout compared with those of the last few years. One of these is the inclusion of the new logo in the masthead. Conceived by Jane Bain (do her talents know no bounds?), it was introduced at the AGM and should now be appearing on all Network communications.

Another change is the move from a 2-column layout to a single column for most *Newsletter* articles. This was originally prompted by a comment from our Chairman, Nigel Spackman, that he found the layout difficult to read on a computer screen because of the need to scroll up and down the columns. His comment led to the realisation that we knew very little about how our readers use the *Newsletter*—whether they print it off or read it on-screen (and if so, on what sort of screen or device). Being market researchers, we stifled our instincts to make a wild guess about the answer to this, and decided instead to conduct a small survey among our readers. The results of that survey are summarised on page 5 but its principal finding—that the overwhelming majority generally read the *Newsletter* on-screen—has led to the re-design that you see before you. We hope you find it helpful.

The use and abuse of market research in the media continues to provide occasional amusement, irritation or both. According to *The Guardian* on 18th February, The rail operator First Group described a survey of 7,500 rail commuters by Which? as “questionable research that quizzed less than two thousand of the 300 million passengers our train companies carry each year”. We all know that the size of the population is virtually irrelevant to the validity of the sample size; but one is also moved to wonder where, in a country of some 60 million inhabitants, First Group manages to get its 300 million passengers from. Journeys, perhaps, but surely not passengers?!

## SPRING LUNCH: 23<sup>RD</sup> APRIL AT THAI SILK

**I**nvitations will be despatched before long to the Network’s Spring Lunch, which will be held on 23rd April at Thai Silk, on the corner of Joan St and Isabella St, London SE1 8DA, close to Southwark tube station



(the entrance itself is in Isabella St). Sharp-eyed readers might notice that the address and photograph bear a distinct resemblance to those of Ev, where last year’s Spring Lunch was held. It is

indeed a close geographical neighbour of Ev, so Waterloo and Southwark stations are therefore once again the best bet. Culinary relationships between the two might be harder to spot, though: Thai Silk, of course, takes us

towards the south-eastern extremities of Asia, whereas Ev’s origins were far closer to Europe. In any event, we look forward to seeing all our old friends—and perhaps a few new ones?

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# THE WAY WE WERE

Peter Bartram's selections from MRS Newsletters of yesteryear

## 40 years ago (1973):

An article in Cosmopolitan Magazine was described as urging us not to take market research too seriously. It reported on a survey in which 92% of the sample (*of whom? – not specified, Ed.*) claimed to have read at least two issues of a non-existent publication called 'Supermarket Age'.

At a January Evening Meeting, **Gordon Heald** expressed a concern that relations between the market research industry and the academic world were not at the right status level. He felt the Society was working well with polytechnics but there was far too little liaison with universities, where market research was largely ignored both as an industry and as a useful tool for furthering knowledge in a number of faculties.

Although Brighton as an annual conference centre was seen as having a number of advantages, pressed by some Members wanting a move, the MRS Council decided to look for somewhere new. Under consideration were Majorca and other overseas locations, and some remote possibilities included the Aviemore Centre in Scotland and Billingham-on-Tees. Other imaginative ideas included taking over a Butlin's holiday camp or a cruise liner, but the main contenders were Bristol, Bournemouth, Harrogate and Scarborough. (*But not, apparently, London or Birmingham – Ed.*)

## 35 years ago (1978):

A note publicising a forthcoming seminar on DP began by saying "Sex and DP have much in common – many practitioners, few experts, much mystique, and the occasional hang-up. In practice, if we are honest, both can be routine, even boring, but if we try hard enough, the results can be very satisfying."

Signs of the times: a nationwide survey by MORI found that 78% thought the trade unions had a lot of influence, and of 11 other institutions asked about, none came anywhere near the unions in the power they were thought to wield. However, only 31% thought the unions were doing a good job.

In April, the 'hyping' scandal generated a great deal of publicity in the press. Hyping was trade slang for buying records to get them into the Top 50, as organised by a nationwide network of agents employed to buy records at shops monitored by BMRB. The MRS was at pains to point out that Marketforce, the sales promotion company behind the hyping activity, was not a market research company.

In May, **Eric Adler** reported from Brighton: "If readers or participants at last month's 21<sup>st</sup> annual conference have any doubts that this was the best, the best attended, the best organised, and the conference by which they will all be judged, then all doubts must be dispelled. The results of the work that the Conference Sub-Committee produced could hardly be faulted, and for its Chairman **Fred Johnson** (of British Gas) it was a personal triumph."

Eric's report also noted that, "after an exciting pulsating evening with loads of drink, dancing and fun, late into the hours of Friday night two researchers of variable sex, differing social class, but the same age group, were to be seen travelling incessantly up and down in the lift, clutching blindly at one another ...."

## 30 years ago (1983):

**John Wigzell's** report on the Conference highlighted **Stephen King's** keynote speech in which he called for the MRS to market its product more efficiently by attacking a higher level of management. As part of that, he called for a change in the role of researchers from telling people 'what is' to telling them 'what to do.'

**Geoffrey Roughton** looked at the increasing number of mergers and acquisitions within the industry, citing these which had occurred recently:

- |  |                              |
|--|------------------------------|
| • BMRB acquiring Mass Observation and MBL        | • RBL taking over Marplan    |
| • MIL getting together with Professional Studies | • EMS consolidating with SRA |
| • MAS selling out to AIDCOM                      | • PAS becoming 'Guinness'    |

He claimed that the result in most cases is a stronger and more profitable organisation, and believed that we could expect more such changes in the rest of the decade.

In June **Phyllis Vangelder** used an editorial column to announce the launch of Survey Magazine "produced to help the Society communicate to the outside world ... and fill a gap in our formal means of communicating

with top level business, social and political decision makers, with an emphasis on applications rather than techniques." (*It is to be hoped that the new MRS magazine, to be launched soon in 2013 with similar aims in mind, will survive longer than Survey Magazine did*).

A cartoon in the May issue showed an interviewer delivering a questionnaire preamble of a kind that many of us have occasionally devised but wish to forget: "I'd like you to think of a large tart from Lyons ..."

### 25 years ago (1988):

In January, two letters were published. The first, from **Eric Adler**, asked "How much further can **Gordon Heald** levitate? He's had lunch with Mr Reagan at the White House, and he met the Pope at ESOMAR. Will he be taking tea with the Queen at the Palace, or addressing both Houses of Parliament?" The second letter was from a certain **Nick Tanner**, asking: "In the December edition of the Newsletter, I cannot find a single article or letter by **Mike Roe**. Is this a record?"

In April, a headline in the Newsletter proudly announced: "MRS Member becomes President of Cyprus." This of course was **Dr. George Vassiliou**, founder and chairman of the Middle East Marketing Research Bureau (MEMRB), elected on a platform of "Change – Unity" in the belief only an independent, non-party candidate could unite Cypriots. He had been an MRS Member for 20 years.

**John Barter** (former MD of NOP) wrote an obituary notice describing **Mick Shields**, Managing Director of Associated Newspapers, and founder and Chairman of NOP, as having "a great talent as a businessman which encompassed a considerable gift for personal relationships. He got on well with everyone, and his essential good humour was rarely disturbed no matter how trying the circumstances ... When my wife and I were discussing the sad news of his death, she remarked that she had never heard me make any critical comment about him. I am not excessively charitable; there just wasn't much to criticise."

A one-day follow-up conference re-visiting papers delivered at the MRS annual conference chose to focus on the following:

"A great ad – pity they can't remember the brand" by **Wendy Gordon** and **Roy Langmaid**

"Tabloids of Stone?" by **Eamonn Santry** and **John Siddall**

"Can we at last say goodbye to social class?" by **Sarah O'Brien** and **Rosemary Ford** (Winner of the Best Conference Paper Award) (*But, viewed from 2013, the answer is still 'No' – Ed.*)

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## RESEARCH NETWORK ORAL HISTORY PROJECT

### Frank Winter reports on progress

**T**he progress of our Oral History project, which started in 2011, has been steady and sure in 2012, with 11 out of the 1st wave of 12 interviews now completed, thanks to the efforts of Lawrence Bailey. Last December interviews were carried out with Ivor McGloughlin and Ted Whitley. An interview with Bill Schlackman via a video link is being planned to take place shortly.

During the next few months, the continuing editing of the interviews that have been recorded will be taking place (any volunteers to help would be appreciated).

One of the many gems that has emerged from the interviews so far is that possibly the first UK recorded 'group discussion' was conducted on the Spangles brand by Liz Nelson in 1953. Other interesting snippets include respondents' choices of their favourite 'desert island' book, which range from John Barter's selection (Ernest Dichter: The Strategy of Desire) to Geoffrey Roughton's choice of GH Hardy: A Mathematician's Apology.

Still under development are technical areas such as web page production, indexing and web hosting. A further, more long-term strategic area under discussion is where the Oral History project fits in with long term plans being discussed, covering the establishment of a National MRS Archive of published and unpublished market research material.

All of the above, and more, will be discussed at forthcoming Research Network Steering Group Meetings. Any input to these discussions from Research Network members would be most welcome.



## AUTUMN LUNCH AT THE SAVILE CLUB

**W**ell, we always thought there would be heavy demand! We celebrated our 10th anniversary with an Autumn Lunch at the Savile Club. We normally expect between 80 and 100 members and guests to attend our Spring and Autumn lunches but with an anniversary event at such a prestigious location. It was likely that demand would exceed supply. Invitations were sent out exactly four weeks beforehand; despite a "no guests" policy, the places were quickly filled and several members had to be placed on a waiting list. Gill Wareing, however, managed this list with her customary efficiency and as the inevitable regretful cancellations started to come through, replacements were shifted to the 'confirmed' list in strict order of application. In the end, we were delighted to be able to confirm that everybody who applied for a place and was able to attend actually did so.

The surroundings were magnificent and the food and drink superb; we owe a great debt of gratitude to Ted Whitley, who is a member of the club and made it possible for us to use its facilities. The photos below should provide a flavour of the event for those who missed it, and an enjoyable memoir of it for those who were there. Many more are available for viewing on the *Network* website.

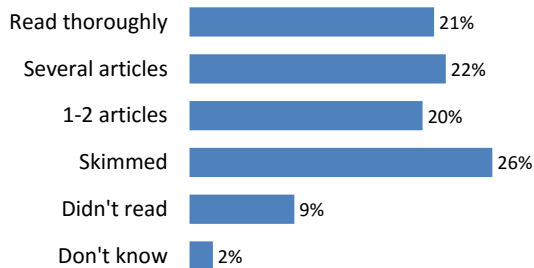


# NEWSLETTER SURVEY

## Nick Tanner reports on the findings

In the autumn, about two months after the August edition of the *Newsletter* was distributed, we interviewed Network members by telephone to find out how they read it and which parts they enjoyed. Fieldwork and DP were most generously provided free of charge by the aptly-named Network Research, who attempted to contact all members except, for cost reasons, those living abroad. In the end, 126 interviews were achieved and we are grateful to all who took part.

**Chart 1: How much of last edition did you read?**



Base: All who received latest issue (109)

The vast majority of those respondents (109 of them, or 87%), thankfully, remembered receiving the latest edition of the *Newsletter*. Moreover, about two-thirds had read at least one or two articles in it (see Chart 1). It's good to know that we're not publishing 'into thin air' and especially gratifying to note the number of members who are finding it worthwhile to read several or all of the articles in it.

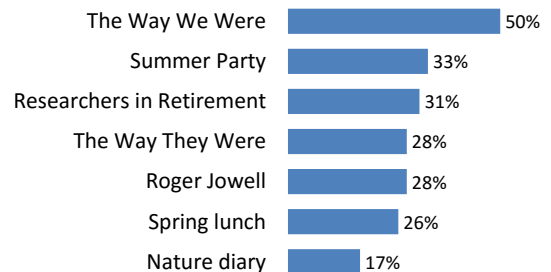
Nevertheless, this leaves about a quarter who had only skimmed it and another 9% who had not read it at all. About a half of these skim/non-readers "didn't have time" or "hadn't got round to it", an answer that was especially prevalent among younger members who are, of course, more likely still to be working. Another quarter of the skim/

non-readers said they were simply not interested, a reminder that we must neither be complacent nor assume that information published in the *Newsletter* will inevitably come to the attention of all of the membership.

We asked readers to tell us, spontaneously, which articles in the latest edition they had particularly liked—see Chart 2. It is probably to be expected that the top seven items mentioned were, in one way or another, 'regular' items (if one takes the Roger Jowell article as one of a 'regular' series of obituaries and remembrances). Peter Bartram should be especially gratified that his *The Way We Were* column, with extracts from past MRS Newsletters, is so widely appreciated.

One of the main reasons for conducting this research was to find out whether members were reading the *Newsletter* on screen or whether they were printing it out to read later. The answer (see Chart 3) is that over 90% do not print it at all, but simply read on screen. In most cases the 'screen' concerned is still a separate computer monitor but more than one in three are reading on a laptop screen or on a tablet device such as an iPad. At least nobody (yet) claims to be trying to read it on the screen of a mobile phone!

**Chart 2: Which articles did you particularly like?**

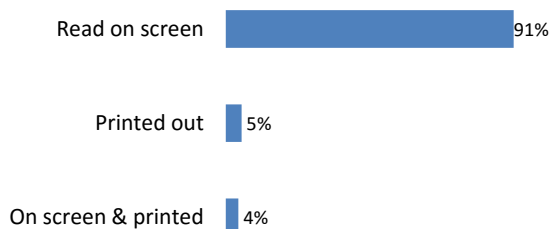


Base: All who received latest issue (109)

Discovering this finding has caused us to re-think the way the *Newsletter* is laid out. The old 2-column format, whilst it works well for printed magazines and journals, requires too much scrolling around when read on screen and is not well-suited to such behaviour, so starting with this edition we have moved to a single-column layout for all except very short articles. We hope you will find it easier to use but if there is more we can do to improve your enjoyment of the *Newsletter*, do please let us know.

*We are grateful to Network Research for their kind assistance with this survey. The questionnaire and full results will be available shortly on our website.*

**Chart 3: How did you read Newsletter?**



Base: Received by e-mail & read at least part of latest issue (98)



# CHRISTMAS DRINKS AND AGM

Tom Punt reports

**S**purred on by the chance to attend the AGM, 35 members, including all but one member of the Steering Group (Linda being unavoidably absent), gathered for festive drinks on 4th December 2012. The venue was again 6 More London Place by kind permission of TNS/RI, to whom we are always grateful since they also regularly offer us a room in which to hold Steering Group meetings.

The AGM is an opportunity for the Steering Group to give an account of activities and finances over the previous year, for members to raise questions, generally have their say and, theoretically, to elect Steering Group members if there are more candidates than places to fill. Perhaps unfortunately the latter eventuality has never arisen during the last ten years so all the members of the 2011/12 Group offered to stand again and were unanimously re-elected. Perhaps in 2013 there will be a rush of nominations which is to be hoped for since it will be a portent of a healthy (as well as just long-lived) Group in future. More of this later.

But the Research Network as a whole, as reported by Nigel Spackman our Steering Group chairman and Gill Wareing our Secretary-Treasurer, is still exceedingly healthy both socially and financially. Key points included:



- A very successful year socially with a total of 259 members attending the three main social events culminating with an attendance of 102 at the 10th Anniversary lunch at the Savile Club.
- Financially, a small deficit in line with the policy of limiting accumulated surplus funds to around 50% of annual turnover. Reserves are still strong and, as a result, we were again able to make a contribution of £1000 to the MRBA and, as a token of our gratitude to TNS for providing meeting rooms, a donation of £250 to UNICEF, their chosen charity. The largest subsidy was to lunches, to meet the stated objective of limiting



members' tickets to £25. The subsidy for the Spring Lunch was modest, and that for the Summer Party almost invisible, but the Autumn Anniversary Lunch was subsidised by just over £2500 – the main but wholly approved contributor to the deficit.

Jane Bain (and on behalf of her colleague Jane Gwilliam) reported on venues and dates for 2013 social events, details of which may be found on the website. The two Janes never cease to amaze us with their forward planning, their choice of good restaurants and their marvellous negotiating skills which have done so much to ensure continued value for money for members. Our gratitude to these hard-working members is heartfelt.

Sue Nosworthy reported on efforts to attract new members by inviting guests who have attended lunches to join, and by enlisting the help of MRS and ESOMAR in recruiting members approaching retirement. Suggestions were made from the floor that HR departments of larger agencies might help and Marie Alexander suggested approaching the Social Research Association. Geoffrey Roughton proposed electing up to five honorary members from other MR organisations and the Steering Group promised to consider this at their next meeting. Sue also announced that a revised application form and publicity material were being prepared for prospective members.

Nick Tanner gave a brief account of a recent survey on the subject of the Newsletter, the results of which are discussed



elsewhere in this *Newsletter*. It was pointed out that, although for cost reasons this was not encouraged, printed versions can be sent to any member on request.

Tom Punt said that since the present website had originally been set up in 2005, he felt the time had perhaps come to consider major revisions to its layout and organisation/navigation and he would be trying to do this gradually during 2013. He reminded members that there was provision for online feedback about the website and that he always welcomed suggestions and criticisms by email; there is a direct link to his email address, too, on the site. The splendid new logo and banner on the website were designed and prepared by Jane Bain and he expressed his thanks for this 'above-and-beyond-duty' contribution.

Frank Winter on behalf of the Oral History sub-committee first reiterated the Network's thanks to Lawrence Bailey for carrying out the first tranche of interviews, now nearly at an end, with the intended addition of Ted Whitley and (if remote connections to the USA can be established) Bill Schlackman. Consideration was being given to where the edited interviews could be electronically stored e.g. the LSE or the Mass Observation Archive at Sussex University. Liz Nelson said that the MRS were also looking into the question of archive storage and had considered the IPA. It was agreed that liaison with the MRS would be desirable. A factor in the lodging of interviews might be the availability of indexing facilities. Access might then be via the Network website with possible password protection at the final stage.

In Linda Henshall's absence, Nigel had said, on her behalf, in his opening remarks that mutual cooperation with other MR bodies such as the MRS and MRBA continued to be excellent. He also emphasised the wish that all Network members who were also still MRS members should participate as fully as they could in MRS activities bearing in mind the new spirit of member-centeredness encouraged by CEO Jane Frost.

Finally it was announced that Adam Phillips would be co-opted to the Steering Group to coordinate ideas for the future development of the Network. The Steering Group will welcome Adam at their next meeting.

During the meeting Peter Bartram had spoken of the desirability of formally including on the agenda the election of Steering Group members and this will be dealt with for future meetings. The absence of this item for some years past might have been the result of few indications of competition for SG membership but its future inclusion may stimulate members to volunteer their services in one of the specific areas of responsibility. The Steering Group always like to emphasise that that this is *your* Network.



## THE WAY THEY WERE

### Peter Bartram's photo archive

**Y**et again, Peter Bartram's trawl through the archives for our column *The Way We Were* (see page 3) also turned up some interesting portraits that he has chosen to share with us. All of the pictures below are from the period 1986-88 and most, in the editor's view, are easily identifiable, presumably because market research keeps you looking young. For those in any doubt, however, answers can be found at the foot of page 9 opposite.



(a)



(b)



(c)



(d)



(e)



(f)



(g)



(h)



## HAMMERSMITH MALL THROUGH THE SEASONS

### An adventure in DIY Publishing by Jane Bain

*Self-publishing is clearly in vogue with Network members at present and we are lucky enough to have two very different articles in this Newsletter about experiences of the exercise. The first, by Jane Bain, describes here experiences with producing a book of photographs of Hammersmith Mall.*

**A**vid readers of this publication may recall that, in the last *Newsletter*, Nick Phillips wrote a review of an exhibition about the Hammersmith Mall Conservation Area, organised by The Hammersmith Mall Residents' Association (HAMRA) and held at the William Morris Society's Coach House at Kelmscott House.

The exhibition, entitled 'Hammersmith Mall Then and Now', consisted of a history of the conservation area and its inhabitants beautifully researched and presented by HAMRA's historian Georgina Williams, together with a portrait of the life of the area through the seasons, which I prepared using pictures of the people, places, birds and wildlife which I see and photograph on my walks along the river.

Georgina had already written and published a small book of the History of Hammersmith Mall and quite a number of people who visited the exhibition asked whether there were any plans to produce a similar book containing my contemporary pictures.



The History book was printed in black-and-white and had been funded by HAMRA with some sponsorship from local businesses, but Georgina's description of trying to obtain sponsorship was not encouraging. I remember the expression 'like pulling teeth' coming into it somewhere. So sponsorship did not look like a viable option and I guessed that a full-colour print run would be prohibitively expensive, so I decided to go down the DIY route and then get copies printed to order, with a donation to HAMRA for each copy ordered.



But first of all, I had to write the book—and I had no idea how to go about this. In time honoured tradition, I created a file using Microsoft Publisher, gave it a name, and then ground to a halt...

As luck would have it, a month or so later, Amateur Photographer magazine did a review of the various websites available for creating photobooks. Of these, Blurb ([www.blurb.co.uk](http://www.blurb.co.uk)) came out very well and was the only one to offer a downloadable BookSmart program so that I could work on the book off-line, then upload the finished result. An artist friend also recommended Blurb, so it sounded like the perfect solution. Things were looking up!

In the lull after Christmas I sat down with the BookSmart software and started to play around. At first it seemed fiendishly complicated but, once I got the hang of it, it only took a few days to finish the book. It helped enormously that most of the text and pictures had already been assembled for the exhibition. For anyone embarking on a similar adventure, I would strongly advise some serious organization of materials as a first step.



I uploaded my finished book, ordered two 'proof' copies, then sat down to wait. Blurb's standard delivery time is 14 working days, so this is not a process which provides instant gratification, but when the package finally did arrive it was like being a child on Christmas Day all over again. The quality of Blurb's printing is excellent and (though I say it myself) the book looks very professional.

If you would like to see the finished result, there is a full preview of the book on the Blurb Bookstore <http://www.blurb.co.uk/b/3998224-hammersmith-mall-through-the-seasons>. Soft- and hard-cover copies are also available for purchase at the same site.

Blurb offer a variety of formats, from small text-based books to large coffee-table sizes and it is also possible to convert your book into an eBook in Apple iPad format. So for those of you who have always felt there is a book in you somewhere, I would highly recommend sticking your toe into the publishing world and trying a spot of DIY.



**Answers to *The Way They Were* (p.8):** (a) Frank Winter; (b) John Downham; (c) Martin Collins; (d) Paul Harris; (e) Peter Mouncey; (f) Ruth McNeil; (g) Stephen Bairfelt; (h) Susan Blackall.

# NATURE DIARY - AUTUMN/WINTER 2012

Jane Bain

**T**he latest extract from my *Daily Picture Diary* of life along the River Thames at Hammersmith begins in the middle of the wettest year since records began. But, despite the wet weather, there is still a wealth of wildlife to be enjoyed on my daily walks.

**July:** This proves to be a real 'sun hat and umbrella' month, with spells of bright sunshine interspersed with heavy rain - often several times on the same day.

While sheltering from one of these downpours under a canopy of overhanging branches beside the Leg 'o Mutton reservoir in Barnes, I realise there is a Heron similarly hunkered down in a cherry tree on the opposite side of the path.

After looking me over once or twice, he dozes off and we both settle down to wait patiently for the storm to pass.



**August:** One compensation of the incessant rain is that the foliage along the riverside and in the local parks is lush and green.

The heavy rain washes away the dust and grime and when the sun does come out the flowers and leaves sparkle in the sunlight.

Summer is a busy time for insects and bees make the most of the sunny spells to gather nectar from the flowers in the gardens and hedgerows.

**September:** We return to London after a few weeks in France, to find a profusion of wonderful dragonflies and damselflies beside the river and at the London Wetland Centre in Barnes.

Apparently the early autumn warmth has attracted large numbers of migrant species, including the spectacular Southern Migrant Hawker, many of which were to be found this year hovering over ponds or clinging to reeds and twigs.



The warm weather brings another surprise in the form of a brand new family of tiny Little Grebes. The parents have already produced one brood and have clearly decided that there is still time for a second.

This pair nest quite close to a small bridge in the Wildside area of the Wetland Centre and so are fairly used to people. If one is lucky, it is sometimes possible to watch the babies snuggled on their mother's back waiting to be brought food by her mate.



**October:** The Peregrine Falcons successfully raised two chicks in their nest box on the roof of Charing Cross Hospital this summer. One has left home, but the other is still hanging around hoping that his parents will occasionally bring him food.

The falcons like to roost on struts which run vertically up the face of the building ending at 12th floor level, so it is usually quite difficult to see them clearly, but one afternoon we manage to get a good view of the youngster grooming and stretching his wings.



To my great delight I come across a beautiful Kingfisher one day, very close to a path in the Wetland Centre. A truly magical experience !

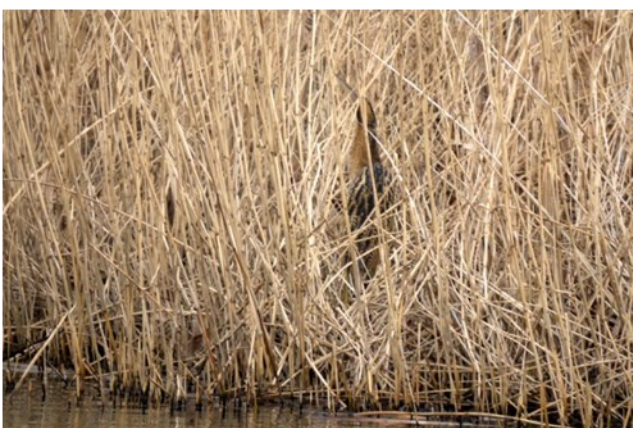


It is a quiet morning and I pause to watch a Heron fishing in the reeds. Moving slowly forward to get a closer view, I realise there is a tiny shape perched on a bit of dead vegetation only a few feet in front of me. I just manage to take two pictures before the bird turns and speeds off into a clump of willows.

**November:** The autumn colours seem to be particularly vivid this year and last well into November. On bright days, the trees shimmer in the winter sunshine.

There are some theories that the year's peculiar weather conditions may have contributed to this fabulous display.

One afternoon I come across a Jay chattering in the branches of a small rowan tree, its pink plumage blending with the reds and yellows of the leaves.



**December:** The winter brings a number of avian migrants to this patch of West London. Particularly special are the elusive Bitterns, which usually return to the reserve at the Wetland Centre in late autumn.

This brown heron is extremely secretive and difficult to spot as it moves slowly through the reeds looking for fish, so it is thrilling when one occasionally catches a glimpse of one at the fringes of a reed bed.

One sunny day in late December I make a detour away from the river through Chiswick cemetery and find a flock of Redwings in the trees near the entrance.

These small thrushes spend the winter in the UK, but generally only come near houses when the weather is very cold. The large, quiet cemetery provides a perfect urban haven for them.





# WRITE STUFF

## Mary Goodyear on writing her first novel

*Our second article from a newly-published Network member takes us into the world of fiction with Mary Goodyear's novel about retiring to Guernsey.*

Last September I published my first novel—*Out of the Game*—a black comedy set in Guernsey, where I've lived for the last fifteen years. I hadn't been 'taken on' by a proper literary agent but had, instead, commissioned a publisher I found on the Internet. Our relationship was one of client and supplier; he'd publish it if I paid him. I said yes, please, as I'd already tried the literary agent route and after thirty or more rejections couldn't bear to see any more manila envelopes with their suspiciously familiar hand-writing being pushed through the letter box. I'd taken the first step in the process of self-publishing.

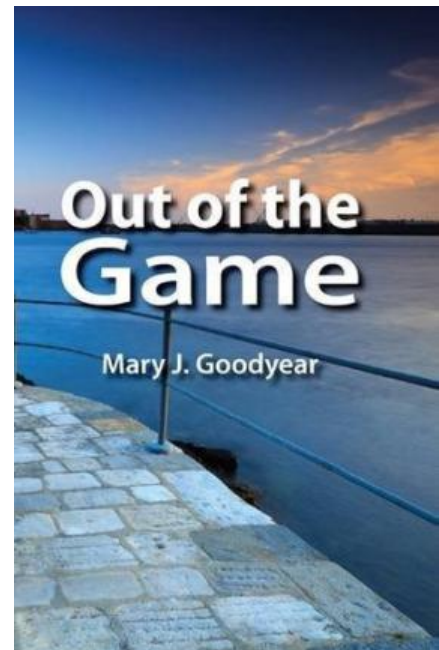
Many self-published books are autobiographical, written as a legacy for friends and family—probably not unlike those wretched Round Robins that add to the misery of Christmas. My book, however, is total fiction, something I made up, without having to stay within the bounds of reality, provide quotations as substantiation or apologise to anyone for its being late. After years of research reports the lack of constraints was liberating.

Inevitably there was an autobiographical element to the story—after all, the two protagonists are a middle-aged couple retiring to Guernsey—but to my surprise by page three (appropriately enough in the circumstances), characters and plot took on a life of their own. Seduction, adultery, pornography and several deaths all took place in rapid succession, completely without my say-so. I typed as fast as I could to keep up with it all, laughing and weeping as I went. Very cathartic.

The next stage was essentially a rewrite, demanding a slower, more reasoned approach. I went through the 400-plus pages, refining vocabulary, checking grammar and the logic of the plot, and also trying, somewhat unsuccessfully, to make sure I wouldn't ruffle any local feathers by being critical of island culture. And as the story was told from multiple viewpoints I also had to make sure that each character was consistently defined by their own perspective, experience and language.

I repeated the editing process several times, then tried and signally failed to find a publisher. Chapters and synopses were posted off to agents listed in the *Writer's and Artist's Yearbook* and months later they were posted back, usually without comment—a depressing process. I don't remember how I thought of the DIY approach but it was a treat finding the nice Mr Gibson, who in six months helped me through all the steps of editing, layout, designing a cover, writing a synopsis for the back cover, pricing, getting an ISBN number, and distribution via Gardner's and Amazon etc. Now the book is out in the market-place, struggling to stay afloat alongside the estimated 10,000 novels—can you believe it?—published in Britain every year. Whether or not it sells, I'm foolishly pleased to be in print, and am now on the next book, which, as far as I can tell in advance, will be set in Africa.

[*Out of the Game*, by Mary J. Goodyear, paperback, 411 pp, Gibson Publishing, UK, is available from the major online bookstores.]



## PAT BROWN 1942-2012

Pat Brown, who died on Christmas Day, had worked at PAS, Marplan, BJM and Global Market Research.

*The following is adapted from **ESOMAR** 08 January 2013:*

On Christmas day, the market research industry lost one of its great supporters, Patricia Brown, to cancer. A longstanding ESOMAR member, Pat was integral in bringing the value of our industry to the forefront.

We last saw Pat at our ESOMAR Congress in Amsterdam and will miss her presence and smile as we are sure many will. Pat was a great supporter of MR on every level, even donating her apartment in Portugal for two weeks to support the Market Research Benevolent Association's annual auction.

Pat was well known and loved by many. As her good friend, Linda Henshall, noted "Her face will be known to many, giving out pens and diaries on the Global stand, we visited many countries together, and have happy memories of them all."

We will all miss Pat and extend our warm thoughts and condolences to her family, friends and colleagues. She leaves behind a true legacy of grace in our profession.

**Linda Henshall** writes: I never actually worked in a field office with Pat (mostly known as Mrs Brown), but from the tales she told me, she was firm but kind and loved a party. The Christmas events were often themed with everyone dressing up, Pat would get out her sewing machine and rustle up costumes for everyone. She travelled extensively with work to briefings with colleagues, even involving providing a passport for one of them who had left his behind (I won't go into full details!). One particular client followed her to every company she worked for to run his jobs for him, such was the trust he had in the way she worked.

Socially, we travelled to many ESOMAR congresses together. In later years Pat always had assistance, so would be on the plane well before me; imagine my surprise, returning home from Montreal, to find her seat empty. Time went on and I became concerned. She finally arrived just before take off—she had been stuck in the lift attached to the side of the aircraft, and the door jammed, but as luck would have it, there was a fireman on hand to rescue her. Pat and I spent a lot of time in fire stations—the excuse was to swap shirts with her son Paul's fire station and we both enjoyed this little chore.

We spent some great weeks in Portugal. Pat loved to swim and lie in the sun, as did I, and we went to some great restaurants. We also enjoyed watching "Pointless" and other quiz games, and seeing which of us was cleverest. The last time we were there was May 2013—we laughed the whole time and were looking forward to our next trip in October, but sadly Pat was taken ill and she never did get to see Portugal again. Pat has been a big part of my life these past years, and I shall miss her. Every year she donated 2 weeks in her apartment to the MRBA auction and helped us raise lots of money. I went to see her on Christmas Eve, and she died in the early hours of Christmas Day.

I never did get to see those beautiful white deer in her garden, they always came just after I left.



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## STEPHAN BUCK 1936-2012

*The following obituary, written by **Jim Rothman**, first appeared in IJMR, issue 54/6:*

Stephan Buck, who sadly has died from cancer, was the longest serving editor of the Journal. He was Honorary Editor of IJMR and its predecessors—Commentary and the Journal of the Market Research Society (JMRS)—for an amazing 37 years from 1967 to 2004. In addition to being an elected Fellow of the MRS, Stephan was awarded the MRS Gold Medal in 2004 in recognition of his long service as Editor.

I had the pleasure of working with him as Joint Honorary Editor for the last 30 of these years (his previous Joint Honorary Editors were Ian Haldane and then Peter Bartram) and admired the way in which he combined



great technical knowledge with organisational ability. It was thanks to Stephan and our Administrative Editors Phyllis Vangelder and later Michael Warren that the Journal met all its targets.

Besides this honorary function Stephan also worked as a Director of AGB, now part of TNS. AGB started with the idea of linking television viewership with purchasing behaviour by using the same panel to measure both. Stephan was one of its first employees having joined the company as a statistician in 1962. His work at AGB gave him a worldwide reputation in the design, recruitment and maintenance of market research panels and in the analysis of the results they produced. Stephan both wrote and spoke with clarity and vigour. He published widely and was in great demand as a speaker at conferences all round the world. A paper he co-wrote for JMRS in 1977 on 'Conditioning and Bias in Consumer Panels' was republished in 1997 as part of the society's 50th anniversary publication *Milestones in market research*. This may have provided one of the first attempts to classify and evaluate sources of error in panel data.

However, Stephan was not just a statistician. He had good judgement and was energetic in his role as a Director of the company. As a result his general business advice was valued as well as that on statistical matters. Although it was not his idea that AGB should attempt to establish a People Meter panel in the US, he was the Briton selected to demonstrate its viability in that country. Stephan ensured that the panel met all its technical targets and in 1987 was nominated as the person who did the most for the progress of marketing and advertising in the US. However customers refused to take the risk of subscribing and this led to AGB falling into the hands of Robert Maxwell. Stephan was one of those who helped the company survive the subsequent debacle and he remained an active and valued executive Director until 1997 and a non-exec until 2005.

He then became a research consultant. In addition to his normal consultancy, he gave evidence as an expert witness in a number of cases where market research or other statistical data was used in evidence. I was already working in this field and operated with him in a number of cases. This was always a pleasure, even when we were on opposite sides when he was a pertinacious but very fair opponent.

Stephen had a degree and Ph.D. in Mathematical Statistics from University College London and before joining AGB worked at Rothamsted on agricultural research. There he published a paper on the influence of weather on crops.

Stephan's great ability enabled him to appear confident but un-showy. Nonetheless he was always ready to challenge a specious argument. He had a quick eye for both minor and major errors. Working with him was always stimulating and often amusing, because he had a sharp sense of humour. We both took pleasure in the fact that we often found that we had independently agreed in the detail of our criticisms of papers offered for publication in the Journal or of evidence on which we had been asked to comment.

His knowledge of statistics did not deter him from gambling although he most enjoyed games like poker and bridge where his statistical skill gave him an edge. He once came third in the poker world championships. He was also an enthusiastic and competent golfer.

I, like many others in the marketing research community, will miss Stephan greatly. We send our deepest sympathy to his wife, Rosemary, and to all his family and friends who loved and admired him.



## CLIFF HOLMES 1936-2013

The first that some Network members will have known about Cliff's illness was an e-mail that started to appear in the industry and that Gill Wareing, with Cliff's permission, circulated to the membership. It read: "I do hope you can make it to the Old Red Lion, Angel, on Thursday 13th December from 5.0 pm onwards to join me for a last drinks session (not good news from my GP, I'M AFRAID). Please invite anyone else you may think of. Cliff." He died of cancer almost exactly a month later.

*The following is adapted from his obituary in **MRWeb**, 18th January:*

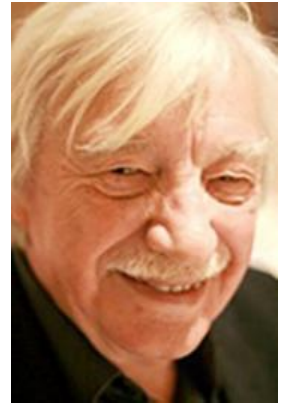
Holmes was born in Doncaster and grew up in Wakefield, where he attended Wakefield Grammar School. One



of his earliest jobs was as a Statistician for the national Premium Bonds company. Later in his career he held numerous senior posts, including that of Head of Group Sampling and Statistics at Synovate (previously Pegram Walters); Deputy MD of Marplan; Director of BDL; and a Director at ORC/GSR, where he established NOW Research, specialising in new product research.

In 2007, he was appointed a non-executive Director of specialist media agency Essential Research, where he provided statistical, sampling and advanced analytics expertise and training, as well as help with company strategy and growth. Latterly, he ran his own consultancy Cliff Holmes Research, which offered expertise in survey and sample design, advanced analytics and other statistical techniques. He also provided training sessions for market and social researchers in basic and advanced statistics.

He was a Fellow of the Market Research Society, and his chapter on Multivariate Analysis in the Consumer Market Research Handbook is considered by many to be the definitive text on the subject.



Johnny Caldwell, Client Services Director at brand tracking agency Nepa described Cliff Holmes as 'one of life's most likeable characters' and as 'a rare intellect whose selfless mentoring influenced generations across the industry'.

Quantime founder Ed Ross adds: 'Cliff will be remembered both as a great professional and a great character. There have been few like him, and alas in future there will probably be fewer still.'

Outside work, one of Holmes's great loves was the theatre, and he was a member of several different amateur dramatic groups over the years. He enjoyed playing cricket in his younger days, which he still followed with interest in more recent times, along with football and rugby – from the comfort of his armchair. In addition, he enjoyed listening to jazz, was interested in art, and a keen poet.

**Gerald de Groot** writes: He was a rare bird—not for Cliff the two cultures. He was gifted statistician with the ability to explain complicated concepts in layman's terms, who nevertheless spent most of his time in market research as a qualitative researcher. His was a creative and imaginative personality, which was equally comfortable with large scale quantitative studies. And he was great fun.



## PETER JENKINS 1939-2012

*The following is adapted from Justin Gutmann's address at Peter Jenkins's memorial:*

I first met Peter thirty years ago at the BBC, where we were colleagues in the Broadcasting Research Department. That was in 1982. Both of us had joined from market research companies where things got done a lot quicker! Peter was in his prime at 43 and ran a good chunk of Peter Menneer's Department looking after radio research. He'd already had a long career in market research. I seem to remember that he'd joined the Market Research Society in 1962 so when he died he'd have been a member for fifty years.

Peter and market research were made for each other. Market research is not a high status profession like law or medicine but it is intellectually demanding. It is neither entirely theoretical nor entirely practical but has a unique tension between the theoretical and the practical, the pragmatic and the pure; these are the tensions or should I dare to say the dialectic that Peter embodied in himself supremely well.

Peter had both a keen sense of humour and an outspoken intolerance of inefficiency. He was always looking for better, cheaper, quicker ways of doing things. This was a driving force for Peter personally and, for the occasional complacent jobs-worth who from time to time he managed, a living nightmare.

Peter worked for another luminary of the market research industry, Roger Gane, at a company long since gone called RSGB. He always said that he benefited from Roger's unique incentive scheme—Roger's incentive scheme was the prospect of continued employment.

Peter's sense of humour never left him; it could be described as sardonic. Often he would describe a situation in humorous terms that went to the heart of a problem and often one that others would rather ignore. For example, he famously said that "most BBC local radio station managers couldn't run a wheel stall, never mind a

radio station.” True, but only Peter would have put it in quite such a delicious way.

His nickname, other than PJ, was Snappy. This led to the famous incident when working for RSL with Ken Parker (a man short in stature but not in personality or market research skill) on a project for the COI. When they arrived together to give their presentation the client said: “Right you two, I want you to make this short and snappy...”

Peter’s passion for detail served him and his employers well. But it also made him a self-appointed consumer champion for himself and his family. This fitted right in with his philosophy and politics—stand up for yourself in doing the things that make the modern world go round—buying stuff. If you worked for Peter Jones, Friends Provident, the local library, NPower...no matter where, when things went wrong he’d tear the store down to get it put right.

When he wasn’t ensuring that everything that entered his home was just so, he was planning his forays into the world. They couldn’t really be called holidays, more like expeditions. Not for Peter and Anne the package, oh no! Each trip was meticulously planned, each hotel lovingly selected, restaurants booked ahead, guides studied, art galleries and architecture surveyed and the itinerary planned to the last detail. If he had not been a market researcher he could have been the owner of a superb up-market tour company.

Peter was, paradoxically, often self-effacing and even shy. I remember I had to cajole him into joining the Research Network. He didn’t write or present papers as a rule and did not seek office in his professional association, he just wasn’t a joiner. He could, however, write superbly well and he sent me some of his marvellous essays he wrote for his Diploma in International Affairs (from what he told me of this course, he must have been a nightmare for the lecturers, by the way).

The ideas that preoccupied Peter all his life and which he espoused so forcefully and eloquently were those of freedom and individualism, utilitarianism and liberty. He was an economic liberal but a one-nation Tory believing in efficient (but minimal) welfare and social care.

He despised fuzzy thinking, woolly liberals and the strident sloganising of the left. More theoretically, he was a Popperian, for the Open Society; against Hegelians, Marxists and other assorted social and historical theorists who espoused the grand over-arching theories of history and society. Against those, in this view, who subject humanity to these great historical ideas and in the process deny individuals their place in history and in their extreme forms subject them to ideological terror and death. These issues formed the mood music to much of our conversation these past thirty years. Of course for Peter, born in 1939, and for our whole generation, these were not mere arcane debating points of an academic kind but dominated world history throughout his lifetime.

A voracious reader, he was hard to keep up with—always trying to make sense of the world into which he had been born at such a tumultuous time. But he was no ideologue, he was sensitive and above all despised simplistic notions such as those of the Tea Party neo-liberals which were an affront to his sense of the world as a complex place. That didn’t mean that he was above teasing and provoking us socialists by painting himself as a reactionary from time to time.

His final full-time market research work as Director of RAJAR summed up his career. Single-handedly sorting out the finances, dealing with the enormous technical developments in commercial broadcasting, being one of the public faces of radio and, above all, dealing with the whelk-stall managers of commercial radio. After that he did sterling work as a freelancer for the London Underground where he made an enormous contribution to the creation of the standards database – people still speak in awe of the mighty spreadsheet he created.

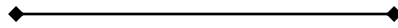
Being a good market-researcher—a recipe profession if ever there was one, stealing from economics, psychology, sociology, statistics and anything else that comes to hand—Peter was an excellent cook and appreciator of wine: a Burgundy man to my Bordeaux.

He wanted the best for himself and for his darling Anne. His loyalty to and admiration for her were rock solid...even the rueful reporting of the shopping trips to Harvey Nicks.

Despite his snappiness, his intolerances and his willingness to engage in argument he was always a joy to be with, full of joie de vivre (and gossip) anxious to tell you about his latest projects and interests and always willing to listen to yours.

The conversation with Peter is now over for me and for all of us. But I am sure that we will remember Peter not just for his honesty and abrasiveness in the past as something that has gone but as something that will guide us for the rest of our lives when we are tempted into sloppy, woolly thinking or when we can't be bothered bashing through the detail or standing up to a bullying utility company. We'll think of Peter and what he would have done with a delightful twinkle in his eye and we'll find renewed energy, the will or the courage to be better individuals, better citizens or better consumers...but above all more fearless, honest human beings.

Thank you Peter for all the fun, the wit, the anger and the many, many bottles of red wine.



## **JOHN CLEMENS TONY LUNN**

**W**e received news in October that John Clemens, of Marplan, Audience Selection and Continental Research, had died in 2011. More recently, we learned that Tony Lunn, of Attwoods, RBL and CRAM, died in November 2012.

Neither John nor Tony were Network members and we have been unable yet to source an obituary for either of them. Both were, however, important figures in the industry and it would be good to remember them. If any members would like to contribute a memoir of either man, we should be pleased to publish it in the next edition of the *Newsletter*.



### **STEERING GROUP**

**T**he Research Network is directed by a Steering Group consisting at present of Nigel Spackman (Chairman), Jane Bain, Jane Gwilliam (Events Organisers), Linda Henshall (Relations with other MR bodies), Sue Nosworthy (New Members), Adam Philips (Future Directions), Tom Punt (Webmaster), Nick Tanner (*Newsletter* Editor), Gill Wareing (Secretary-Treasurer) and Frank Winter (Data Protection and other regulatory matters). Their names, addresses, phone and email details are in the Members List. Please feel free to contact any member of the Steering Group on matters relevant to the areas they cover.



