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THE WAY WE ARE

Welcome to the latest edition of the *Newsletter*. This edition contains the regular features you know and love, in particular Peter Bartram's selection of cuttings from past MRS Newsletters and Jane Bain's Nature Diary; it also contains a photographically illustrated review of the Autumn Lunch and a brief report on the most important elements of the AGM.

Nigel Spackman and Richard Windle have both contributed interesting articles for this edition—Nigel on his days in the Maxwell empire and Richard on the turn life has taken since he left the research industry a few years ago.

The back of the *Newsletter* is rather packed with obituaries of Members and prominent researchers this time but they all make interesting, and often moving, reading. Where possible, we like to supplement formal industry tributes with personal recollections from friends and colleagues and this collection contains several such articles that we hope paint a rather fuller picture of researchers involved than would a simple recitation of their achievements. We hope you find this *Newsletter* an interesting and stimulating read.

SPRING LUNCH: 14TH APRIL AT EV

For this spring's Network lunch we shall be returning to Ev in Isabella Street, close to Waterloo station. Ev (the word apparently means "home" in Turkish) is a charming restaurant in a wonderful setting—Isabella Street is traffic-free and lined with trees and potted shrubs, bringing a strangely Mediterranean feel to the inner city. We were last there three years ago (see photo below

right). The restaurant's website describes it as offering "an exceptional Anatolian Turkish dining experience both with our menu and our atmosphere."

Invitations will be sent out next month but members are encouraged to put the date in the diary now.



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THE WAY WE WERE

Peter Bartram's selections from MRS Newsletters of yesteryear

45 years ago (1970):

In her report on the MRS Annual Conference, **Jean Morton Williams** asserted that the star performer was undoubtedly the Minister for Technology, the Right Honourable Anthony Wedgwood Benn. "The clarity with which he made his points and the energy with which he put them over made his speech a pleasure to listen to... It was interesting to hear a Labour Minister dispel the myth of market researchers as the Hidden Persuaders helping to dupe a guileless public... The market researcher, he said, formed a valuable communication link between the citizen and the advertiser."

40 years ago (1975):

While acknowledging there had been a recent improvement, **Frank Teer**, MRS Chairman, wrote: "It has always seemed strange to me that in a business like ours which depends on good clear communication, either in the written word or in visual form, the standard of presentation seen at many of our conferences has rarely been more than tolerably good and is often appallingly bad."

An advertisement placed by **John Borland** of the University College of North Wales, Bangor: "Wanted, for students learning the rudiments of data processing—10 old 80-column card punches."

35 years ago (1980):

John Bound reviewed what was perhaps the earliest textbook on market research, written in 1931 by Paul Redmayne and Hugh Weeks. They apparently cautioned that research for any shoe manufacturer "would have to make some allowance for the general use of clogs in Lancashire." Consumer durables were rare: "A random sample of even better-class houses in a research project for Electric Refrigerators might yield only one or two users in a day's work." And "an indicator of a better-class home was whether a maid was kept."

Madge Dugdale reported on a seminar which brought together statisticians (including **Paul Harris**, **Cliff Holmes**, and **Peter Moore**) and clients (including **David Lowe Watson** and **Michael Stewart**). This was held at The Lygon Arms in Broadway where Madge was given a traditionally warm welcome and the 39 delegates found "a glass of sherry in every faultless bedroom." Madge said the seminar programme was "very full, overfilled perhaps", and in summary she added "I met an interesting group of people with whom I enjoyed talking, though conversations were usually on their own topics rather than on the seminar's."

A survey conducted by Retail Audits Ltd found that the top ten character-based toys stocked by UK shops were: 1: Mr Men, 2: Paddington Bear, 3: Hollie Hobby, 4: The Muppets, 5: Star Wars, 6: Snoopy, 7: Walt Disney, 8: Incredible Hulk, 9: Superman, and 10: Mickey Mouse.

It was announced that New Society Magazine would be producing a regular six-monthly digest of polls and survey material, the aim being to transmit findings which do not make the daily press. Responsible for the column would be **David Lipsey**, the magazine's Industrial Correspondent (*later appointed a Labour Peer*).

Eric Adler concluded his piece on the Annual Conference (whose keynote speakers were Sir Keith Joseph and Dr David Owen) by describing the Ball on the final night, which featured Acker Bilk and his band, a cabaret by Pan's People, and the band of the Royal Marines. The joint MCs were **John Goodyear** and **John Samuels**, the latter offering a jaw-dropping performance to the tune of 'The Stripper'. Eric's final judgment was that "this was a super event and one which set a final seal on the best ever conference I've attended in the research industry."

30 years ago (1985):

A lady executive at the Conference was reported as describing her efforts to repel the unwanted advances of an older but richer member of the opposite sex by saying "When I finally said 'No' he replied "Oh go on Suzie, you won't even notice it."

The latest Social Trends Survey of GB households contained findings which showed that:

"Men are lazy about the house"—only 5% prepare the evening meal, 3% carry out household cleaning duties, 5% do household shopping and 17% wash the evening dishes. However when household gadgets break down, 82% of husbands do the repairs.

90% of people said there was prejudice against Asian and black people, but 70% supported laws against discrimination.

In a 'Sports and Leisure' section of the Newsletter, as many as seven MRS activities were listed: the cricket match against the Government Statistical Service (with the MRS team captained by **Bill Pegram**); the final of the MRS squash competition; the third annual MRS Badminton Tournament, organised by **Peter Jackling**; the MRS Bridge Competition held at the Charing Cross Hotel; the inaugural MRS Angling Competition; the MRS Snooker Tournament at the King's Cross Snooker and Social Club; and the MRS Golf Day at the RAC Country Club in Epsom. The last four of these were all organised by **Roger Wright**: *how did he find the time?* (A month later, the same section of the Newsletter added Darts, and a Sports Quiz!)

AUTUMN LUNCH AT THE UNION JACK CLUB

The Union Jack Club did us proud once again for the Autumn Lunch. Several of us were shocked to realise our last visit had been as much as six years ago. It was at that event, Nick Tanner recalls, that Tom Punt first approached him and suggested that he might like to take over the editorship of this *Newsletter*. How time flies.

Last autumn's event was also an opportunity to celebrate John Downham's 90th birthday. John joined the MRS in 1953, becoming Chairman in 1959; he was Managing Director of BMRB before joining Unilever as Head of Research in its International Division and was instrumental in founding both the Journal of the MRS (now IJMR) and our own closely associated organisation, the MRBA. He was invited to speak to the assembled guests at the Network lunch and offered us some fascinating and often highly amusing recollections of the research industry in days gone by. The Society's main activity in the early years, he reminded us, was a monthly lunch at Chez Auguste, which was attended by all members. "If the chef had made a mistake," he remarked, "the entire UK market research industry would have been wiped out!" Geoffrey Roughton, offering his own tribute, said that the whole sector owed John a debt of gratitude for the way he had shaped the core principles that still guide researchers today.





AGM AND CHRISTMAS DRINKS

The Research Network AGM, with its now customary Christmas Drinks event, was held at the TNS offices in More London Place on Thursday 4th December. Minutes were circulated to all members by Gill Wareing within a couple of days but some important matters relating to lunches and events were discussed which bear repeating here.

Price of Spring and Autumn Lunches

The price of the Spring and Autumn Lunches has been held at £25 (£30 for guests) for the whole of the Network's twelve years of existence. Over the last two years, however, prices being quoted by restaurants for food and drink have risen by at least 20% and despite some very tough negotiating by the two Janes, the Steering Group felt that this was something the Research Network could no longer absorb. The Network's budget assumes that income from membership fees will subsidise lunches, on average, by about £5 per member attending, but with the increase in costs, this would have to double. The Steering Group felt this would be unfair on those who seldom attend events and therefore proposed to raise the cost of attending events next year by £5, to £30 for the lunches (£35 for guests) and to £23 for the Summer Party (£25 for guests). This was approved by the Meeting.



Venue for Summer Party

After the 2014 Summer Party, several members had expressed disappointment with the venue, Doggett's Coat & Badge, both in terms of the food available and the bar service. The Steering Group (more specifically, Janes Bain and Gwilliam) have therefore put some serious effort into finding an alternative venue. The Summer Party has always been planned as a cheaper, more casual event than the Lunches but they discovered that the costs of suitable alternative venues were actually higher. The combination of requirements—sufficient indoor and outdoor space, a 'summer' ambience, easy access and proximity to Central London—is in high demand and commands premium prices. To take just one example, Paternoster Chop House in the City asked for a minimum spend of £3,500-£4,000 for a 'finger buffet' in their bar and terrace, representing a cost of about £50 per person attending.



The conclusion was that it was impossible to come up with anywhere else in central London that had such a great location and offered the same sort of value for money as Doggett's. The two Janes therefore visited Doggett's in September to discuss the issues and had an honest and productive meeting with the management. It transpired, amongst other things, that in 2014 Doggett's owners (Nicholson Pubs) had reduced the quality of the standard 'Luncheon Menu' in order to hold the price level. The quality of food that we had in 2013 (which was excellent and plentiful) was still available, but on a more expensive menu. The manager also made a number of suggestions about how to speed up and improve the bar service.

Now understanding what had gone wrong, Jane Bain and Jane Gwilliam felt confident that if we accepted a slightly higher price for a better quality and better balanced menu, and if the pub made its suggested improvements to the service, there was no reason why a successful summer party should not be held there in 2015. The Steering Group agreed with this recommendation but in view of the strength of feeling among members, all agreed that it should be put to the approval of the AGM. The decision was overwhelmingly endorsed by the meeting and the Steering Group hopes members will attend what it believes will be a high quality and enjoyable summer party this year.

NATURE DIARY

Extracts from Jane Bain's Nature Diary: July - December 2014

The river levels have now returned to normal after the torrential winter rains and there is once again a broad swathe of foreshore exposed along the river at low tide. Summer of a sort has finally arrived.

July: A little egret has taken to fishing on the foreshore under Hammersmith Bridge occasionally at low tide. Egrets are not common on the river and some of the other birds seem to find them rather strange. Herons in particular dislike them intensely and the heron which usually fishes in this spot wastes no time in shooing the newcomer away.



Every year a pair of moorhens build their nest in a tyre which hangs over the side of one of the houseboats as a fender. The tidal Thames is a treacherous place for young waterfowl but, against all the odds, this summer four moorhen chicks survive and spend their days scrambling about on the flotsam between the boats, while their parents bring them food.

August: Reed warblers are secretive little birds which one often hears singing tantalisingly close by in a reed bed, but rarely sees. To my delight, on a visit to the London Wetland Centre in early August one of these tiny birds hops onto a stem right in front of me and poses for a few seconds, before dashing back into the reeds. A little while later I see that the bird ringer who is working on the site has caught a young warbler in one of his mist nets and he allows me to watch quietly while he checks and rings it.



Our visit to France this summer is marked by much cooler weather than usual, so we spend a lot of time walking and exploring the countryside, rather than resting in the shade. Beavers have dammed the stream near the house and the resulting swamp has attracted a huge array of new wildlife. We see little egrets and great white egrets, little grebes, a very elusive purple heron and stunning kingfishers. Sadly we fail to see a beaver, although one morning I do witness a confrontation between the family cat and a ragondin (coypu) which has come up from the stream and is nibbling the grass under the washing line.



September: The cork oak trees in Chiswick Cemetery are teeming with squirrels feasting on acorns. Jays visit the trees and pick the acorns too, but they also adopt a different strategy, watching closely to see where the squirrels bury acorns for their winter food store, then digging them up and flying off with them.



October: The cygnets on the Leg o' Mutton reservoir have been left 'home alone', their parents having been chased away by a pair of aggressive intruder swans. The cygnets are managing to look after themselves quite well and I watch as two of them take a very successful test flight down the length of the reservoir. Their smaller sibling is still at the 'running along the water flapping' stage, but even he gets airborne briefly, so they should all be flying well very soon.



November: We are enjoying an 'Indian Summer' and the unexpected warmth is met with a mixture of pleasure and confusion. Parakeets start staking out the best nesting holes, believing that spring is just around the corner. Pied wagtails forage for insects still living in the crevices of the bandstand roof in Dukes Meadows. And the tawny owl family doze happily in the sunshine at the top of their favourite tall ivy covered trees, framed by the autumnal leaves.



December: The start of the month brings more sunny days and the river sparkles in the golden slanting light. Birds gorge on the lush crop of berries which are still on many trees and bushes. On a bright Christmas morning I am greeted by a tiny wren bobbing in the sun on a clump of ivy.



The last few days of the year see the first hard winter frosts. At the Wetland Centre a swan has cleared a space in the ice for himself and his mate, watched by a young heron hoping to spear a passing fish. The swan uses his breast as an ice breaker and, as he does so, the shards of broken ice tinkle like tiny glass bells.

RESEARCHING WITH CAP'N BOB

Nigel Spackman gives his perspective on life at AGB after Maxwell took over

In the late '80s Robert Maxwell, or 'Cap'n Bob' as he was always known by Private Eye, was vying for supremacy in the British publishing market with Rupert Murdoch. Apart from the *Daily Mirror* and *Sunday Mirror*, Maxwell owned a huge printing business and an academic publishing outfit, Pergamon. So why did he want to buy AGB, then the UK's largest market research business and a well established public company with global interests? I guess it just seemed like a good opportunity at the time, as AGB had over-extended itself trying to break into the US TV audience measurement market and was in need of a White Knight (in retrospect a laughable term for the crooked Cap'n).

Anyway, buy it he did, and so began the worst year of my working life. I was then running AGB's custom research businesses, comprising five separate and highly successful companies, the largest of which was RSGB. It soon became obvious that 'the Publisher' as he was known in Maxwell Group, had found a new toy in market research and wanted to play with it by surveying anything and everything his mass market papers were doing. I soon realised that it wouldn't be fair to ask anyone in RSGB's Media Division to deal direct with the bullying Cap'n, so I told him to contact me with any requests for surveys, and he did ... endlessly.

One Sunday, during the football World Cup, or maybe the European Cup—I can't remember—my phone rang at home and it was Maxwell. The Mirror was running a competition called Golden Goals, and he didn't like it. He wanted to find out what readers thought of it and dictated a stream of highly biased questions to me. I made a token effort to persuade him that a more subtle approach might be better but to no avail. I was commanded to call him on a specific number on Tuesday with the results and in the meantime to say nothing about the project to anyone.

Come Tuesday I made the call, to discover he was in Israel in the back of his car talking on his other phone, and this was in the days when one brick-sized mobile was rare, let alone two! I eventually dictated the results to him, which were suitably negative for his tastes, and was again instructed to say nothing about the results to anyone: "If you say anything about this to anyone you will be FIRED!", he said. Half an hour later my phone rang; it was Mike Molloy, editor in chief of Mirror Group. "What the f*** is all this about a f***ing survey you've done?"; "Sorry about this Mike but I can't talk to you about it"; "But that's f***ing stupid!"; "I know it's f***ing stupid, but just for now I want to keep my job so it's hard luck". And that was a typical day in the cloud cuckoo land of Maxwell's business.

Another issue was the difficulty of presenting work to him. Once, I had done a major and quite complex market comparison study between the *Sunday Mirror* and the *News of the World*, and was told to come up to Maxwell House to show him the results. Fortunately I checked beforehand and was told no, there was no screen or projector (all before the days of PowerPoint of course), so I spent the night before hand-drawing endless paper charts with magic markers. The results seemed to be going down quite well until the Cap'n dropped off to sleep, at which point I raised my eyebrows to the editor, who was clearly used to this behaviour and just gestured to me to carry on. Eventually with a big shudder the voluminous boss awoke and we all pretended nothing had happened!

My final meeting with him was perhaps the most extraordinary. I was with Stephan Buck at AGB's Hanger Lane office when we were summoned to a meeting with the Publisher. "What's it about?" asked Stephan; "You'll find out when you get here" was the typically helpful comment from a minion. So collecting Mike Kirkham and John Whitaker, also part of the management team, we leapt in a taxi but when we got to Maxwell House we were disturbed to find that our boss, John Napier, wasn't there. Eventually we were ushered into the imperial presence and were glad to see that John was already with the Cap'n, along with the loathsome Kevin Maxwell.

At this point Cap'n Bob asked Kevin "where's Mark Booth?" to be told he was just coming. I'd never heard of Mark Booth and I certainly wasn't going to ask who he was, so when he entered without saying anything I just assumed, incorrectly as it turned out, that everyone else knew him already. "The purpose of the meeting today", said Bob "is to tell you that John Napier has decided to resign, and will be moving to be ... long pause) ... what's he going to do, Kevin?". "Chair of Survey Research Group" said Kevin. This was quite absurd as SRG was the Southeast Asian part of our business and a far less significant job than the one John was doing already, so it was obvious that John was joining the long list of those whom Bob had got rid of. "And the

motion today is that Mark Booth will replace him. All those in favour?", he asked. We were all gobsmacked of course and, eyeing each other nervously, raised our hands. After this excellent show of democracy we were quickly ushered out. Only at this point did we discover that Mark Booth was an American, who knew nothing about research and up till now had run MTV! "Well guys", he said "that's not exactly the way I'd have done it!"

Not long after that I decided that life in the madhouse was too much for me, and moved on to much happier times at BJM. Of course, nine months later Cap'n Bob fell off his boat and was drowned, at which point we found he had stolen our pension funds ... but that's another story in the life and death of the maddest man ever to own a research business.

LIFE AFTER WORK

Richard Windle describes how life took a sudden change of direction

I spent most of my career on the agency side of the business working for what started as RSL (Research Services Limited) and has become Ipsos MORI. I joined RSL in 1977 as one of the first graduate trainees. At that time most of the company's business was ad hoc and everybody had to be prepared to turn a hand to anything that came along. Looking back, this was excellent preparation for where I find myself now.

In July 2009 I was diagnosed with Parkinson's Disease. Uncertain how the condition would progress I gave a year's notice and stopped work in 2010. Parkinson's results from the death of brain cells that produce the chemical dopamine. By the time it has been diagnosed the patient is likely to have lost around 70% of these. Why they die is unknown. Dopamine is important as a neuro-transmitter that passes messages from the brain to other parts of the body. As the cells die this communication breaks down. This can lead to tremor, stiffness, a reduction in the range of movement, a stooping posture, speech problems and, as the symptoms worsen, falls. More recently it has been acknowledged that there are a wide range of non-motor symptoms including excessive sweating, dribbling, anxiety, depression, constipation, hallucinations and dementia, to name but a few. Parkinson's can be controlled using the drug levodopa, but its effect wear out over time and it can then exacerbate the symptoms.

After being diagnosed, one of my first reactions was of wanting to find out as much as I could about the condition. In September 2010 I went to the World Parkinson's Congress, an international event that takes place every three years and happened to be in Glasgow. I have been to plenty of research conferences but this one was different. Attendees included patients, carers, researchers (including all the leading experts in the field) and other health professionals. I suppose it is a bit like a market research conference where all the most vocal respondents are invited, but these 'respondents' had a much greater stake in the research. This was a terrific introduction to the science and 'state of the art' research. Since then I have come to know quite a bit about both of these.

I joined the local (West Hertfordshire) branch of Parkinson's UK and took up the vacant post of secretary. Training in proposal writing came in handy here. The branch has been quite successful in obtaining grants from Local Authorities and other bodies. This has enabled us to set up specialist dancing, singing, exercise and other classes. I subsequently attended a conference in Montreal where one of my tasks was to talk about how we had set up a dance class in St Albans.

In 2012 the national charity set up the 'Research Support Network' (RSN). This is a (sort of) panel of people who have expressed an interest in Parkinson's research. The idea was to bring patients and researchers together, although at first it was little more than a list of names and email addresses.

A Development Team of ten volunteers is responsible for the strategic direction of the RSN. I have been chairing the meetings of this group for the last twelve months. One of the first tasks last year was to carry out a survey of RSN members. The great majority (c 90%) are people with Parkinson's but, up until that point, we didn't know how many were students, researchers or people not directly affected. Today the RSN has grown to 1,500 members. There is a regular weekly newsletter that brings to their attention newsworthy articles or events and also acts as a forum that researchers can use to recruit patients for their work. It is being run rather like a respondent panel in market research.

The Development Team has turned its attention to patient participation and involvement in the research process. It is often a struggle to find enough patients to take part in drug trials. This leads to increased costs and extended timetables. There is a strong belief that involving patients in the design and management of research (including recruitment) improves the quality and helps to avoid problems. A target this year is to set up training programmes for RSN members so that they can fulfil these roles.

Taking this process even further, an international group of patient advocates has been set up. Their function is to induce a sense of urgency into researchers, lawmakers and the drug development process. This is certainly needed. Remarkably, it takes twelve years and a billion pounds to develop and test a new drug before it can be marketed. Drug trials follow a rigid testing procedure with plenty of pitfalls along the way that has been likened to traversing 'the valley of death'. I think a good market research statistician would be able to devise a more flexible, cost-effective testing procedure.

Although I am a volunteer, I work closely with the research team at Parkinson's UK. Just like a research group in a research agency they are young and enthusiastic; but unlike a research agency, everyone seems to have a PhD. Earlier this year I was short-listed for an award in the 'Charity Support Function Hero' category in the Charity Staff Foundation awards. This is intended to be for support staff who 'go the extra mile'. All I had to do was help to design surveys of staff and volunteers and to analyse their views on how successfully they are working together. It's almost like being back at work.

I have concluded that a background in market research is good training for a lot of things. Maintaining a positive outlook and finding a subject that has taken my interest has undoubtedly helped me to live with the condition. I have met many people whom I would not otherwise have known and my life is richer as a result.

THE MAKING OF AN INDUSTRY

A member of the Network recently contacted our Secretary, Gill Wareing, to ask about getting hold of a copy of Ian Blythe's book *The Making of an Industry*. Gill got in touch with John Bizzell and discovered that there are still several copies at the MRS and they are on sale at a price of £10 a copy, with proceeds going to the MRBA. If any other members are interested in buying one, they are encouraged to contact the MRS.

VALERIE FARBRIDGE 1930-2014

Valerie Farbridge was Chairman of the MRS from 1981 to 1983 and had the rare distinction of being one of only four people ever appointed an Honorary Fellow of the Society. In a tribute written for the MRS, Peter Bartram recalls:

Valerie Farbridge was born in Lewisham 84 years ago and after early experience with Unilever, in 1963 she joined National Opinion Polls which was then merely a small department of the Daily Mail's parent company, Associated Newspapers. As its first Field Manager, she rapidly set about recruiting and training a first-class team of interviewers. In the next few years it gained its independence as NOP Market Research, and became one of the leading UK companies in the MR industry. She was appointed a main board director in the seventies, and remained with the company throughout her career. She looked after the interests of her staff with kindness and encouragement, and they were very loyal to her.



She was also very active in supporting the rights and status of interviewers across the UK, and was elected Chairman of the MRS in 1981. Alongside her day-job, she also devoted time and effort over many years to helping the homeless as a volunteer at the well-known outreach centre at St Martin's-in-the-Fields; and she was the editor and main contributor to their regular newsletter. Then, soon after retiring in 1990, she was appointed an Honorary Fellow of the MRS.

She spent much of her later years very active in the social life of Hythe in Kent, with a love of travel (and of all things French) and a love of the arts (producing many beautiful figure studies and floral paintings, the best of which were donated to the MRBA annual auctions).

For the last fifteen years she shared her life with Paul Handley, who had been a colleague at NOP in the sixties and a close friend for fifty years. As her health began to fail, Paul's devoted care helped her to remain active as long as possible and brought comfort and happiness to the end.

This was a life of rare talent, generously given to the market research industry and to other good purposes. She was a kind and thoughtful friend to her colleagues, and she will be widely remembered and much missed.

IAN JARVIS 1942-2014

A personal memoir by Tony Dent

I first met Ian when I joined Market Investigations Limited (MIL) in 1968. Ian had recently arrived from Italy where he had worked in an advertising agency for a few years. MIL (now absorbed within GfK) had been established by Rudy Goldsmith and Stanley Orwell shortly after the war and Ian was famous within the company for having asked Rudy for a Lancia sports car at his job interview—in those days a company car was one of the perks available to research executives. Anyway, being Ian, he chose to demonstrate his skills with languages and accents so when he asked, "Can I have a Lancia?", Rudy replied: "You'll have the same lunch hour as everyone else!" But he got what he asked for and that was the origin of the little orange sports car that Ian proudly drove around London for many years thereafter.

It was Ian's languages and research experience that MIL teamed with my statistical skills to develop their international research business. So Ian and I travelled Europe together and he kindly educated my palate to pasta and Italian wine, amongst other epicurean delights.

Of course, Ian's languages were much sort after, so he was soon headhunted to join Peter Sampson in forming the UK subsidiary of Burke Research USA. Many older readers will remember the resultant advertising of Burke's European presence, with images of Ian as a sort of 'research James Bond' in dark glasses and a leather jacket, with a handbag slung over his shoulder.

A few years later saw the merger of Burke UK with Research Services Ltd to form Burke Research Services Group (BRSG). Although Ian had worked hard to ensure the merger succeeded, it ultimately failed when Infratest, the German research company, acquired the European Burke network and the companies separated: eventually, Research Services became part of IPSOS and the Infratest Burke Network was acquired by TNS. Ian's commitment to his decision to found Burke UK is illustrated by the manner in which he continued to work for TNS on the Burke designed Tri*M Customer Relationship Assessment program, until his retirement.

However it is the circumstance of the break up of BRSG that leads me to the story that best illustrates Ian's wonderful humanity.

Prior to the de-merger, there had been difficulties in deciding the future of the group. These difficulties, however, were put aside for the Christmas party, which on this occasion had the theme of Britons, Romans, Slaves and Gladiators (BRSG). Accordingly Ian assembled an extraordinary costume, with his face covered in blue 'woad' (as the Briton) and a wreath of olive leaves around his head, as the Roman. He wore a chain

around his wrists for Slavery and carried a plastic sword as the Gladiator. But the 'pièce de résistance' was a shortened toga, revealing towelled underclothing—looking like a baby's nappy, loosely hanging on to Ian's rather scrawny legs! This outfit was adorned by a label around his neck—bearing the words "management indecision".

In short Ian was a man of deep humanity with a wonderful, gentle sense of humour: in all senses of the word a good man and an unequalled colleague. Ian leaves his wife Gill, two children, two grandchildren and many friends.

BILL PEGRAM 1945-2014

Bill Pegram died in his sleep on Friday 10th October while on holiday in New Orleans. Former business partners Alan Walters, Sue Chambers & Pat Dowding penned the following tribute, which first appeared on the website Research-live.com.



With Bill's passing, our community has lost a pioneering researcher, a major supporter of the Market Research Society but, most of all, a really good guy. Responses to his death illustrate the breadth of people who knew him and—whether as a friend and colleague, or as a boss—the same words reoccur time and time again: talented, enthusiastic, helpful, friendly and fun.

Bill began his career in the early 60s with the advertising agency Lintas, where he started in the Accounts Dept. Fortunately for those of us who were to spend a good deal of time with him, almost nothing of this particular discipline appeared to have rubbed off. He then moved across to the newly created RBL which was set up to service the research needs of Unilever's main operating companies. Bill brought an everyday worldliness to what was then a rather academic approach to research and it was perhaps no surprise that he found himself developing the third-party side of the business, particularly in the area of leisure and alcoholic drinks.

In 1982, Bill founded Pegram Walters Associates, where he continued to set the company tone of full-on innovative research mixed with huge amounts of fun. It is testament to his leadership style that many ex-employees have commented that it was the most enjoyable place they ever worked. After Pegram Walters, Bill worked for the newly formed Synovate, eventually leaving in 2007 to run his own consultancy.

On top of all the fun things we remember, he also pioneered the use of new research techniques in the UK such as Eye-Tracking and Real-Time Advertising Assessment.

But it was Bill's humanity and great people-skills that most of us will remember first and foremost. He helped and encouraged an enormous number of people new to the industry to appreciate and enjoy research. He was also a great presenter, engaging with his audience on a personal level and bringing the findings alive with his insight and humour.

Bill was always a keen sportsman and in particular an excellent cricketer. In his youth, he was on the fringe of the Essex county team and then played for many years in the Middlesex League before becoming a playing member of the MCC and a regular visitor to Lords.

Bill was unique and loved by virtually everyone he met. We will mourn him with great sorrow but he leaves us with so many happy memories and times we wouldn't have missed for the world.

Phyllis Vangelder interviewed Bill Pegram in 1991 for her regular column in the *MRS Newsletter*, 'The other end of the candle'. In that piece, Bill discussed his enduring love of cricket: "I started playing club cricket as a twelve-year-old. I played with and against grown men; it was quite a taxing experience, but you grew up with a circle of people of all ages whom you had played with ... I think I played the best cricket I've ever played then. I was probably at my peak as an eighteen-year-old. I played then for the Young Amateurs of Essex—and then for the 2nd XI of Essex which was the team before the County side. I had to make a decision at this time. Should I play professionally or do a real job? So I did market research instead! ... I think I really knew I would never be quite good enough to do it professionally and I also knew that if I did it professionally, I would stop enjoying it ... I've never regretted not playing professionally. I've been able to enjoy it for the escape it provided."

Bill captained the MRS cricket team for several years from the mid-80s. Below is a match report from the October 1990 edition of the *MRS Newsletter*. Several network members might recognise themselves or others in the photograph.

Sports & leisure

MRS cricket team completes hat-trick

The Market Research Society team successfully defended its hold on the Pegram Walters Cricket Trophy in an enjoyable match against the Government Statistical Service. For the third successive year Bill Pegram the MRS Captain stepped forward to receive the trophy from Sue Chambers, one of his partners at PWA. Since Bill top scored in the game with an unbeaten 54 and Alan Walters was also on the MRS side, the whole day had a distinctly PWA feel to it.

The man of the match though, was David Aldridge of Research International who destroyed the early GSS batting with an inspired spell of bowling. After clean bowling the first three opponents for a personal cost of 11 runs in 6 overs, David set the MRS on course for a relatively straightforward win.

The GSS team fought hard to recover but despite good innings by Bradley, Mayne and Collier, never quite managed to win back the initiative. Stuart Robinson of PAS pegged them back with 10 tight overs of in-swing and Mark Walton (Schlackmans) cleaned up the middle order with an impressive display of seam bowling (3 for 19). Tony Mastel of M&S and Roger Jowell (SCPR) also put in useful spells without a great deal of luck (or support from a fielding side that had its thoughts more on getting a pint of lager than catching a cricket ball). The final GSS



total in a game restricted to 36 overs a side was 129 for 8.

In reply the MRS, with one eye on impending storms, had to maintain a superior run rate in case the weather closed in. David Rodgers (MIL) and Mark Walton both went relatively cheaply in a bid for quick runs but then a solid third wicket stand of 86 between Malcolm Tenneson (Book Club Associates) and Bill Pegram took the MRS to within 10 runs of their target. When Tenneson was finally caught in the deep for 44, Roger Jowell joined his captain to complete the formalities. The MRS won the game by 7 wickets with 8

overs to spare. Just after the two teams reached the pavilion for the presentations the threatening skies opened. This, more or less, forced both teams to shelter in the bar until closing time.

This year's match was played at Old Hamptonians Cricket Club in Middlesex. Our special thanks to Jack Wells of the GSS who arranged the venue and to Roger Sellwood who manages the GSS side and umpires each year with great impartiality. Steven Hales (of PWA) umpired myopically for the MRS, turning down several excellent appeals from wicket keeper Pegram.

NICK PHILLIPS 1941-2014

Former Network chairman Nick Phillips died in October. The following is a shortened version of a tribute that first appeared on the website of the IPA, of which Nick was Director General between 1989 and 2001.

Phillips succeeded David Wheeler as Director General of the IPA in 1989 and stepped down in 2001. During these 13 years, Phillips was credited for modernising the IPA and attracting leading industry figures to serve as President including Peter Mead, Chris Powell, John Bartle, and Rupert Howell. He also forged stronger links with ISBA and served on the BARB board representing the IPA's interests, before being appointed as its Chairman.



While at the IPA he was also a member of the European Association of Communications Agencies (EACA) and a member (and former Chairman) of its National Associations' Council. He was a member of the U.K. Government's Advisory Committee on Advertising and the Creative Industries Export Promotion Advisory Group. In this capacity he organised the IPA's first visits to China and Moscow in the 1990s.

Says Ian Priest, IPA President: "Nick's background in media research made him perfectly placed to develop the IPA's involvement in all the key 'media currencies' which are the basis of trading in the UK. In support of Rupert Howell as President, he championed media agencies as members of the IPA in their own right, and this has been fundamental. Without these core members and close relationships with media owners we could never have launched TouchPoints, which continues to add to the strength of our association."

Upon the announcement of his retirement, Campaign asked whether the IPA could find itself another "dynamic diplomat" to succeed him, which it duly did in Hamish Pringle who, they said "would find the IPA in good order". Says Pringle, Director General, IPA 2001-11: "The foundations Nick laid enabled us to do many innovative things and build the IPA into the highly effective and respected agency trade association it is today. In particular I recall his support for the financing and publishing of the E-Media book, which placed the IPA firmly in the digital arena, and the Bellwether Report, which has done so much to register our industry's key position in the eyes of the City and politicians."

Following his retirement, Phillips continued to contribute and support the IPA and its initiatives. For example, he was the architect of the first IPA mentoring scheme which drew on the experience of FIPAs for agency senior management.

His career before the IPA included a directorship of Granada Television, Marketing Services Director of Beecham Products and Head of Research at the Central Office of Information.

Roger Holland has contributed this personal memoir of Nick, which will surely strike a chord with many Network members:

All of us will remember Nick as chairman of the Network. He brought a wicked sense of humour to every serious purpose. And he was very good at serious purposes. Do you remember when his successor Nigel Spackman was incapacitated and unable to attend a Network summer lunch having fallen down some stairs after drinking some red wine and Nick took his place and made a speech? Not just any speech. Apart from the humdrum notices, he picked on Nigel's misfortune and had us rolling in the aisles, howling and beating the floor and telling him to stop. Nigel would have loved it.

Which Nick did you know? Or how many? Nick at Granada? Nick at Beecham? Nick at the COI? Nick at the IPA? Nick of the mountains? Nick of Barnes? Nick as Professor Higgins in My Fair Lady? Nick the best grandfather?

Nick was great at the COI. Not a natural civil servant, he found out how to circumvent some of the service's red-taped strictures and commission research of relevance to influence key government decisions. And he modernised the IPA, bringing in media agencies and introducing the Bellwether Report to which the IPA obituary refers.

Campaign described him as 'donnish, cerebral, well-ordered and with an infinite capacity to absorb and even enjoy the minutiae of research.'

Many years ago I persuaded Nick to join a group of media and advertising people who went to Snowdonia once a year. And this became twice a year with another parallel group. The group always stays at the Pen y Gwryd, a hotel on the slopes of Snowdon which is quirky, inspiring and altogether unlike anywhere else. From there we climb a mountain on Saturday and limp back in the evening. Nick and I were usually slower than most. We have to hobble people like Nigel Spackman so he can keep pace with us. But one of the reasons we were slow was that we liked to stand and stare. Even when the weather was bad there is much to look at. And when the weather is good, the views of the lakes and the mountains and the sea and the ravens and the circling buzzards gliding above just take your breath away.

The last mountain Nick climbed with us was Tryfan from the Ogwen valley, past Cannon Rock and up to the top with Adam and Eve. Lots of scrambling and a feeling of no little achievement for old men.

He sent us all notes of the weekend. Here's an extract from his 'Memories of PYG, Autumn 2011':

Saturday 1st October was another beautiful June-like day. We left the President at Ogwen Cottage to make his own way over Bwlch Tryfan and back to the PYG, whilst the seven ascended the staircase to tackle Tryfan from the North. The clarity of the views and the variety of colour in the sunlight down to Llyn Ogwen and the Carneddys beyond were stupendous. The need to keep looking inevitably slowed the pace, and we soon decided that this was not a day for breaking records. The staircase path developed into a short scramble and Cannon Rock came into view, with its marvellous position of a military battery commanding the routes through the Ogwen Valley. Our commander, in a sitting position, duly inched his way backwards up the top surface towards the cannon's mouth. As his backside was within two feet of the cannon's mouth, (above a 1500 feet drop) the cry went up 'Only another three feet.'

...Further on, as the true descent started, the silhouetted figure on the ridge was a lone mountain goat in splendid profile. As we reached the grassland plateau, the view opened up, with Moel Siabod and the Moelwyns beyond. The vista from this modest spot was fantastic—in a gap between the mountains Llyn Gwynant sparkled and led the eye down the whole of the Vale of Gwynant towards Beddgelert. A circling buzzard seemed to pick us out, much as the rescue helicopter had done, and appeared to be signalling to us to keep over to the left by the rocky outcrops.

Then, as usual, we stumbled back to the Pen y Gwryd where we'd have a substantial dinner after which Nick would beat everyone at table tennis.

When he was Director General of the IPA he installed a ping pong table at the top of 44 Belgrave Square and invited various groups and persuaded them there was nothing on earth they would rather do than pick up a bat. Few could resist because he was such a wonderful, positive enthusiast. And of course he beat most people. But what he was really good at was persuading everyone to rush round the table dropping the bat and losing life after life and chuckling and cheating until, inevitably, he was the last person standing.

Those who attended Nick's memorial in Barnes may remember that a few of us sang a song. Nick's song. He made us sing it in the Welsh mountains, once behind a bronze tribute to Gladstone, who had addressed 2000 Welsh miners on that spot. If you heard it, you will know it was a very silly song: written by an Eton schoolmaster a hundred years ago and called 'Song of the Ancient Brits', and mainly about the benefits of woad, to the tune of Men of Harlech. According to Katherine, he sang it in his necessary bath on returning from the Pen y Gwryd.

Nick could be very single minded. I remember when I was in a bit of a spot, nothing to do with Snowdonia, and I asked him if he would support me. He said, 'In blood, if necessary.' Just the sort of person you need in your corporate trench.

A quote from Samuel Johnson: **How much so ever I valued him, I now wish I had valued him more.**

TONY TWYMAN

Tony Twyman died in October 2014. Although not a Network member, he will be known to many members from his work at Research International and BARB. Jon Wilkinson worked with him at RI (at a time when it was a Unilever subsidiary) and writes:

I worked with Tony for about ten years from the early 70s until the early 80s, when he was both my manager and leader/consultant on a wide variety of projects. He was inspiring, challenging, warm, dry, ingenious, very over-worked, impatient, brilliant, self-contained, easily bored, a very reluctant boss, a wonderful presenter—and sometimes chilly, irritable, and disengaged. He often seemed to me to be rather ambivalent about his role within RI (nominally 3 days a week), compared to his media research consultancy work. He was not exactly a typical Unilever manager.

He was a large man, both in height (about 6'3") and in girth, and dressed almost exactly like Ken Clarke, while usually carrying at least two over-stuffed briefcases. Although obviously intellectual, and far removed from a traditional account man, clients always respected him, and he was highly adept at managing both them and their expectations.

Tony's technical expertise was extremely high, not just in sampling, which bored me silly, but also in experimental design and questionnaire construction, which interested me a lot. The core of our work lay in measuring the effectiveness or otherwise of marketing activity, and especially advertising, through pre-testing and campaign evaluation.

He developed a pre-testing technique based on matched Test and Control samples, measuring the effect of the advertising by the difference between the two. It was extremely effective in those days before databases but clients were often loath to spend the additional money on the Control sample.

While our pre-testing work was largely for commercial clients, our main source of campaign evaluation projects was the Central Office of Information, both on 'regulars' such as Anti-Smoking and Road Safety, and one-offs like Vandalism and Burglary. The interesting bit was usually in devising indirect methods of establishing whether messages had got through. Tony had a real gift for questionnaire design, and taught me and many other researchers pretty well everything we knew.

His other great strength lay in finding a story from the data. At one point Birds Eye Foods decided to test whether a heavily up-weighted marketing campaign (including sampling) could increase sales of one of their products. As often in those days, the benighted inhabitants of the Border TV region were the lucky recipients, with Tyne Tees acting as a control. The day before the presentation, the lead researcher prepared the charts and came to me in a high state of nervousness. There were no apparent differences between the two regions. Only one solution presented itself: give everything to Tony to look at overnight. Next morning a very big audience assembled in the 'Ice Palace', the Birds Eye office.

Tony turned up with a few hand drawn acetates to accompany the bad news in the rest of the stack. Through some argument that I didn't totally understand, he produced a chart showing that had we done a pre-measurement, it would have been lower in Border, and hence the campaign had succeeded after all. Applause and relief all round!

This was his most important lesson: if you look people in the eye and speak with conviction, you can persuade them of almost anything. Especially of course if they want it to be true!

I remember Tony with great fondness—inspiring and fun to work with, and a great companion at any time. We really won't see his like again.

Jackie Dickens, speaking at his funeral, commented: "I worked with Tony at what was then Research Bureau Ltd (known as RBL) in the 1970's. Several of us were in our 30s then with lots of energy and new ideas were springing up all over the place. These were exciting times ...

"At that stage of my life Tony taught me a lot. Above all I think he made me realize that taking the easy or obvious route can be lazy, and that there is no substitute for tossing a problem around in your head, for thinking out of the box, for looking for a creative solution, and I owe him a lot for that learning."

Beryl Emery wrote in the RI magazine HeRItage: "We worked together for a number of years on drinking

and driving, drugs, AIDs and other salubrious subjects. It was then that I got to know the highly respected advertising guru, researcher and communicator from whom I learnt so much. Always dreadfully overstretched, he raced from meeting to meeting, frequently testing my nerves to the full. Many was the time I sat panicking in reception hoping against hope that he would turn up before we had to go into a presentation, but he always raced in at the last minute, laden with bulging briefcases and carrier bags full of files and gasping for breath, and always managed to rise to the occasion, giving a faultless performance. He didn't tolerate fools gladly and could be a bit impatient, but I got to know a very kind man who cared about the people who worked with him and, finally, I got to know him as a friend.

"After we both retired, I met him for lunch from time to time and later I went to visit him a few times in Stratford upon Avon. Here I met another side of Tony, the passionate and very knowledgeable gardener, proud of his beautiful walled garden and herbaceous borders, which he always insisted on showing visitors, and farmer Tony, with his farm and fields of sheep. He will be remembered with affection by both colleagues and clients."

NOT FORGOTTEN...

As we metaphorically went to press, we learnt of the death of Michael Brown. We are planning to include an obituary in the next edition of the *Newsletter*.

We also learnt in November of the death of Richard Chilton, formerly Administrator of AIMRI and ABMRC. Richard was not a member of the Network but if any members knew him well and would like to write a memoir, we should be pleased to publish it in the next edition.

STEERING GROUP

The Research Network is directed by a Steering Group consisting at present of Adam Phillips (Chairman), Jane Bain, Jane Gwilliam (Events Organisers), Linda Henshall (Relations with other MR bodies), Sue Nosworthy (New Members), 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.