



## THE WAY WE ARE

**W**ith apologies for the slight delay in publication of this edition, here is your Autumn 2017 Newsletter. As usual, we preview the forthcoming social event, our 15th anniversary lunch at the RAF Club, which promises to be a special affair (see below). Inside you will find photos of the two events held already this year, the Spring Lunch and the Summer Party, together with Peter Bartram's latest selections from past MRS newsletters and an article by Jane Gwilliam on her unexpected foray into quantitative research! Short miscellaneous items and a trio of obituaries complete this edition.

We hope you enjoy reading your Newsletter; if you have written or would like to write anything that you think we could use, do please forward it to the editor ([editor@research-network.org.uk](mailto:editor@research-network.org.uk)).



## AUTUMN LUNCH: 19TH OCT AT ROYAL AIR FORCE CLUB

**T**his being the Network's 15th Anniversary, we have found somewhere special for our Autumn Lunch: the Royal Air Force Club at 128 Piccadilly, London W1J 7PY. We are enormously indebted to John Downham for arranging this venue



for the Network. Located in the heart of Mayfair at the Hyde Park end of Piccadilly, the Club is readily accessible from Hyde Park Corner and Green Park tube station and a slightly longer walk from Victoria station. There are several public car parks close at

hand. The RAF Club dress code is 'smart casual': for men, jackets and shirts/ties preferred, no shorts, jeans or sandals.

You should already have received your invitation by email. The cost of this special occasion will

be slightly higher than for our normal lunch events but at £40 for members (£50 for non-member guests) we hope most will still consider it good value and we look forward to welcoming many members there.



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# THE WAY WE WERE

Compiled by Peter Bartram

**F**rom the MRS Newsletters of yesteryear, covering some of the issues recently donated by Bill Blyth which had been missing from the Archive of Market and Social Research:

## 35 years ago (1982):

### August:

Ahead of the MRS Boat Trip, MRS Chairman Valerie Farbridge had decreed that "nobody need bother about what to wear". But John Samuels, in his report on the event, nevertheless decided to comment mainly on the attire that people had chosen for the occasion: the sight of Patsy Douglas wearing a multi-coloured oriental silk jacket prompted John to suggest this provided evidence that "her move into running group discussions at The Qualitative Consultancy had brought her the usual vast income". And "the most interesting frock was certainly that of my old friend Sheila Kemp. I think she may have been distracted when taking it up, as the hemline was mini at the front and maxi at the back".

Reviewing the state of MR computing worldwide, John Kelly began with a bold statement: "British survey methodology, research practices and researchers have been highly respected abroad to such an extent that ... I suggest the MRS should perhaps be considered for a Queen's Award to Industry for the success it has enjoyed, albeit unwillingly, in exporting researchers." He went on to highlight the data processing section of our industry and noted that Quantime had received the ICP Million Dollar Award for Quantum, its tabulation system. In this connection, he also mentioned Ed Ross, so recently lost to us, and other companies and software systems including Demotab and Denjon International.

The Val-id column commented that "the accessory which is de rigueur for anyone in the ascendancy is the Star Antennae. New York is aquiver with the things." (But what was it? And isn't 'antennae' a plural?)

### November:

In collaboration with the IPA, the MRS announced the establishment of a new library facility, enabling students registered under the Diploma Scheme—and any other Member—to visit it and borrow books and periodicals. Under consideration will be the funding of a terminal for on-line retrieval the MRS Abstracts and other databases. And "donations by Members of any relevant books, such as 'The Art of Asking Questions' by Stanley Payne, will be welcome".

MRS Chairman Valerie Farbridge wrote: "I am told there are a significant number of people who come to Brighton, attend the (Annual Conference) papers, and do not pay a delegate's fee. I consider this dishonest. Genuine paying delegates are subsidising a scrounging minority." (Doesn't happen now, does it?)

Susie Fisher reported on an AQRP meeting addressed by Professor Hans J Eysenck, who tested the patience of his audience by arriving 55 minutes late without very robust excuses or apologies. Clearly miffed, Susie described him as "a gaunt unruffled man with a measured guttural voice" and added "I am not sure he knows what qualitative research is". One of the main points of his address was the claim that "You can be bright without being creative, but you cannot be very creative without being very bright. Creativity does not apparently occur under IQ110." And he claimed that most creatives fall into the Melancholic Quadrant of his personality model, tending to be both Introverted and Unstable.

Highlights from the Val-id column on the recent ESOMAR Congress in Vienna:

At the Civic Reception dinner, beer was served with the meal and the wine came later. But it had run out by the time the cheese arrived, prompting John Samuels to groan: "But one cannot eat cheese without wine!"

In the Prater Amusement Park a Frenchman took a mad dodgem ride and then proclaimed: "I have had the

honour of 'boomping' the Chairman of the British Market Research Society".

At the State Opera, Ed Ross stood out in sartorial splendour in a white DJ, and Gillian Gardner Smith waltzed to the strains of the Merry Widow waltz during the meal afterwards.

And two things puzzled the author of Val-id: "Why does John Goodyear tell jokes in French, and where does Kit Molloy get his never-ending supply of roses, which he distributes with such panache?"

### **December:**

At an MRDF One-day Conference, John Clemens asked "What's the point of on-air polling if the TV is in the living room and the telephone is stuck out in the hallway?" And Mike de Smith said interactive interviewing systems may be more efficient and less costly than traditional methods, but there will certainly be a price to pay in human terms". (And in response rates too?)

Helen Tree reported on an evening meeting convened to discuss the image of the MRS in which Wendy Gordon likened the MRS to a bank (with) its ... "institutionalised unbending image, odd opening hours, and lack of interest in small customers. By comparison, the AQRP is able to offer to its Members the warmer relationship of a Building Society."

A helpful up-to-date glossary of terms was provided for those getting confused about the vocabulary being used to describe various new aspects of information technology. These included Teletext, Ceefax, Oracle, Viewdata, Prestel, Topic, CATI, VDU, DDE, and Half-CATI.

Paul Feldwick of BMP reported on a qualitative research seminar convened by Sue Robson at the Lygon Arms in Broadway. "I think most of us agreed that the quest for an impossible objectivity is something which greatly reduces the usefulness of qualitative research. It denies the researcher's experience, background and creativity." And Neville Darby, again so recently lost to us, provided a simple truism: "You have to be very aware of what people want in order to provide it." (*Nod a lodda people know dat*)

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## **FINDING WALES**

**P**eter Daniels has recently published his second book on his home country of Wales. Entitled *Finding Wales*, the book sets out to explore the motivations of exiles returning to their roots in the country. He says it is "written in praise of Welshness, Welsh people and the Welsh way of life, but also in recognition of the need for these returning exiles to contribute to the economic, cultural and political challenges that Wales faces in the 21st century. More details, and the opportunity to buy the book, can be found at the publisher's website, [www.ylolf.com](http://www.ylolf.com).

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## **MISCELLANEOUS...**

**W**e are grateful to Christine Eborall for drawing our attention to what she calls a "pointed observation" in an article by Jeremy Paxman for the Weekend FT Magazine of 4 March 2017. Writing on the subject of whether the police service is equipped to deal with the realities of 21st century law and order, Paxman commented:

Late last year an Ipsos Mori poll (if you take such things seriously) discovered that trust in the police had overtaken that placed in the clergy, hairdressers or television newsreaders.

He then went on to remark:

Journalists and politicians continued to wrestle for the position of least trusted. Sadly, opinion pollsters were not included as a category."



## SPRING LUNCH AT THAI SILK

This year's Spring Lunch was held on 26th April at Thai Silk, in the Waterloo/Bermondsey area. Over 70 members and guests attended, including quite a few 'new faces'; word on the street was that the food was plentiful and highly enjoyable. After the event, whilst a number of members stayed at the restaurant for post-prandial drinks and more conversation, others apparently debunked to the nearby Hope & Anchor. Linda Henshall, who is not known for leaving these events while there is still life in them, reports that she did quit rather early this time, noting that "even Phyllis Vangelder was there later than me".





## SUMMER PARTY AT DOGGETT'S COAT & BADGE

And only a couple of months later, it was time for our annual summer party, held once again at Doggett's Coat & Badge on the south bank of the river—right next-door to Blackfriars Bridge and within full view of Unilever House (as it was once known). The date (5th July) would, it was hoped, maximise our chances of enjoying the riverside terrace bar, and so it proved—once again it got so warm that some members were actively seeking the indoor shade. Fortunately the bar has plenty of space both inside and out. The Pimms flowed, the buffet was again both good and plentiful, and the company, of course, was incomparable...



# ORAL HISTORY PROGRAMME

The oral history programme continues to progress. Four new interviews were posted onto the MRS web page for the project at the end of May, bringing the total number currently on the site to 20. The latest additions to the list are:

John Wigzell

Paul Feldwick

Peter Bartram

Phil Barnard

Neil McPhee having retired from the project at the end of last year, responsibility for moderating interviews has passed to Judith Wardle, whom we are delighted to welcome on board. Judith already has additional interviews scheduled and details of these will be reported once they have been completed. We are also planning some new initiatives such as shorter 'reflections' and subject-based interviews—more details in due course.

Finally, a number of further interviews have completed and are now in the time-consuming editing phase. We are hoping to put another four completed interviews online during the autumn, including conversations with both John and Mary Goodyear. Thanks go yet again to Lawrence Bailey for the work he has put into the editing; he insists that he has now definitively hung up his boots but it was he who devised and drove the programme and who indeed conducted all of the early interviews—his massive contribution will not be forgotten.

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## A MOVE TO THE DARK SIDE (QUANT, THAT IS)

**Jane Gwilliam revives the notion of Research Aid**

Many decades ago I believe I carried out the first end to end study in RBL. It was commissioned by Book Club Associates (thank you Malcolm Tenneson) and I did the whole thing myself though I cannot remember how I analysed it—probably hand tabbed on paper. It provided what was needed—evidence against Royal Mail.

Fast forward a decade or so and I was freelancing. I had a holiday company client who wanted to decide which style of banner headline they wanted on a brochure primarily but also a few other elements of the front page. Why on earth they asked me, knowing I was a qual, but they did. So I had 200 street interviews conducted and I definitely hand tabbed that one and fed it into Excel. Dennis looked at statistical significances for me and I wrote my first proper quant report. I thought that would be it.

I got involved with a piece of quant research being done by others at my church about 7 years ago. One thing quals do well is language and how not to ask leading questions. I have to say this was appalling—it asked questions such as "would you like better facilities" without any reference to the estimated half a million a building project would cost to achieve that. My involvement here was more damage limitation in how they thought they could use the study than anything else.

Some time ago there was an initiative in The Research Network to offer the services of older, experienced, very wise researchers to organisations which did not have much budget, if any, but needed information. The initiative was known as 'Research Aid' but it didn't really take off for some reason.

For the last few years I have been volunteering in Battersea Park the first week each August where there is a Battersea Summer Scheme to offer a range of activities to young people in the Borough of Wandsworth. I actually live in the Borough of Richmond but my brother lives in Wandsworth is very persuasive and he roped me in. My daughter, Alex, also living in Richmond, who used to play rugby for Harlequins, also worked there training kids in touch rugby. She gets time off from work at Sport England for work such as this. The scheme also offers a vast range of other things – tennis, football, rowing, climbing wall, circus skills, karate, face

painting etc. etc. Its objective is to let kids have a go at seeing what might interest them, to keep them occupied and off the street and generally to serve the community. But that is only part of the whole shebang. It operates under the auspices of the Crime Prevention Panel and offers other activities all year round. It is hugely expensive to run and there is year round fund raising, including a huge ball in November, and they seek sponsorship from local organisations.

What they did not know was whether they were serving their local community as intended, what activities were best liked and which not so much, how keen the children were to come again, to help develop the scheme etc. All factual stuff and pretty straightforward. So Alex (an RI graduate) and I decided to give it a go in 2013. Obeying the rules (we both have had DBS checks) and asking parental/guardian permission, we achieved a small sample of 52 interviews. Again I did Excel tabulations and Jonathan Harrison (ex RI, now IPSOS) checked out my findings—now he is a true quant.

The results were universally positive. They were definitely serving their community, although there were a few outsiders: to the question “what is your postcode, who have you come with today?” we mostly had responses like SW11 and with my auntie, SW15 with my cousin, and the odd one—SW1 with my nanny! What we did find was that their branding was bad and confusing or ignored—Crime Prevention Panel, Battersea Summer Scheme, Sport in the Park. A quarter of the sample thought the Council laid on the scheme, a few even thought QVC who were a sponsor at the time, although no longer as their offices have moved outside the borough. Most didn’t know. As a result of the study the volunteer committee have improved their logo, been thinking of ways to increase awareness of their brand and have been using the outputs to drum up more sponsorship.

Fast forward again to this year. My brother is a presenter on Wandsworth Radio. This is a purely volunteer community station and most of the staff have full time jobs, though a few are retired. They have virtually no money but have been running for a couple of years. Their listenership is about 4,000 and they are a digital station only. They had applied for an FM licence and needed information urgently about listeners, potential listeners and unlikely listeners to reinforce this. They also wanted to put together a media pack to use to drum up advertising. So again, call on the qual to do quant, though this time I did not think I could do it on my own! Subsequently, they did not get their licence so the urgency became not one of timing but just to have the information to see what they needed to do to up their listenership and generate advertising. I asked Adam Phillips and Ivor Stocker for advice and they put me on to Raz Khan at Cobalt Sky who so kindly offered his company’s services and Rebecca Coles and Richard Else set up SPSS for me based on a short questionnaire devised by me (to my skill set).

I briefed a whole load of volunteer presenters at the station on how to administer the questionnaires properly, the important bits of the MRS Code of Conduct and a few other bits and pieces. We then went out in groups to various SW postcode areas with me supervising to get as many interviews as we could. We were aiming for 500 but, in the end, achieved 458. I rejected surprisingly few questionnaires which were not quite complete. My brother and I—mainly I—uploaded the questionnaires onto SPSS and Rebecca taught me how to do simple tabulations so I could keep an eye on how the sample was going. Richard Windle, oh so kindly, offered to write the report and it has since been delivered. Wandsworth Radio are really grateful for the research and they are still digesting the findings do decide, in particular, how to increase awareness of their existence because there was a genuine interest in the station and what it can offer. For myself, this old dog has learned new tricks. If you had asked me a few months ago if I would ever be playing with SPSS I would have thought you were mad!

I don’t know if there is a great future for Research Aid—I would certainly help again. I suppose it is a question of finding those in need and marrying them up with us.

*This article first appeared in the newsletter for Research International alumni, RI Legacy.*



# JOHN BERMINGHAM 1931-2016

*Philip Mitchell writes:*

John Bermingham was born in Bray, Co. Wicklow, on 20th October 1931. He was the middle of three sons. His father worked for the Colonial Service and so spent much of John's childhood abroad, much of it in Africa, accompanied by John's mother, Kitty. John and his brothers attended a prep school in Co. Wicklow, where the glorious countryside was almost certainly responsible for his lifelong love of all things outdoors, including sports (and in particular rugby), trees and birds.

At the end of the war, aged 13, John travelled to England and began school at Downside. It was a period of his life that he did not remember with great fondness, in part probably due to post-war rationing. He did, however, take away from this experience an uncomplaining personality that would stay with him for ever, and that was particularly in evidence during his last weeks in hospital.

John was awarded a place at Trinity College, Dublin to study medicine but decided instead to enrol for three years in the Northern Rhodesian Police. It was just before he set off on this adventure that he met Lucy, a student of modern languages at Trinity, and they began what would turn out to be a very long-distance courtship.

On his return, John determined to move to London and seek a new career. Lucy was also living in London by then and it was she who, recognising his fascination for facts and figures, pointed him in the direction of market research. In 1957 John joined the research department of J Walter Thompson which shortly thereafter became the British Market Research Bureau, based in Ealing. John came to be one of BMRB's longest serving and most distinguished employees, finally retiring as a Board Director nearly 35 years later.

So much for the chronology, but what of the man and his achievements? The following are some of the adjectives used to describe John by friends and family in their recollections of and tributes to him: forthright, principled, competitive, loyal, erudite, proprietous, kind, devoted, charismatic (that last is not an adjective, as John would certainly have interjected), good company, charming, a real gentleman, such a lovely man.

For his achievements, I am indebted to Jenny Davis, who worked with John at BMRB for a quarter of a century. In 1970, he was awarded the Thomson Gold Medal for a paper on the relationship between readership and circulation of newspapers, an aspect that is as topical and controversial today as it was then.

In the early 70s, John was the Director responsible for the National Readership Survey and was thereafter given responsibility for running the Target Group Index, a highly profitable survey for BMRB still used today worldwide by the media, advertising agencies and manufacturers. He was a founder member of the bi-annual Worldwide Readership Research Symposia, presenting papers at these in 1981, 1983 and 1988 and serving a programme chair on three separate occasions. As a Director of BMRB for 20 years, he was an integral part of the management team that steered the company through turbulent periods of mergers and acquisitions.

He was undoubtedly passionate about his work and highly regarded professionally. One former colleague described him as "a colossus in the media research world—a very special man who will be much missed but will live on in the memories of those he influenced. But John was equally well remembered at BMRB for the fun side of his nature, there being more than one reference to his partiality for a liquid lunch.

Whilst he put enormous energy into his work, however, his true passion outside of the family was golf and this is where my own fifty-year friendship with John began. I joined BMRB in August 1964 and, as was the custom in those days, I was taken round the office and introduced to everyone. John rose from behind his desk and welcomed me warmly, suggesting I join him in The Bell after work for a pint.

Having moved from London to Maidenhead in 1967, John joined North Hants Golf Club in Fleet, where I had been a member for many years. It was at this time that, with Hickie Logie, we founded the BMRB Golf Society—for many years, spring and autumn meetings were held among BMRB staff.



He was a quietly very competitive man but never more so than on the golf course. As one of his fellow members observed, "we could always rely on his gritty play to see him or us through to success in a tight match," but he always played the game in the right spirit and, as I always maintained, "he was the fairest and most sporting person I have ever played with."

Approaching retirement, John and Lucy moved to Crondall near Fleet, where they found a new circle of friends. Not all of them played golf, but amongst their other pastimes were bridge and quizzes, something at which he excelled. If you were ever putting together a pub quiz team, John would be your first pick.

Their last move, from Crondall to nearby Clare Park, was brilliantly timed, as they both loved the new retirement community; but it was a shame that he did not have more time there. In his final days in hospital, when asked by one of the doctors if there was anything in particular that would make his life more comfortable, he didn't hesitate: "I'd like a gin and tonic." This it was that for his last few days, Lucy would arrive to visit with a stiff gin and tonic ready-mixed in her handbag.

And so farewell to a kind and gracious gentleman who was a great friend to many of us.

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## **NICK PALMER 1941-2017**

*Mike Cooke writes:*

**N**ick was a big man in many ways other than his statuesque build. Living around the corner in Blackheath, I was fortunate to know him as a friend and generous neighbour. He told stories of being in the same class as Brian Jones of the Rolling Stones, and how they hitched lifts together from their school in Cheltenham to Ronnie Scott's Jazz Club in London where they shared their passion for jazz. This early love of music never left Nick and his fondness for opera in particular, grew greater with the passing years, as did his facility to enthrall you with his stories of a life well lived. He was a man who studied badgers at A level, spending hours up a tree watching them emerge from their sett! His photograph of five badgers emerging from a sett was a UK first, and was reproduced for a book cover by the then expert on the species. A Renaissance man throughout his life who loved books, the arts and, of course, he was partial to the occasional glass of Chateau Palmer.



After university, Nick taught zoology to sixth formers in a north London school. However, he decided to change careers after a couple of years. Most of you will know Nick from his stellar career at Barclays Bank. He joined Barclays as a cashier in a branch in Baker Street, in 1966, quickly being promoted to deputy branch manager at Great Portland Street and then a mere two years later to an executive position at Barclays Head Office.

In 1970, Nick's long association with Market Research began. On joining the Marketing Department, he was responsible for the establishment and management of the first formal market research department of any UK bank.

This innovative and strategic vision saw him develop his and the Bank's market research role, as he chaired the Inter Bank Research Organisation's Market Research Committee, which oversaw the undertaking of the first comprehensive, and regular survey of the payments behaviour of all UK adults on behalf of all the UK banks.

In his role as Market Research Manager, he excelled. This led to a move into the Chairman's Office where his creativity and innovation were put to even greater use. Ever the innovator, his next posting was to the emerging area of electronic banking. In the Business Sector Marketing Department he had a team of 150

reports, and he led on many of the key strategic issues that Barclays faced. Further promotion followed and in 1995, Nick became Head of Strategy and Industry Issues, within Payments and Cash Management Services, before retiring from Barclays in 1999.



Nick was a leader and innovator in Market Research, but his true passions were music and philanthropy. He travelled the world to collect rare operas, visit foreign opera houses and experience special performances. I remember vividly bumping into him, by accident, at Vienna Airport and it made my day to see his enthusiasm at the prospect of seeing that night's operatic performance. He became a regular writer and correspondent in the world of opera. The Internet facilitated his influence as he wrote about opera, reviewed performances and communicated with others on specialist opera groups worldwide.

It was not surprising therefore, that his charitable activities were mainly in the field of music. Nick was on the Board of Blackheath Concert Halls, now under the umbrella of Trinity Laban Conservatoire of Music and Dance, a Trustee of The Blackheath Halls Trust and on the Board of the Concert Halls Endowment Fund. He was also chairman of the London Jupiter Orchestra Trust. Despite all this knowledge and influence he was never pompous and would happily try to explain the mysterious world of opera over a glass of wine to those of us who could simply never get it!

He was always a great supporter of market research and when he retired he was invited to join the Board of the MRBA where his financial expertise was most formidable. Nick threw himself into the revision and updating of the rules and structure of the MRBA and played a central role in ensuring that the MRBA reserves were working as hard as they could. As his health deteriorated, the other members of the MRBA remember fondly how much effort he continued to make to come to the meetings. He was greatly loved and admired by all at the MRBA and will be sorely missed.

He was also a stalwart on the Professional Standards Committee and Market Research Standards Board. His knowledge of the complexities of the complaints and appeals structure of the time was legendary. His approach to complaints was always very practical and sympathetic, and it was usually Nick who would spot that a complaint could often be dealt with and defused by sending a bunch of flowers to the complainant, who just wanted someone to acknowledge that something had gone wrong.

His great contribution to the MRBA and Professional Standards Committee was rewarded with an Honorary Market Research Fellowship, of which he was truly proud.

Nick will be remembered as a big man, with a big spirit and a big heart. A people person, Nick was always kind, considerate, generous and loving. He will be greatly missed by all who were fortunate to know him and by his devoted wife Alison. And I know Nick would not forgive me if I didn't also mention Max and Minnie, his Burmese cats and of course Rupert the dachshund. I will miss my friend, as will so many of us, whose lives he touched.



# RICHARD ROBERTS-MILLER 1942-2017



*Peter Bartram writes:*

**M**any Research Network Members will have been saddened by the sudden and unexpected death of Richard, who died of a heart attack on Saturday 12th August, shortly before his 75th birthday.

He was one of the brightest of us, with a cheerful and kind disposition, a keen intelligence, and strong managerial talents which took him well beyond the world of research to a brilliant career on both sides of the Atlantic.

After graduating from Southampton where he got a good economics degree but seems to have spent much time learning how to set up and run a successful rock group, he learned the basic grammar of market research at BMRB. Then in 1968 he joined the well-respected research department of the Thomson Organisation under Harry Henry and Anne Wicks, serving the research needs of The Times, Sunday Times, Thomson Travel and the many

Thomson regional newspapers; and he eventually became Anne's successor as its Manager in 1971. This provided him with a platform for delivering several thought-leadership papers at various MRS Conferences and Seminars, and at the ESOMAR Congress, and these no doubt added strength to his later recognition as an MRS Fellow.

It was whilst working at Thomson's that he met Fiona, his future wife of 45 years. She is well known to all involved in running the Business Intelligence Group which she served as Secretary/Treasurer for many years, and all our sympathies are extended to her and their daughters Jo and Beth at this time.

Recognising that he had wider talents, Thomson soon moved Richard beyond the world of research to become a Marketing Controller at Thomson Travel – first running the Winter and then the Summer departments. Success in those roles prompted them in 1978 to ask him to set up their first American travel venture. So off he went to Chicago to create Thomson Vacations Inc, assisted in the beginning only by a handful of Thomson UK staff and later Gabi Coatsworth (ex-RSL, who subsequently married the leading US researcher Jay Wilson). In the following ten years he built a splendidly successful company employing more than 200 people and sending more Americans to the Caribbean than any other US company – for which the government of Jamaica gave him their highly prestigious Blue Mountain Award.

When the Thomson parent company unexpectedly decided in 1988 to sell Thomson Vacations, he returned with his family to the UK and set up his own consultancy business, RMA, very much research-based and specialising in marketing and management consultancy for a range of travel, transport, media, finance and other service industry organisations. These included Passenger Focus, the Channel Tunnel Company, the World Trade Center in New York, the UK Department for Culture Media and Sport, the British National Travel Survey, national tourist boards in UK, Jamaica and elsewhere, and others including many airlines and travel companies.

The shadow cast over him and his family by the death of their brilliant son Alex at the age of 28 did not prevent him from delivering very precise and relevant work imbued with a keen appreciation of the senior management perspective; and he always remained the most entertaining of companions, with Elvis impersonations, firework parties, and an endless string of Ken Dodd-type jokes. He achieved much and will be much missed by all whose lives were enhanced by him.





## HUGH BAIN AND ED ROSS

**W**e have also sadly had to report in the last few weeks the deaths of two prominent members of the Network, Hugh Bain and Ed Ross. We are planning to include obituaries of both in the next edition of the *Newsletter*.

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## ARTICLES FOR YOUR NEWSLETTER

At the Summer Party, Adam Philips asked members for articles on the development of research techniques, for publication in subsequent editions of the Newsletter. Graham Woodham has promised to write for the next edition on the development of qualitative research and some thoughts on where it might go in the future, which we look forward to publishing. Articles on the topic of product testing and on advertising research would also be of great interest. If you would like to write something on either of those topics, do please contact the editor ([editor@research-network.org.uk](mailto:editor@research-network.org.uk)) for details of copy dates etc.

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## CHANGES TO STEERING GROUP

**S**ue Nosworthy, who has been responsible for membership development in recent years, has unfortunately decided to step down from the role. Roger Holland has kindly agreed to take on that role and joined the Steering Group in September.

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## STEERING GROUP

**T**he 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), Roger Holland (New Members), 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.