



THE WAY WE ARE

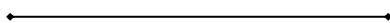
Here is the summer Research Network newsletter and we hope it is an interesting update on our activities during spring and summer. There are photographic highlights of the Spring Lunch and Summer Party and a full account of the discussion content at our inaugural Evening Meeting back on the 19th March covering the big data theme. Another Evening Meeting is being scheduled on the 19th November at the IPA, 44 Belgrave Square as before. The topic will be finalised soon!

In this edition we have an article by Phyllis Vangelder on the Archive of Market and Social Research and Roger Holland's account of EMRO and its recent conference themes. Jackie Dickens also gives us a fascinating account of her moving from the world of marketing and advertising to wine education.

Of course, no Research Network newsletter would be the same without our regular contributions by Peter Bartram on The Way We Were and Jane Bain's Nature Diary.

We also include tributes to Barbara Lee, Carrick James and Derek Martin who have sadly died during the year.

We hope there is content here to interest you and as always, we would be delighted to hear from members who would like to contribute an article on any topic which would be a good read. Please make contact via editor@research-network.org.uk.



AUTUMN LUNCH: 17TH OCTOBER AT AZZURRO

This year's Autumn Lunch will be held at Azzurro, an Italian restaurant situated (as so many of our venues seem to be) underneath the railway arches close to Waterloo Station. We have visited Azzurro twice before, in Spring 2014 and in Autumn 2016.

The venue is surprisingly spacious behind a narrow entrance. The food is freshly cooked and, as its name suggests, Azzurro's cuisine derives its inspiration from Italy.

As usual, the welcome

drink will be available from 12:30 and lunch will be served at about 1 o'clock. If your bus, train, taxi or private chauffeur delivers you early, there are a



number of bars and cafes in the South Bank complex. The closest hostelry, though less salubrious than some, is the aptly-named Hole in the Wall, a pub similarly built into a railway arch but in Mephram Street, immediately below the main Victory Arch exit from the station. We look forward to seeing many of you at Azzurro in a few weeks' time.

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THE WAY WE WERE

Compiled by Peter Bartram

Over the last 16 years, this column has exhaustively used the material to be found in MRS Newsletters and Research Magazines. So to avoid repetition there is a need to change tack, and we are doing this by consulting two other sources from way back in time:

- Published as part of the seemingly defunct and untraceable 'Carrick Biographical Series', the directory of 'Who's Who in Market Research, 1985'. We only have a very bad photocopy of this volume: does anyone have an original copy? If so, please contact the Editor urgently as it has significant historical value and the Archive of Market and Social Research needs it.
- 'The Making of an Industry' by Ian Blythe, 1986. This is a thorough and invaluable history of the MRS in its formative years which is mercifully preserved in the AMSR and elsewhere.

The 'Who's Who' volume lists the volunteered biographical details of 375 leading researchers in 1985, including when and where they were born, their family members, where they were educated, their career histories, their recreations and contact details. These were the people who built the success of our industry and if you are too young to have known them, then remember anyway that you stand on their shoulders.

From this directory, we learn a number of interesting facts:

- The **universities** which educated many of them were London (63 overall, with 20 attending the LSE and 14 University College), Cambridge (42), and Oxford (38). In addition, 74 went to other Russell Group Universities (led by Durham, Manchester and Southampton with 10 each), while only 40 attended universities apart from these, and many others went to different types of colleges or none at all.
- Their career details indicate that many more than now were in senior positions with major research-buying organisations or ad agencies rather than with research suppliers. And, as now, very few were in academia. Examples of client companies long since merged or disappeared were the **Metal Box Co., Reckitt and Colman, Thomas Lipton** and agencies **Garland Compton, Benton & Bowles** and **Leo Burnett**.
- Asked to name their '**Recreations**', most offered several, indicating that they had fully rounded lives outside their work. Many of these were sports including swimming (43), squash (42), tennis (34), sailing (20), and skiing (16). Less active were those interested in music (43), reading (21), gardening (21) and bridge (17). Recreational oddities included 'traffic warden evasion', 'peace and quiet' and 'phrenology'.
- Among those born before 1940 who did National Service as commissioned officers, most notable were **Colin McDonald** with the Seaforth Highlanders, **John Barter** as an RAF Flight Lieutenant, and **Ian Brown** as a Royal Marine Commando.
- At one extreme, **John Goodyear** gave a long list of recreations: "motoring, opera, wine, food, travel, English 19th Century watercolours and beautiful women". In contrast, **Mary Goodyear** simply listed "qualitative research" and **Andrew Ehrenberg** nothing more than "sleep, work".

People were asked to name any significant publications they had produced, and among them some seem still to be of interest or have current relevance. For example:

- The Needs of a Citizen in a Fragmented Society by **Liz Nelson**
- The Persuaders Exposed by **Gerald de Groot**
- The Symbolism of Fashion by **Susie Fisher**
- Contraception in Southern Europe by **Raymond Davey**
- The Archives of Toxicology by **Ian Eastwood**
- and finally from **Terry Darlington** (of Research Associates, based in Stone, Staffs) his well-reviewed memoir of canal boating, Narrow Dog to Carcassonne.

Biographical details in this 'Who's Who' volume suggest that at least five of these 'leading researchers' will reach 70 years of age this year and another five will reach 80. The latter group includes **Gerry Levens**, born 20th February in Middlesex, though it might perhaps be best not to bother him now, as he described his main recreation as "trying to get away from market research".

Finally, from the **Ian Blythe History of the MRS**, it is perhaps worth extracting two of the well-worn jokes he quoted:

- A US federal employment application form contained the following question: 'Do you favour the overthrow of the government by force, subversion or violence?' One applicant thought it was a multiple-choice question and answered 'Violence'.

- Under pressure from domestic Women's Lib organisations, a Swedish multinational telexed its subsidiaries in other countries: 'Please report number of employees broken down by age and sex'. From a far-flung outpost of the corporate empire came the reply: "The number is zero. Our main problem is alcohol".



EUROPEAN MEDIA RESEARCH ORGANISATION (EMRO)

Roger Holland reports on a recent conference

EMRO was founded by M. René Dubois, first director of CESP (Centre des Etudes et Moyens Publicitaires) in Paris. He had the idea, in 1960, of inviting some of his colleagues from other European countries to gather to discuss media research problems in an informal way. To start with, there were just participants from France, Germany and Great Britain.

Other countries joined gradually and there are now about twenty European countries represented...although one is in Africa: Morocco.

Its main function is to meet once a year and discuss developments and problems in media research. As you can imagine, there are many continuing threads but the main one we all share is that clients always want more for less.

Presentations of new research projects including positive as well as negative aspects are a productive basis for open and fruitful discussions. Much of the benefit comes from personal contacts and making new friends with the same problems and sometimes, with very different answers.

EMRO is not and does not want to be in any respect in competition with ESOMAR. It is a much smaller, more intimate organisation without any paid employees. It provides platforms for papers which show what happens when things go wrong, sometimes with much hilarity. Not something you'd share with an audience at the MRS conference. And we also share new innovations which we can take home and use ourselves.

I've been going to EMRO conferences since the eighties. Or was it the seventies? And my current job is to invite suitable British specialists to participate, such as Steve Wilcox, Jennie Beck, Katherine Page and Andrew Green. Before me, Erhard Meier used to do it. And before him, Janet Mayhew of the IPA. At the beginning EMRO was meant to be exclusively for people who ran JICs (Joint Industry Committees backed by media owners, advertising agencies and advertisers). But, gradually research agencies began to attend as well because in several instances they ran the JICs, and moreover, they often knew more about the nuts and bolts of media surveys than the companies which commissioned them.

EMRO used to have professional organisers but now just professional helpers because the venues and hotels are chosen by the president and the board (three people from the Netherlands, Finland and Belgium). I was president a few years ago and organised a conference in Brighton and a dinner at the Royal Pavilion (knockout!). Brighton was chosen rather than London because there are too many temptations in London; everyone has an excuse to meet someone else for lunch or a meeting and miss a few sessions. EMRO is at its best with full attention and full attendance.

The standard of the papers has risen greatly recently. There used to be (especially from ex-Soviet countries) dull recitations of nothing new. But now most seem to have got the hang of it—original thinking, good slides and a touch of humour.

This year the conference was in Brno, next year in Bordeaux.

To give you an idea of the content, here are the titles of some of this year's papers:

- Traffic measurement of radio over IP and the possibilities of using media owned server logs
- The main changes in Spanish multimedia survey: EGM
- Measuring listening with portable people-meters
- The winding road to the Swedish hybrid video currency

Riveting stuff, I'm sure you agree. So EMRO is thriving after 58 years. Long may it continue...



SPRING LUNCH AT EV RESTAURANT

This year's Spring Lunch was held at Ev, a Turkish restaurant in Isabella Street, Southwark. As on previous occasions, we greatly enjoyed the Anatolian cooking and highly drinkable wines.

Adam Phillips could not attend this lunch so Nick Tanner welcomed the 50 members who were there with a brief review of our lively and highly successful evening debate on the big data issue (fully covered elsewhere in this *Newsletter*). Nick added a tempting hint that another Autumn debate would follow, as well as highlighting the other social events of the year to come.

Hearty thanks were well deserved for Jane Bain and Jane Gwilliam for organising the lunch. The selection of photos below is part of a much larger gallery of about 50 images from the Lunch that can be found on the Network's website at <http://www.research-network.org.uk/gallery/spring-lunch/>.



EVENING MEETING: 19TH MARCH AT THE IPA

Our first evening event met all expectations, being a lively, sociable and highly relevant discussion of the implications of clients' growing reliance on big data in our industry. The discussion topic was 'Do we need research now that we have big data?'

Brian Jacobs, author of the Cog Blog, was an affable and excellent chairman, who set the scene by suggesting that big data does not replace market research; the trick is to enmesh them together effectively. He introduced the first speaker, **Claire Aldous**, founder of Emerald Thinking, who describes herself as an analyst and planner who interrogates data to inform creative agencies and clients such as John Lewis and VW.

Claire argued that we do need market research in a big data world to identify consumer motivations, reasons for doing what they do and supplying their likes, dislikes and the 'why, what, where, when', which we need to know. But MR must be used in the right way and at the right time to fill big data gaps and to broaden the understanding of consumers beyond their basic purchasing impact on brand performance.

She stressed that big data leaves huge knowledge gaps and customised research is needed to set up and test hypotheses. Big data is good at validating target groups, but MR is then needed to go back and identify target group attitudes, as she has done for clients such as Unilever and John Lewis.

Certainly, big data and automation save time and can identify new behaviours which can then take MR into fresh areas of exploration. But Claire added that "big data is like teenage sex; it claims to know how to do it, claims to do it, but actually doesn't".



Fiona Blades, CEO of MESH, and now based in New York, is a fan of a new breed of MR which is better at asking the right questions. Her client Mercedes Benz, for example, wanted to know all the facets of competitive car marques and dealerships, so she started with big data collected via mobile phones, spontaneous texted comments, uploaded photos and impulsive comments, rather than an emphasis on formal questions.

She wants to re-think the data which agencies collect, "look through customers' eyes" and understand their consumer behaviour experiences. Data sets are crucial and she collaborates with technical partners and conventional MR approaches to obtain 'real time detail' and help understand the shopping experience better.

Fiona uses cameras at store fixtures to pick up the shapes of faces, number of people who are at the fixture, how long they stay and whether their facial expressions are positive. But all this is without identity recognition to ensure the behavioural data remains anonymous. This data then needs careful interpretation and this is a MR skill, which moves into the all-important

consultancy area. All in all, Fiona argued, we need to meld data from different sources to facilitate faster and better marketing decisions.

On to **Paul Gafor**, who is a planning partner at Goodstuff Communications, a fast growing media agency. He is a strategist advising Virgin Media, ITV, Yorkshire Tea, and House of Fraser. Paul stated that the media industry is in a "reputational crisis" and we need to evaluate the "failure of social media". He strongly feels that we must use *believable* data instead of trusting people's social media behaviour; automation of media data collection has gone too far.

We need to understand the use of media channels better in these times when consumers switch between them so rapidly, as well as using different media simultaneously. It's very easy to use big data tracked on mobile phones, but "big ideas do not come from big data"...they come from interaction with real people. Paul feels that we must go back to basics, avoid short term-ism and recognise that excess data is already here. Instead, we need real attitudes and opinions backed up and *endorsed* by big data evidence. The 'what and why' must be married up properly. He concluded by insisting that "it is vital to have the right data, combined with the spark of humanity to get somewhere great".





Despite Brian Jacobs' diligent advance preparation of topics to continue the discussion if greeted by an impassive audience, there was no such need—questions flowed very promptly.

These points included recognition of the requirement to question the differences between big data and panel data from other sources: "Big data has always existed but has just become even bigger" and the established assertion 'rubbish in, rubbish out' still holds true across the expanded set of data sources.

The current topic of ethics was promptly raised with the view that Google, Amazon and particularly Facebook do not go far enough with the ethics and morals associated with data gained without people's permission. There is a huge erosion of privacy by social media tracking behaviour without active permission, and then sharing it with business partners. Automatic data processing is accordingly a major problem.

The point was made that at least consumers are not 'sensitised' in passive data collection in the same way as when they are asked structured, sometimes repetitive questions using a conventional questionnaire. MR data samples during the 70s and 80s were often too small scale. Panels could result in skewed data caused by efforts to reduce costs. Respondents were asked too many questions too often, and could become professional panel members. Also, MR panels "shot themselves in the foot" by over-reliance on online rather than more 'real life' face to face and telephone interviewing.

Fiona did still insist that passive data must be collected from all sources, but strictly with participants' awareness and permission, and that digital approaches should concentrate on the 'easy questions' while MR should focus on the more difficult areas of enquiry.

It was generally agreed that different data sets must be matched intelligently and combined data cleaned properly with planners and analysts working together to get the best out of the cumulative data.

Further discussion with the audience suggested that multiple perspectives from different sources of data can lead to good interpretation, but there are no tools to do this consistently. It is still down to skilled analysts to examine the data and tease out good stories.



Overall there was a collective sense that there is a need for better, not bigger data, but few clients really embrace the need for quality. Some data is poor...for example, Fiona claimed that in one study, 20% of consumers erroneously claimed to have seen cigarette ads on TV.

Big data gives good correlations, but the causes behind these still need intelligent understanding and care not to over-interpret the closeness of consumer brand relationships. There are also discrepancies between big and small data...Claire has experienced jarring mismatches between shopping data and actual behaviour in-store, concluding that we must know where data comes from, and be careful of online questionnaires where respondents become bored and just whizz through to the end.

Superb speakers and very lively discussion made the evening a great success; we are planning a second debate, provisionally scheduled for Monday 19th November at the same venue. Thank you to Roger Holland and Sheila Byfield for arranging this first enjoyable debate!

More photos can be found at <http://www.research-network.org.uk/gallery/spring-evening-meeting-2018/>.



SUMMER PARTY AT DOGGETTS COAT & BADGE

On a bright sunny 4th July, we gathered on the top floor and terrace for a fine buffet lunch at the Doggett's pub by Blackfriars Bridge. It turned into another excellent social event which some members found difficult to leave...always a good sign!

Adam Phillips welcomed some new guests: Shirley Brent, Ann Collins and Angela Magness invited by Peter Bartram, along with Elaine Francie and Adrian Spearman who accompanied Claire Harris and Sheila Jones respectively. Frank Haslam and Jerry Thomas were also welcome new attendees. Adam also reiterated that the Oral History project is progressing well but always needs more volunteers to help, just like the AMSR, as detailed in Phyllis Vangelder's article.

He finished by reminding attendees of our two major forthcoming events: the Autumn Lunch at Azzurro near Waterloo station on Wednesday 17th October and the second Evening Meeting on Monday 19th November at the IPA in Belgrave Square. Do save the dates!

An excellent social event even if some of us did find the sun had turned us pink later that day. Again, the photos below are a selection from some 50 images that can be found on the Network website at <http://www.research-network.org.uk/gallery/summer-party/>.



NATURE DIARY

Extracts from Jane Bain's Nature Diary: January - June 2018

So far, this year has produced some dramatic extremes of weather, from the bitter cold of February and March, through torrential rains in April, to the summer heatwave and drought which began in June. For wildlife, as well as people, this has seriously disrupted accustomed seasonal routines.

January: The month starts rather damp and dull, but not especially cold. Winter food seems plentiful. Goldfinches nibble new buds on trees and bushes. Great spotted woodpeckers find insects in tree bark, their presence betrayed by their loud hammering as they move through the woods from tree to tree.



February: The squirrels which nest in the porch of Chiswick Church have taken up residence again. I find the pair together in their west hopper-head doorway.



The heronry, which should be a hive of activity by now, is strangely quiet. Only two pairs of birds are showing any serious signs of nesting. It is almost as though the remainder know that foul weather is on the way.



March: As February turns to March, the 'Beast from the East' roars in, with its howling Siberian winds and biting cold. London is blanketed in snow and the bird bath and feeders in the back garden are much in demand.

A group of dunlin, usually estuary birds, have come or been blown inland and find shelter on the snowswept drawdock beside the new Riverside Studios building.



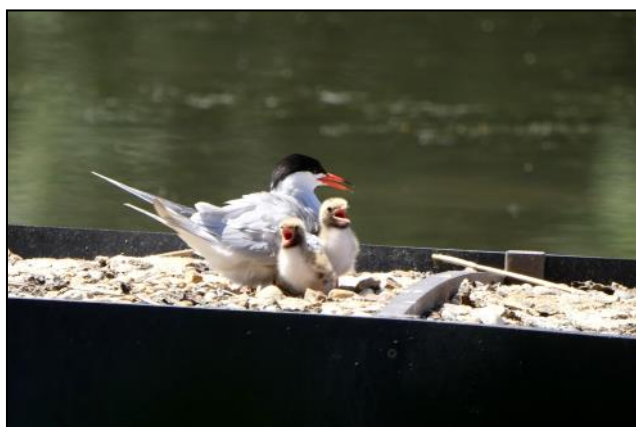
The 'Mini Beast' follows and the cold continues. Nesting activity is at a halt, while birds concentrate all their energies on survival. Trees and bushes remain firmly in bud and nature appears to be in a state of suspended animation, waiting for normality to be restored.



Birds are now nesting in earnest. I watch a long tailed tit collect a beakful of insects to take to its nest.



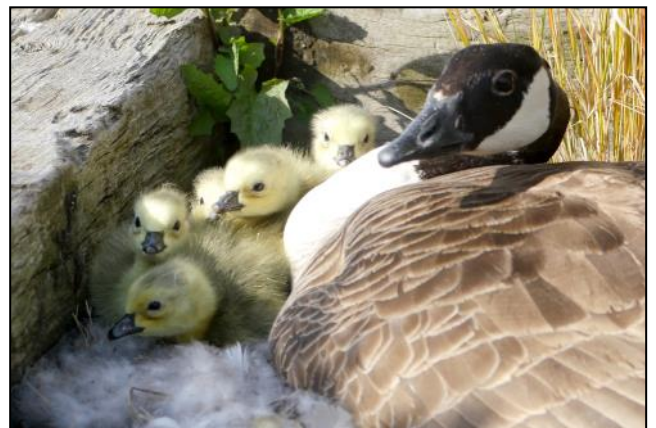
By mid-May, fledglings are cheeping for food in the bushes. As usual, a pair of Canada geese have nested on my friend's garden boat. She calls to say that the eggs have just hatched and I dash to the pier to see the five fluffy yellow balls before they take to the water.



April: The expression 'April showers' takes on a new meaning, as cold is replaced by incessant heavy rain. When sunshine and warmth eventually arrive, nature has a lot of catching up to do. Blossoms finally appear and flocks of parakeets feast on green elm tree flowers.



May: There seem to be fewer butterflies this year, so I am pleased to find a beautiful comma resting on a twig.



June: Every cloud has a silver lining. The collapse of Carillion means that, untended, Chiswick Cemetery has become a wonderful wild flower meadow. The tall grass provides a perfect screen for a vixen dozing in the sun.



There is a spot at the end of Chiswick Eyot where gulls gather to feast on fish trapped by the ebbing tide. Occasionally a little egret joins them. Competition is fierce, as the birds dash to be first to grab the prey.

In late June the summer heatwave begins. A tern has two new chicks and all three are panting in the searing heat. To keep the chicks cool, she spreads her wings and creates a patch of shade for them with her body.

"WE'VE COME A LONG WAY..."

Phyllis Vangelder writes about the process of the Archive of Market & Social Research

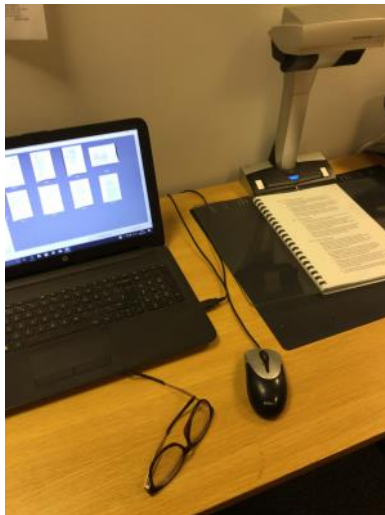
In November 2014, Liz Nelson, John Downham and Geoffrey Roughton met to discuss their disquiet that large amounts of valuable historical material relating to market and social research had been lost or were being destroyed. Takeovers, the demise of company libraries and information departments, office moves, downsizing and sadly deaths, meant that collections of books, journals and reports were in danger of being lost forever, and with them, the history of the growth of the industry, the development of technical innovations in collecting and analysing data and the records of the immense contribution research has made to the country's well-being and economic status.

This was the impetus for an immense surge of activity, mainly from retired researchers, concerned not just with the historical documents, but with current research where the danger of 're-inventing the wheel' is always present. A well-attended meeting was held at the end of November 2014 to discuss the creation of the Archive, and its formal constitution was agreed in March 2015. In April 2016 AMSR became a charity and began to raise the serious money needed to start collecting and storing material.

Since then, we have uploaded over 2000 documents. They include more than 600 books, MRS journals and newsletters including the case-history publication Survey and a complete collection of Market Research Abstracts, Conference papers and Market Research Development Fund papers, much material from MORI, NOP, the TGI and Millward Brown. In addition there is a collection of materials relating to the census and geodemographics from the 1970s onwards, Hulton Readership Surveys from 1949, SCPR Survey Methods Newsletters (1982–1998), reports of specific projects, analyses of techniques and many individual project reports covering a range of key markets and objectives.

The material focuses on:

- The technical developments which have underpinned the credibility and success of the market and social research industry
- The project findings from across the broad range of client industries, enabling us to track developments in their markets, plus social studies which provide a picture of the way we have lived as a nation
- The evolution of standards and codes of conduct which have guided our practitioners and protected the industry from ethical and operational criticisms.



Hard copies of materials are being stored in professional archive conditions at the History of Advertising Trust (HAT), but increasingly material is being scanned and uploaded on our website by an amazing team of volunteers. New additions are being constantly donated, evaluated, scanned and digitised for storage in the Archive. The website will eventually be a portal—a gateway to the nation's historical and social research, as we upload not only our own material but provide links to other important analogous collections. AMSR data is unique in that it is both social and commercial and can thus be a link between the commercial and academic worlds.

We have identified that academia—students, post-graduates and university faculties—will be the main target for our initial PR and publicity. In the commercial context, however, the Archive will help marketers and agencies to push back against short-termism. For strategy marketing decisions and sustained brand-building, there is immense value in having easily accessible data on long-term market and social trends to contextualise new research results.

Our mission is to build awareness of the contribution of the market and social research industry to society, business and understanding, thereby enhancing the reputation and status of the industry. It is a living Archive, providing rich and searchable data and commentary, regularly updated and accumulated over many decades. It is an inspiring source of insight for those seeking to explore the dynamics of change in the past, the pattern of change in the present and the direction of change for the future. The long-term aim is for the Archive to be the number one global hub for historical market and social research. It is part of the tech revolution, not an attempt to escape from it.

We are fortunate that Gill Wareing has been appointed as a part-time administrator, but all the other people working for AMSR are doing so in a voluntary capacity. In addition to the dedicated scanning and cataloguing

team, there are about 60 people running various committees and teams. As well as the Trustee Board and Executive Committees, there are committees for Governance, Contents, Finance, Marketing and teams for PR and publicity, along with specific areas such as qualitative and social research. Older members will recognise this model from the early days of the MRS, when the Society was run by volunteers. It is a model that enables us to run an efficient organisation while building our resources to ensure the Archive is sustainable. Although we have secured the funding and logistical support necessary to establish the Archive from more than 50 individuals, companies and organisations across the industry, more will inevitably be required in the coming years.

The Archive is now a full and serious reality, adding to the reputation and status of the research industry. It has attracted sponsorship and support from key leaders in the research industry. Professor Denise Lievesley, Principal of Green Templeton College, Oxford and a researcher of considerable standing, has agreed to be President while Sir Robert Worcester, Founder of MORI and Geoffrey Roughton, Founder of MAS and Pulse Train Technology, have agreed to be Founder Patrons. Ben Page of Ipsos MORI and Jeremy Bullmore have also become Patrons.

The energy and enthusiasm of so many over-60s is great. But AMSR is not a club for the retired. It is a vibrant group of people who are looking to the future as well as the past, and it welcomes anyone who wants to join a committee or team. Do look at the website (www.amsr.org.uk) and get in touch with Gill Wareing if you want to be involved.

THE WORLD OF WINE EDUCATION

Jackie Dickens

**'Let us have wine and women, mirth and laughter,
sermons and soda water the day after.'**

Lord Byron

If you tell people that you have been studying wine, the reaction is often a bit like saying you have been studying ice cream: 'What is your favourite?' is often the response. Certainly it is assumed that studying wine just means drinking it, not studying for a plethora of exams along the way. Of course I do drink it—and more than 14 units of it a week, I fear—but there are so many other things that drew me into studying wine, and it has been a hugely rewarding journey.

So where did it all start?

About 30 years ago, my late husband and I bought a house in a rural area of Provence. It was surrounded by the local estate's vineyards and we used to buy wine from the Chateau. Then the wine maker invited me to taste the different grape varieties before blending, and I was told that in describing them I had a good palate. (I initially took this rather as I would a hairdresser saying I had nice hair, but it was a step on the way.)

Then I became friendly with the other key player, Philippe, the Chateau's head of agriculture. He took me around the vineyards and told me why different grape varieties had been planted on different sites, when they knew it was time to harvest and so on. As someone who had always grown fruit and vegetables, this was fascinating.

Like many of us, I retired gradually, moving from a regional Asia-Pacific job back to the UK, with a part-time Leo Burnett retainer plus fairly lucrative freelance work developing brand and communications strategies for clients. With more time to pursue my wine interests, at a wine fair I discovered the Wine and Spirit Education Trust (WSET). This UK organisation leads the world in wine education, which is surprising given that (until recently) the UK has not been a significant wine-producing country. However, educational establishments all over the world are licensed to deliver WSET courses.

Arrogantly, I didn't start with the introductory course but with the intermediate one, then went on to the advanced course and finally decided to go for the diploma. This covered almost all wine-producing countries, although the major ones were covered in much more detail. When I went to my first class (near London



Bridge) I eyed the other students, most of whom seemed to be in their 20s or early 30s. Talking to them, it seemed that most were graduates who had gone into the wine trade. We even had a French and an Italian sommelier in the group, as each had been trained to understand the wines of their own country but not of the world, which was a handicap for a sommelier who wanted to travel.

It was impressed upon us that the formal teaching was only a small part of the learning we had to accomplish, hence many books—some encyclopaedic—and atlases were acquired, subscriptions to Decanter and Harpers magazines taken out, and studying commenced.

In retrospect I think there were too many facts to remember for the exams, facts that can so easily be looked up when actually needed. Particularly difficult for me (as a non-scientist) was the chemistry involved in modern wine-making. Also, the regulations in many countries concerning the grape varieties which are allowed to go in specific wines are astoundingly complex. Quality criteria also vary. For example, a 'Grand Vin' in Bordeaux is the first growth from a top Chateau; a 'Grand Cru' in Burgundy is determined by the actual piece of land on which the grapes are grown; and Alsace rules are different again.

The WSET diploma is considered an important qualification if you want to progress in the wine industry. Perhaps not surprisingly, Jancis Robinson was the top diploma student in her year. She went on to become a Master of Wine, a qualification that is very hard to achieve and costs quite a lot of money spent on necessary travel, course fees and so on. The MW is considered to be the top wine qualification in the world, and there are now 355 Masters of Wine from 29 different countries. I fear I have left that one too late! Anyway, I finally gained my diploma, with merit, when I was 70 and went to the London Guildhall to have it presented to me by Hugh Johnson. I was dead chuffed.



So what have I got out of all this study?

After three years as an associate judge, I was promoted to a full judge for the International Wine and Spirits Competition. Every year I spend ten or more days judging wines from different countries. This is a great learning experience, not least because the other members of a judging panel will have different experience and skills; I love these sessions.

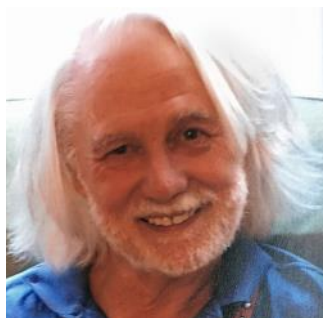
I have enjoyed free river cruises as a wine lecturer, down the Rhone and Saone, Rhine and Maine, and the Danube (twice).

I have made new 'wine friends', which has been great, not least enjoying a fantastic three-day wedding celebration one of them held in Seville. And yes, the wines were terrific!

I am always trying different wines rather than sticking to those I know best. I go to trade fairs where I often make exciting discoveries. There are always new things happening in the wine world: young wine makers to meet at trade fairs, new wines to try, individual producers rising to the top. And small producers are all passionate about what they do.

But just in case you think my retirement is totally hedonistic, I row, do Pilates and aqua-aerobics, although I would rather give all of these up in favour of drinking wine!

CARRICK JAMES 1936–2018



Carrick James was a valued lifetime member of The Research Network despite his notoriously erratic timekeeping! He was born in Uxbridge in 1936. He was very gifted academically and gained a number of scholarships, enabling him to attend St. Paul's School. He studied Economics and Natural Sciences at Christ's College Cambridge and then immediately joined the market research industry on graduating, to fuel his fascination with consumer thinking and behaviour.

He initially worked at the Bureau of Commercial Research (BCR) and then in 1970 set up his own company in 1970, Carrick James Market Research (CJMR), focusing

on research among children and young consumers, eventually making him a recognised leader in Youth Research for four decades.

He launched the CJMR Children's Omnibus Survey and the Baby and Young Child Tracker, along with the Child and Youth Tracker to measure trends in the influences on young people, such as comic characters, computer usage, readership patterns, toy fashions, health education and any concerns which young people had in their lives.

He also pioneered techniques to measure 'pester power' and family decision making processes, as well as a Cinema and Video Industry Audience Tracking service, but he still found time to work with government institutions, education and social services.

Carrick was known for his lifelong loyal friendships and his reputation was strong for loving work, life and people in parallel. His colleagues always spoke of the huge affection and respect which they had for him. He even closed his office on one occasion to finance a staff holiday in the Greek Islands.

He greatly enjoyed jazz, cricket and politics, always actively supporting the Liberal Democratic Party. Carrick is survived by his wife Lorna, two sons Rory and Rowan and four grandchildren. His funeral was held in Highbury, London in February 2018.

This is an edited version of an obituary written by Juliet Strachan and published in News Research Live.



BARBARA LEE 1938–2018



Linda Henshall writes:

Barbara Lee died in February 2018 at the age of 80. She was renowned for her work in telephone research and field interviewing, being the founder of Facts International and a fellow of The Market Research Society.

She was born into a farming family in Suffolk, but she always wanted to see and experience the world and so she chose to emigrate to New Zealand at the age of 23 when a job opportunity arose there. She bravely took her Lambretta scooter with her when she emigrated and later spent time back-packing around Australia with her friend Ann Stewart before taking up a post in a hospital in Tasmania.

She returned to the UK after a few years when her father became ill but her love of New Zealand never faded, and along with her friend Mary, she even built a holiday home there overlooking the Pacific Ocean in 2004.

By now, Barbara was in her late twenties and she joined the market research industry as an interviewer with NOP and then as a field manager for Gordon Coulson. After a few years, she set up Fieldwork International in the spare bedroom of her London flat. Then, 11 years later, she sold the company and set up Facts International in Ashford and this company expanded to 120 employees.

During this time she enjoyed huge loyalty from many of her colleagues, some of whom had worked with her for 30 years by the time she sold the company in 2007 to Chime Communications and Nick Lamb.

Barbara retired at the age of 70, but she went on to study astronomy through the Open University, acquiring several telescopes and an astrodome in the process. She also used her time travelling all over Europe in a motor home with her friend Mary as well as other adventures further afield across the world.

She was also a great friend to our colleague Linda Henshall, who has contributed this tribute. Linda has many happy memories of spending time together at ESOMAR and ARF events. She also recalls Barbara's reckless bravery when she chased a man across a busy road in New York after he had dared to steal from her.

Barbara regularly attended Research Network lunches and she was exceptionally popular among her friends and colleagues in our industry, and was well respected as a business professional in addition to being very good company at social events.

Barbara's funeral took place on the 12th March 2018 in Canterbury and she will be sadly missed.

DEREK MARTIN 1939–2018



Derek Martin was educated at Dartford Grammar School and Christ's College Cambridge, where he graduated in History. He worked for Smith Kline and French (now GSK) before setting up Martin Hamblin Research with his wife Maggie and Chris Hamblin in the early 60s. Subsequently, Chris Hamblin left the company and Alan Bowditch joined and further developed the pharmaceutical side of the company.

Martin Hamblin grew very successfully and was bought by GfK in 2004. At that time, the company was unusual in that its £20m turnover came solely from ad hoc research rather than continuous measurement services.

The reputation of Martin Hamblin was very positive, based on the consistent high quality of its research. Derek also played a leading role in the Association of Market Survey Organisations (AMSO) where he demonstrated excellent chairmanship and negotiation skills, while always retaining good humour, tact and honesty.

In the late 90s, he became chairman of the MRS at a time when a new executive team and a more sound financial base was needed.

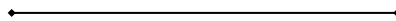
Outside his working life, Derek was a supporter of the Liberal Democrat Party and served on Elmbridge Borough Council for many years, latterly as Chairman of the Housing Committee.

He travelled regularly to Africa with his wife Maggie and also supported Medicine Education Africa (MEA). They moved to Hertfordshire for their retirement but retained a London apartment in Vauxhall.

Derek's major strengths were his perceptive stance on politics, economics and philosophy, and his sincere ambition was always to 'put the world to rights'.

He is survived by Maggie and their two sons Sebastian and Corin.

This is an edited version of an obituary written by Justin Gutmann and published in News Research Live.



STEERING GROUP

The Research Network is directed by a Steering Group consisting at present of Adam Phillips (Chairman), Jane Bain (Website Editor and Events Co-organiser), Jane Gwilliam (Events Co-organiser), Linda Henshall (External Liaison), Roger Holland (Membership), Nick Tanner (Website News Editor), Gill Wareing (Secretary-Treasurer), Frank Winter (Oral History and Data Protection) and Graham Woodham (*Newsletter* editor). 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.