



## THE WAY WE ARE

**W**elcome to the latest newsletter to start off what we hope will be a more sociable and optimistic year, as well as one which sees the research and insight industry thrive, including a healthy proportion of face-to-face interviewing.

We have certainly planned a very full social event programme, including three lunch time events at London venues with some further NED Talks in between these. Synopses of the last two NED Talks from 2021 are included in this edition. The Autumn lunch, booked in at the Royal Airforce Club in Piccadilly, is also special as it celebrates the 20th anniversary of The Research Network. See the Network Social Event section which follows and save the dates.

There is an interesting mix of news updates and general interest contributions from our members in this issue. We have our wine recommendation column, focusing on affordable wines available from high street retailers, and news from the Market Research Benevolent Association from Ian Brace and the Tony Cowling Foundation from Penny Briki. Our other regular features are The Way We Were from Peter Bartram and the uplifting Nature Diary with its superb photography from Jane Bain.

Nigel Spackman has written a fascinating article on his experience of cycling from Land's End to John O'Groats during 2021, while Jane Bain describes the touching and meticulous process of producing a book on Hugh Bain's remarkable young life before he joined the research industry.

We also welcome some new members to the Network with some personal profiles which they have submitted to introduce themselves.

We finish with tributes to colleagues and friends who have sadly left us over the past year: - Ivor McGloughlin, Gordon Heald and John Downham.

Please do not hesitate to make contact if you would like to contribute an article on any topic of interest for future newsletters via [editor@research-network.org.uk](mailto:editor@research-network.org.uk)

## SPRING LUNCH: 26<sup>TH</sup> APRIL AT EV RESTAURANT

**F**ollowing several previous highly enjoyable events at Ev, we are returning to experience their friendly welcome again on Tuesday 26th April for our next Spring Lunch. The restaurant is located at The Arches, 97-99 Isabella Street, London SE1 8DA, a ten minute walk from Waterloo Station.



small oasis of bars and restaurants. It is informal and atmospheric and the food is very authentic Anatolian cuisine. Its online reviews are very positive and it is the ideal venue to help us forget winter and look forward to some spring optimism.

If you haven't yet saved the date, it is well worth doing so in

The restaurant is Turkish and tucked away from traffic noise and fumes along a leafy street which is a

advance of Gill Wareing's invitation, which will be sent out soon.

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# THE WAY WE WERE

Compiled by Peter Bartram

One of the benefits of moving house is that in clearing out old paper files, ancient material comes to light. One example of this was the note attached to a memo from Dorothy Millham, Research Manager of Lloyds Bank many years ago. She identified some assertions by research suppliers and added their real meanings:

## Assertion

I've cleared my desk for the next couple of weeks  
 We'd like a couple of days to step back from this problem  
 We'll make a concentrated effort on this project  
 Image ratings have remained stable in the post-ad check  
 There has been significant increase in ad awareness  
 There is an increased level of buying interest  
 This concept flags down an interesting minority segment  
 Of course, we must allow for rough production values

## Real Meaning

We've got nothing on  
 We've got a rush job on  
 The sooner we see the back of it, the better  
 The advertising made no impression whatsoever  
 Sales remained unchanged  
 Sales remained unchanged  
 A few nutters said they would try it  
 Respondents found the proposition incomprehensible

Our esteemed Newsletter Editor has also gleaned some anecdotes from his own qualitative project back-files:

- As a warm-up exercise, Chinese group participants were asked to come up with innovation ideas which would make a genuine difference to their lives. One such idea was for a walking alarm clock which, having been placed on the floor at night, would walk away from the respondent's bed in the morning, forcing him/her to stop the noise by getting out of bed.
- One observational study used cameras to record everything that happened in the respondents' kitchens. At the end of the project, the convenor thought he should advise one participant that during every night, her two cats jumped up on to the work surfaces and licked them thoroughly.
- An in-home study among British and French expats in London targeted "Lazy Laundry People" and found the French were much more fussy than the Brits, one of the latter storing his dirty washing under his bed between fortnightly washes and just spraying it with a household fragrance product.
- A keynote study of motor showroom visit experiences found that irrespective of whether it was the male or female partner who was buying the car, sales staff invariably asked the male all the technical and performance questions while the female was only asked "what colour would you like?"

Another item from elsewhere, found in old files from 2008, identified 'inevitable trends' in a maturing MR industry:

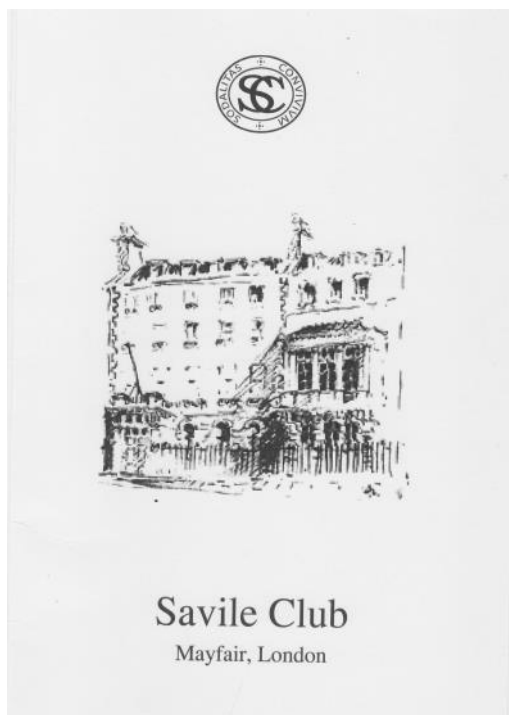
1970s	21st Century	Overkill Consequences
<b>An emphasis on:</b>		
Technique	Application	"If I can use it, why worry?"
MR as a profession	A trade	"If clients will buy it, why worry?"
Quality	Profit	Lower technical standards
Concise questionnaires	Long questionnaires	Low contact rates
Slow execution	Instant execution	Instant decision making
New research designs	Database analysis	Creative rigor mortis
<b>Reporting:</b>		
Academic – evidence before conclusions	Journalistic – conclusions up-front	Never mind the detail
In a written report	In a presentation	No detailed report
<b>Research Buyers:</b>		
In the MR Dept	Anyone can buy	Silly projects
<b>Research Suppliers:</b>		
Like white-coated technicians	Like brown-coated factory managers	Remote hierarchical management

# AUTUMN LUNCH AT THE SAVILE CLUB

**W**e celebrated our first face-to-face social event since 2019 with a very special lunch at the Savile Club in Mayfair on Thursday 14th October 2021. A superb event in beautiful surroundings which had 58 members and friends booking their place, and which saw us returning to the venue where we last celebrated the 10th anniversary of The Research Network in 2012.

We are very grateful to Savile Club member Bryan Bates for sponsoring this event. He suggested the venue nearly 2 years ago, so it was very sad that Bryan's health did not allow him to join us personally. He and his family were very generous in enabling our Autumn Lunch to go ahead and we were pleased that Bryan's son Paul was at the Savile Club on the day.

As the programme visuals show, the delicious menu comprised three courses with wine included and finished with hot drinks and chocolates. A very good time was had by all!





# SYNOPSIS OF NED TALKS

Graham Woodham

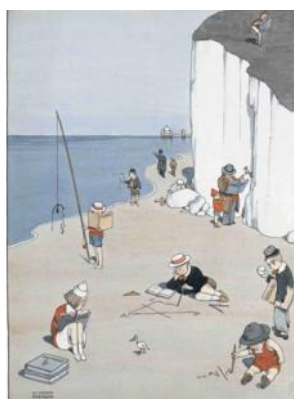
**T**WO NED Talks have taken place since the last Newsletter, which included synopses of all those which had been scheduled up to August 2021. We start with Ruth McNeil's fascinating talk from September and then Danny Wain's entertaining story from November 2021.

## William Heath Robinson – the Man, his Art and the Museum by Ruth McNeil (September 2021)

William Heath Robinson (1872 –1944) was best known for drawings of whimsically elaborate machines to achieve simple objectives.

He was part of a close and loving family, though his artist brothers, Charles and Thomas, never achieved his level of success. William lived in Pinner for about 10 years when his children were small, and then moved to Highgate.

Some of you will remember his "How to..." books – How to Live in a Flat, How to be a Perfect Husband, How to be a Motorist – full of wry humour and marvellous illustrations. Heath Robinson wrote three books (The Adventures of Uncle Lubin, Bill the Minder and Peter Quip in search of a Friend) as well as illustrating many others. Famous books he illustrated, now highly collectable, include Hans Christian Andersen's Fairy Tales, The Arabian Nights, The Water Babies and Tales from Shakespeare. He lampooned the First World War (the British as well as the Germans) and showed the quirky side of much-loved institutions – for instance, Railway Ribaldry, commissioned by the Great Western Railway, showing both his wry humour and gift for illustration. Heath Robinson was resourceful and resilient, he illustrated the Midwinter range of Fairyland pottery and drew many cartoons for illustrated magazines in the 1920s and 30's, endlessly busy. His autobiography, My Line of Life, was published in 1938.



Most of Heath Robinson's illustrations were in black and white but some are in colour. The one above epitomises his style, showing children and adults earnestly perusing books, collecting fossils or contemplating the sea. The elements that make his work so special (characterisations, prim figures, men with spectacles) are all there to be seen. In my NED talk given in September 2021, we looked in detail at some others – Fair Day, Wash Day (babies being sluiced down by water from the gutter, along with the washing...), St. Pauls and the making of the Great Cheddar Cheese. Absurd situations are shown with a touch of glee and a delight in the vagaries of the human situation.

In his day, Heath Robinson reached great acclaim and is still an inspiration to many artists today, including Danny Boyle (of 2012 Olympics fame) and Nick Park of Aardman Animations (Shaun the Sheep, Morph, Wallace and Gromit).

Heath Robinson loved drawing children as well as fairies and was well known as a serious painter and artist in his time, as well as a social humourist and illustrator. Below is one of his better known pictures.

There was no single location to show Heath Robinson's many paintings and illustrations, so when the Heath Robinson family trust were looking for somewhere to house his work and it became obvious there was space in the local Pinner Memorial Park, the idea emerged of building a museum in his honour. The Heath Robinson Museum was opened in October 2016. Largely staffed by volunteers, it is open from 11 to 4pm on Thursdays to Sundays inclusive. There is a shop and there are two galleries, one showing a permanent exhibition of Heath Robinson's work, and the other is a temporary gallery exhibiting other featured artists or themes. Recent artists featured have included John Hassall, the Poster King and Korky Paul, known for his paintings of the children's favourite, Winnie the Witch.



Although people visit primarily due to the art, the building of the museum itself, with its special ceilings and lighting, reflects the spirit of the artist and has won a number of architecture awards.

I am a volunteer at the museum, heading up its market research and chairing the Museum Friends Committee. There is always a lot to do, whether this is providing feedback on new exhibitions, gardening around the museum or organising events such as Private Views and outings for the Museum Friends. It keeps me busy!

We do not have public funding, so we rely on footfall to make it pay. It costs £6 to enter the museum but normally people love it, many describing it as "a gem"; they find that the seven minute walk from the Pinner

Metropolitan Line tube station is worth the trouble. There is, of course, an adjacent car park and a good café: Daisy's, if people want to make an outing of it – [www.heathrobinsonmuseum.org](http://www.heathrobinsonmuseum.org)



I, and my husband who helps with the framing and hanging at the time of the exhibition changeovers, have had a great deal of pleasure in helping the Museum get going. It was the first brand-new museum in London for over 40 years. Sometimes I give a hand with the publicity but being short of money for marketing, word of mouth is our best advertisement.

The museum acts as an Art Hub locally, showcasing in the shop, three different local artisan artists (jewellers, potters, fabric designers, woodworkers...) every six months and running a lot of art classes for adults and for children. The online shop helps us keep the profile of the Heath Robinson

name, and many people buy post cards, catalogues and Christmas cards from us as the quirky humour seems to be ever popular.

I do hope people reading this will come and visit us. I enjoyed giving the talk and would love to see some of you there.

### **Shouting in the Evenings – A peek behind the curtain of (amateur) theatre by Danny Wain (November 2021)**

My passion has always been, and no doubt always will be, theatre. My first degree was in English and Drama, and I ran my own semi-professional company Strut & Fret (a quotation from 'the Scottish Play') during the 1990s. Our first production, Michael Frayn's 'Noises Off', played to five-star reviews and sell-out audiences at the Edinburgh Fringe. We returned with four other productions, including my own version of 'Cinderella', with Kate (daughter of David) Dimbleby as Prince Charming. Handing out flyers on the streets as an Ugly Sister, I became one of the most photographed freaks at that year's EdFringe (quite an achievement) and was somehow persuaded, whilst also in costume, to propose to Cinders on the Royal Mile. She accepted. As for the denouement of that particular episode, to misquote Hamlet, the best is silence.

Strut & Fret then made its home on the London fringe (mainly at Chiswick's Tabard Theatre) before work pressures (I was by then, Worldwide Director of Learning & Development at Research International) forced the company into long-term hibernation. Indeed, my main motivation for going freelance in 2007 was to get back into theatre, which after a few years' hiatus due to stage-fright, I did. Over the past decade, I've been heavily involved in south-west London's amateur dramatics scene, as an actor, director and writer, as well as helping on the marketing and play programming fronts. I've even been lucky enough to win a few awards along the way...



On 25th September last year, I had the privilege to be the first person to speak to a paying audience from the stage of Richmond Theatre in 18 months: the longest closure in the 120-year-old theatre's history. I compered a Grand Opera Gala to mark the re-opening: a marvellously life-affirming evening, and one that I will never forget - 60 singers and musicians before an audience of 600, all thrilled once again to be experiencing live performance after more than 550 dark days and nights.

Theatre is one of Britain's greatest success stories, albeit a largely unsupported one by successive governments. According to the UK Theatre organisation, the industry generated ticket revenues of over £1.3bn in 2019 (the last 'normal', pre-pandemic year), which doesn't factor in the huge knock-on benefit to the wider economy, through money spent on hospitality, transport, etc.

As for amateur theatre, there are at least 10,000 groups in the UK, staging (in 2019) over 150,000 separate performances, supported by close to 2 million participants with at least 40 million in the audience. Just within my local purview of Richmond-upon-Thames, there are nearly two dozen companies in the borough, producing a total of 50 productions per year, or one per week on average. I realise that I live in a particularly arty part of the world, and even of London, but I don't think it's a uniquely prodigious picture.

Of course, the word 'amateur' means 'lover', and everyone I know in 'amdram' does it for purely for the love of it, without financial recompense and regardless of how accomplished or talented they may be. Which leads me to the pro's and con's of amateur, as opposed to 'professional', theatre...

The greatest upside of 'amdram' has to be the vast and diverse range of roles one can tackle. Probably only the greats (Olivier, Gielgud, Bradley Walsh) have had the honour of playing as many disparate parts as I have, from Iago to 'The Dresser', Captain Hook to Uncle Vanya, Arthur Miller's Eddie Carbone to panto dame. One doesn't tend to get typecast in amateur theatre as the majority of professional actors sadly do. And, unlike most pros, we can earn a decent financial living via a day job 'on the side'. We can also enjoy the social element but still head home at the end of the night, not having to share digs with each other on soul-destroying Equity-minimum tours. And it's not just the range of onstage roles that's so wide: a remarkable benefit of amdram is that acting is far from the only way to get involved. One can contribute as director, writer, stage manager, assistant stage manager, production manager, prompt, props finder, lighting operator or designer, sound operator or designer, costume designer or creator, hair and make-up artist, theatre usher, programme seller, bar staff, front of house or box office team-member, theatre maintenance support, etc., etc. Plus, of course, as loyal audience members. Indeed, in the two local groups with whom I'm most involved, 80% of the membership don't act but lend vital support in other ways.



As for the amdram audience, they can benefit from enjoying actors who were (or could have been) professionals, now on stage out of sheer love rather than for the sordid pay-package or adulation. As amdram boasts a very broad spectrum of talent, the audience do, of course, also get to witness those who struggle to walk and talk at the same time. Still, there is a huge difference between 'amateur' and 'amateurish', and I've seen many Macbeths at top West End prices who were no better than the Lear I saw locally the week before for a tenner. That's even more of an achievement, I think, when you consider that the average amateur production gets about 100 hours of rehearsal, compared to professionals who luxuriate in at least twice that.

Of course, there are downsides: perhaps the most depressing is that 'amdram' tag. True, I've seen some shows where the set was less wooden than the actors, but amateur theatre gets an undeservedly bad press, sadly and most particularly within the theatre profession itself. If 'luvvie' is the most condescending label applied to theatricals by those outside the profession, 'amdram' is the greatest insult thrown by professional luvvies at their unpaid compatriots. Just think of all the piss-takes and pastiches, from 'The Play That Goes Wrong' to Ayckbourn's 'A Chorus of Disapproval' and Hislop and Newman's 'A Bunch of Amateurs'.

That said, professional theatre obviously has a much wider pool of talent from which to draw on (with often hundreds of actors up for one role), so overall quality should be higher. Professional theatre also has access to far more cash, so the production values and marketing reach are obviously more impressive. Indeed, amdram usually involves the performers parting with more cash than the audience. As amateur sportspeople buy their own kit and rounds at the bar, we probably shouldn't complain about having to do likewise. However, what does always slightly embarrass me is asking friends and families to pay to watch me indulge my proclivities; not many amateur golfers or footballers have the gall to do that! Another downside is the shorter performance runs. Few amdram productions last longer than a week; so just as the professional is getting the hang of it, finishing previews and heading to opening night, the amateur is facing their final performance.

Amdram really came into its own during lockdown, showing remarkable agility by switching to, and indeed embracing, digital opportunities. I was involved in at least six different play-reading groups (meaning pretty much a show every night), I took part in numerous poetry readings, performances of newly written monologues and themed evenings, acted in radio plays and podcasts, directed some short 'Zoom' films, and co-produced and appeared in two non-stop, 24-hour theatre marathons that were shown live on YouTube (and are still on there, as far as I know). As well as the sheer thrill of performing, and the sightings of those butterflies in the stomach that we always dread but still welcome like old friends, it was wonderful to enjoy the human connection that theatre provides. For so many in my network, that tangible feeling of still being part of a community helped us to live, rather than just exist, during those sad, surreal and for many, tragic days of forced separation.

Most glorious therefore was my one face-to-face, 'in real life' performance in 2020, between lockdowns: 'Shakespeare in the Park'. This compilation of some of the Bard's best bits was produced on a splendidly sunny Sunday afternoon in the grounds of Marble Hill House to a picnicking audience of over 500 people. Well, it was the first live theatre they'd had access to in six months, and it was free!

Since the last lockdown eased, we've bounced back with a vengeance. Personally, I was appearing in Simon Gray's 'Quartermaine's Terms' during the very week in July 2021 when social distancing was removed from English entertainment venues. I've also acted in a 'professional' radio play (meaning I got paid!), made my debut as a film director (for which I wasn't), recorded another short film as an actor (ditto) and produced a new production of two monologues called 'Maybe It's Because', as part of the Camden Festival Fringe (on which I lost a little money). For the latter, I resuscitated Strut & Fret after two decades, performing one of the



monologues and directing my partner Mia in the other. Since theatres reopened on 17th May last year, I've also been to see close to 100 different productions.

Continuing to feast on live performance after the famine, I am currently co-directing my first ever opera ('La Bohème'), then playing Gloucester in 'King Lear' in February and Richard Burbage in 'Shakespeare in Love' in March (both at Hampton Hill Theatre). I have plans to revive 'Maybe It's Because' in Twickenham in April, and then hope to appear in one of my bucket-list roles as the drunken Yorkshire photographer Ormonroyd in J B Priestley's 'When We Are Married' in May. Most exciting and scary is the contract I've just signed to produce a three-week run of Ben Brown's 'Larkin with Women' at Chiswick Playhouse (formerly the Tabard) in September. As well as reviving Strut & Fret on a 'proper' semi-professional basis and returning to my old Tabard stomping ground, I'll also be revisiting the role of Philip Larkin, which I first played in 2018, to mark the grumpy old git's centenary. Oh, and I'm writing this year's panto at Teddington Theatre Club, of which at present, I know as little as anyone else...

During my closing speech at Richmond Theatre's Opera Gala, I became quite emotional as I praised the matchless beauty of such an experience, thanked the audience for supporting live performance and encouraged them to continue to do so. As I said that evening, "the inscription above this proscenium arch says it all: our aim is 'to wake the soul with tender strokes of art'. I urge everyone, where safe and feasible, to support and enjoy live performance in all its myriad forms: theatre, music, opera, dance, comedy, live poetry, even improv! Let our souls awaken and live." Onwards and upwards!

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## AGM AND CHRISTMAS DRINKS

**I**n December 2020, the dutiful and well-behaved Research Network followed official guidelines and held its AGM online. So at the end of 2021, it was doubly welcome for a live event to return, held at Kantar Profiles, 4 Millbank, Westminster, SW1P 3JA, right in the heart of London near the Houses of Parliament.

We are very grateful to John Puleston and his colleagues at Kantar Profiles for allowing us to use their office space for our meeting. The only difficulty with the evening was due to the weather, as torrential rain and a vicious storm prevented some Network members from attending, due to flooded railway tracks and cancelled trains.

At the AGM part of the meeting, Adam Phillips reviewed the Network's previous year, with Gill Wareing covering our finances and Jane Bain detailing our hoped-for social event programme for 2022: a mix of face-to-face and online social events. Frank Winter then gave an update on the Oral History Project progress. The Network members then voted in the Steering Group again for the following year.

The Christmas drinks social part of the meeting then followed for over an hour before the attendees left for home in good spirits, but in all probability being soaked by the rain for a second time that evening.



# NETWORK SOCIAL EVENT PROGRAMME

**A**t last, we are hoping to resume a series of face-to-face social events during 2022, Covid rules and regulations permitting. These will be supplemented by the resumption of our popular series of NED Talks, as long as we continue to have volunteer speakers with interesting topics to share with us.

Jane Bain and Jane Gwilliam have nurtured good relationships with a series of venues which we have enjoyed in the past, and the following programme has been agreed, so if you are keen to attend, please save the dates.

## **SPRING LUNCH: Tues 26<sup>th</sup> April at EV Restaurant**

For details, see page 1 of this *Newsletter*.

## **SUMMER PARTY: Tues 5<sup>th</sup> July at Doggett's Coat and Badge**

Another friendly and familiar venue at 1 Blackfriars Bridge, London SE1 9UD where we will have a generous buffet style lunch in an upper private bar area with access to the outdoor roof space with its lovely views over the Thames.

## **AUTUMN LUNCH: Tues 11<sup>th</sup> October at the Royal Airforce Club**

This will be a very special celebratory lunch for The Research Network's 20<sup>th</sup> Anniversary. The Royal Airforce Club is at 128 Piccadilly, London W1J 7PY and we are delighted to be able to use this high quality venue.

The cost of these events will not be inflated from previous comparable occasions and are all subsidised by the Network. Gill Wareing will be issuing detailed invitations as usual nearer the time.

We are also intending to hold a face-to-face AGM with Christmas drinks afterwards during December 2022 at a date and venue to be arranged.

## **NED TALKS**

Our intention is to schedule four NED Talks on Zoom during 2022 to keep us in contact between the face-to-face events, with the first arranged on Weds 23<sup>rd</sup> February with Neil McPhee picking up another musical theme to discuss, following his first talk held in January 2021.

Adam Phillips is always keen to hear from other volunteer speakers, so please get in touch with him if you would like to take part in the future NED Talk programme.

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## NEW MEMBERS

**W**e are extremely pleased to introduce some recent new members: David McCallum and Jonathon Jephcott, who joined in October 2020 and March 2021 respectively. They are both based in Australia. We also welcome Peter Laybourne and Chris Cook who joined the Network in 2021.

We are also very pleased to announce that Jane A'Court is to join the Research Network Steering Group with responsibility for future new member development from 2022 onwards.

### **David McCallum writes:**



I started my career as Cliff Holmes' assistant statistician at Marplan in 1977, awarded the role not on technical merit but because I was the only graduate to argue and disagree with him at my interview. After three years in the industry, I joined Retail Audits as chief statistician before returning to Marplan in 1984. During that time, I served on the MRS Education Committee and spoke regularly on the Basic Statistics Course.

In the mid-80's, I left for Singapore to run the SRG (later Nielsen) company there, ostensibly for another three years, which turned out to be six. Then, on to Japan in various roles for what ended up as ten years before settling in Australia in 2003 where I finished my corporate career as Global Head of Consumer Research for Nielsen.

I, and an ex-colleague, Alastair Gordon, set up the imaginatively named Gordon & McCallum research consultancy in 2009 and for several years I was Chair of Professional Development, then a Director of the Australian Market and Social Research Society (AMSRS) – now The Research Society (TRS).

In 2019, as a very mature student, I took my place with assorted Millennials and Gen Z's, to undertake a Bachelor's degree in Music and Songwriting, and graduated in 2021.



Today, I present a weekly show on community radio – Songwriters of the 20th Century (streaming on <https://www.mixcloud.com/DavidMcCallum>) and give career guidance to aspiring young researchers on the TRS's Mentorship Program. Fellow new member, Jonathan Jephcott and I regularly meet for lunch where we reminisce, with varying degrees of accuracy, on our days in the UK research industry (and many thanks to Peter Bartram whose 'The Life in Research' has revived several long-forgotten memories).

### **Jonathon Jephcott writes:**

In 1962, I graduated from Sheffield University with a good degree in Economics, Mathematics and Statistics, as well as the University Economics Prize. This was surprising insofar as I had originally signed up to do a degree in History and indeed, during my years as a student, my primary activities were producing G & S and other light operas, and engaging in Student Union Politics.

Following a similarly unplanned route, on leaving University, I became a trainee marketer at Thomas Potterton, part of the De La Rue group. Half-way through my training, I became the actual MR manager. Feeling I had learnt something in this position about both research and management, after six months I left to become the Head of Economics and Statistics at the Furniture Development Council.

After a few years in this post, I was (surprisingly) invited to take up a position as Lecturer in Economic Statistics (and Econometrics) at Aberdeen University; a perfect and most enjoyable job which didn't pay well! As a consequence, I applied for the post of Chief Statistician at AGB, got the job and thus became a real market researcher, of sorts.

I stayed with AGB in England for some seven years, finally as Technical Director for Audits of Great Britain, the principal operating Division of AGB. My work was largely concerned with product development and methodological innovation, which meant that I was involved in a broad range of the company's business, both in the UK and overseas. During this time, I benefited greatly from the mentoring I received from Doug Brown (the 'B' in AGB) and from my immediate boss, Stephan Buck.

Over time, my activities became largely involved with TV operations in the USA and Asia, and somehow this saw me moving to Australia in 1984 as a Director of AGB Research Australia. This proved to be both an exhausting and productive role, the highpoint of which was the design and creation of Brandscan, the world's first in-home scanner panel (renamed Homescan when Nielsen acquired AGB in Australia as a result of the infamous Robert Maxwell imbroglio). I joined ACNielsen and worked there for several years, but in 1999 returned to my AGB roots when Taylor Nelson Sofres retained me to challenge Nielsen for the Australian TV ratings contract.

Shortly afterwards, I was invited by Steve Coffey to join him at MediaMetrics, a company created by NPD to measure online audiences. Two years later I was recruited by Adrian Chedore to join his company, AMI, which morphed into Synovate when AMI was acquired by Aegis. At Synovate, I became the EVP of Viewsnet, Synovate's global internet panel, headquartered in Chicago. I retired from the company in 2012 and established a small media and market research consultancy agency.

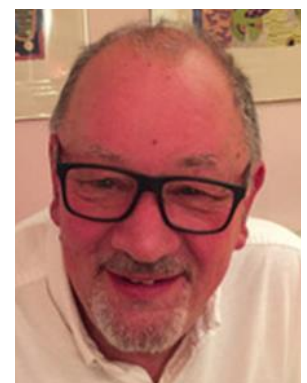
### **Peter Laybourne writes:**

I started my career at RBL (Research International) in 1976, working initially in the Overseas Group before moving to work on the Unilever account. In 1979, I moved on to Colgate-Palmolive, which prompted my immediate removal from the RI offices, becoming Market Research Manager where I was instrumental in creating a 'brand planning culture' which had researchers sitting in close proximity to the marketing teams.

I was subsequently recruited by Schlackmans in 1981 where I became Group Marketing Director before assuming the mantle of Group Managing Director, all before my 30th birthday. After 5 years at Schlackmans I left, with co-director Jeff Valentine, to form Laybourne Valentine and Partners, positioned as a Research and Marketing Consulting Agency.

After a 13 year period together, we split the agency's qual and quant divisions into two separate entities, with me taking the qualitative arm to create Fathom International, which grew to have an established network in 64 countries around the world.

As rather a serial entrepreneur, I helped to found several bespoke agencies including Brand Planners, Insight Engineers and the world's first Neuromarketing Agency, Neuroco. The latter was sold to Neurofocus and Nielsen.



I served on the MRS Council and various committees, and helped run the Society's Annual Conference for 8 years, as well as contributing and convening courses for both the MRS and ESOMAR.

I retired in 2014 following a near fatal heart attack, to care for my partner Debbie Reeves who had secondary breast cancer. During that time, I became an NHS Volunteer, and am currently involved as a pro-bono marketing consultant to Royal Brompton & Harefield Hospitals; Guy's & St Thomas' NHS Trust, as well as speaking at NHS England Conferences. Also, as a former board member of London Welsh RFC, I set up the London Welsh RFC Careers Hub to help mentor and provide career advice to new and current players, in which I am still involved.

A proud Scouser, I now divide my time between family, friends and travel when Covid restrictions allow, and I am completing a book about Debbie's cancer journey

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## MARKET RESEARCH BENEVOLENT ASSOCIATION

Ian Brace

I am sure that many members of The Research Network are familiar with the work of the Market Research Benevolent Association. Indeed, several Research Network members are trustees or actively volunteer with MRBA, or are members who make an annual financial contribution. But many others may not have come across MRBA, and even those who have, may not be familiar with what MRBA can offer. In this article I will try to tell you what we are up to these days.

The MRBA's object is to help those who work or have worked in the market research sector who are in need. That need is mainly financial, and it is mostly financially that we can help. So largely, we pay bills. Where there is a non-financial need such as counselling or care, we can help by paying for that, but we cannot deliver it directly. In the last few years, under the banner of MRBA Skills, we have started helping younger members of the industry who are struggling to finance training for MRS qualifications and we are planning to potentially extend that to other qualifications. This has been a great success and in the last financial year, we helped ten young people.

But most of our assistance goes to people who are in financial need. Usually through no fault of their own, they cannot pay debts, cannot afford the rent and are in danger of eviction, cannot afford urgent home repairs and are sometimes unable to even afford food for their family. They get into this state through illness or accident, the breaking up of relationships, depression or other mental illness, any of which can lead to them having to stop work. We have even paid the bus fare for someone to visit a dying relative when they could not afford that. Not surprisingly, the majority of our cases are interviewers, face to face or telephone, who often have no reserve financial capacity nor cover, and if they cannot work, they do not earn any money. A surprising number of them are well beyond normal retirement age and still working, struggling to get by.

At the beginning of the lockdown in 2020 we were overwhelmed with enquiries from people, mostly interviewers, concerned that research fieldwork would stop and they would have no income. Fortunately, research companies almost universally treated them under the furlough scheme as employees, and they received 80% of their income, generally based in some way on what they had earned in the previous 12 months. Despite this support, the year to March 2021 was our second busiest on record, with nearly £62,000 given out in grants and loans to those in need. (The highest was in 2009/10 when work slowed up dramatically following the financial crash.) As the pandemic has continued, we became increasingly concerned about what would happen when furlough came to an end, and not everyone had a job to return to. We have seen several examples of this to date, where with a complete stoppage of income, the need has been considerable, so we expect that this year will be another one where the amount we will have given in grants and loans will be greater than usual.

### The team

To keep this all going, we have a number of volunteers and a paid part-time administrator. There are up to nine trustees, who also form the management committee, and seven regional managers who interview applicants and manage their cases. In the pre-pandemic days when every applicant was interviewed in person, the regional managers were truly regional, with each looking after cases in their part of the country. With the advent of Covid, that has all switched online, and with interviews, contacts and case meetings now held online, that has given us greater flexibility and the ability to respond more quickly than ever before.

Another key volunteer is Debbie Whittick, who has recently taken over the upkeep of our website, and we are very indebted to Keen As Mustard who generously provide marketing support pro bono.

### Can you help?

As mentioned before, several members of The Research Network are already trustees or regional managers,

but we are always looking for more help. We are reasonably well funded and are looking for appropriate ways to spend more of those funds. There has been a suspicion among the trustees that there are more potential cases than we are able to reach. Any ideas on how to reach more of the field force at the point at which we can be of assistance, would be most welcome. Or are there new areas which we could extend into? We have already moved into training; where else could we go, and stay within our remit?

With this urge to spend more money, and our P&L last year showing a record deficit of £60,000, we also need to raise money or we risk going broke rather quickly, despite our currently healthy reserves. The MRBA Auction has been a staple for over 25 years, moving online some years ago. However, there will be no MRBA Online Auction in 2022 because of the pandemic, so ideas for some new fund-raising activities would be very welcome. Stewart Tippler of Quirks has been brilliant with his support in this area, with online quizzes – did you go to the recent one in January? What fun that was – along with Christmas jumper competitions. But fund-raising events are not just about making money, they are also about exposure for the charity, keeping it front of mind, and we cannot have too many of them, even if their financial contribution is small. So if you have any good ideas, please share them...

Or you can simply become a member and make a small annual contribution to the MRBA. Keep in touch with us at <https://mrba.org.uk/>.

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## KEEPING AN EYE ON THE TONY COWLING FOUNDATION

Penny Briki

**T**he Tony Cowling Foundation (TCF) is kicking off 2022 with energy and renewed determination to achieve the goals we set ourselves and to perpetuate Tony's legacy. With the help of his friends, many of whom are long standing members of the Research Network, we are redoubling our efforts and have put in place an exciting plan for the year ahead. We hope you will support these activities and spread the word with all those who may be interested.

We are planning to make several announcements in the coming weeks about ways we are implementing agreed projects and as ever, we would be delighted to hear from you with any comments or suggestions to help us in our mission. The best way to keep in touch is to register through our website (see below).



Building on what we initiated last year, we are delighted that our partnership with the University of Cambridge, Judge Business School, (CJBS) has already resulted in the TCF helping to fund three PhD researchers. The projects of our deserving applicants are aligned with criteria TCF helped to define, and the three successful topics concern diet choices and public health, competition and price dispersion, and psychological responses to design in fashion and interior design.

As a Community Interest Company (CIC), the TCF continues to ensure that the outcome of our efforts reinforces our guiding principles and will benefit not only the market research community but will also be relevant to the general public through sharing

and publication of our findings. Similarly, the TCF partnership with ESOMAR is shaping up well and we are working together on an initiative to be announced in the Spring – keep an eye on the website.

In September 2021, some eighteen months after his death, we were finally able to come together to celebrate Tony's life. The event at Hampton Court, organised by the Cowling family, was attended by over 130 of Tony's family, closest friends and colleagues from different eras of his long career, taking the opportunity to show their respect, appreciation and fondness for the man. Along with many recorded contributions from friends who could not make it on the day, we can safely say 'we did Tony proud'. Make sure you watch the video of the highlights of this event when you visit the TCF website and listen to some of the heartfelt tributes.

Remember the TCF is designed to be agile. We are always extremely happy to hear your views, receive your suggestions and any offers of help. We look forward to expanding on our association with the Research Network members. Don't forget to register on the website and become an active contributor to the TCF: <https://tonycowlingfoundation.org/info>



# NATURE DIARY

## Extracts from Jane Bain's Nature Diary: July - December 2021

*We are entering our second summer of the pandemic; life becomes a little more relaxed, but with travel restrictions still in place I decide against attempting to visit France and spend another summer in London.*

**July:** A hot dry spell brings crowds to the riverside and I retreat to the cemetery where it is shady and more tranquil. It is a good place to see butterflies and I find this elegant marbled white, feeding on thistle heads.



Hammersmith Bridge reopens to pedestrians in mid-July and I can walk to my favourite haunts on the south side again. Returning to the reservoir, I am surprised to see two juvenile herons are still spending time on their nest.

**August:** With the bridge open again, I can visit the Wetland Centre more often too. On a balmy day there, dragonflies like this dazzling migrant hawkmer skimmer and hover over the pools hunting for insects.



Whilst walking in a wilder part of Margravine Cemetery, I hear tell-tale tapping coming from a nearby tree. I follow the sound and find a great spotted woodpecker hammering at the bark, chipping off chunks of wood in search of bugs and insects to eat.



Towards the end of the month, a pair of birds I have never seen before visit the river. They are greenshanks, small elegant wading birds passing through on migration. The pair pause here for a few days to feed and rest before continuing on their journey south.

**September:** Gulls are great opportunists and are always happy to grab an easy meal. A builder working near Chiswick Pier shares his lunch with them every day, throwing chips high in the air and watching the aerobatic display as the birds catch them on the wing.







**October:** I stop to watch a juvenile great crested grebe catching tiny fish close to the tow path. It is still very young looking and there is no sign of its parents but, happily, it seems to be coping perfectly well on its own.



Parakeets have come to regard Hammersmith Bridge as a sort of tall metal tree nowadays, regularly sunbathing and roosting on its ledges and elaborate ironwork.



The autumn is mild so far and an overgrown local garden still has lots of flowers in bloom, providing nectar for late-flying bee species, like this common carder bumblebee.



**November:** A few weeks later, slight movement in a bushy plant in the same garden catches my eye. A tiny mouse is sniffing at the blue flowers and their seed pods, presumably to see if they are good to eat.



A pair of squirrels decide to build a dray in a hopper-head on an old house near here. They use the creeper on the front of the house to carry dead leaves up to fill their nest. Sadly for the squirrels, a few weeks later the creeper is cut back and they lose their cosy home.

**December:** Most of the month is grey and wet, with a UK record average of only 27 hours of sunshine. The few sunny days are a treat for people and nature alike.

A flock of long tailed tits flits through the bushes by the tow path on a rare sunny morning. And a jay takes advantage of another brief bright spell to preen and sunbathe in a bare willow tree by the reservoir.



# A THOUSAND MILES IN THE SADDLE

Nigel Spackman

**H**aving potentially bored members writing about adventures in rock climbing and Scottish mountain wandering, I was not intending to put pen to paper about a cycle ride I did in 2021. But the editor persuaded me to do it...



I've ridden a bike for many years to keep fit for the mountains, and over the years, cycling has become enjoyable in itself. So it was inevitable that one day I would think about riding from Land's End to John O'Groats. "LeJog" as it is known to cyclists, is like the London Marathon for runners. Eventually, after several non-starts because of Covid, I set off at the beginning of September from Land's End on a grey and drizzly day.

Rather than chronicle the trip in a linear fashion, instead I shall elaborate on a few themes, but for the data-nerds among you, some data will be found at the end, as in all old-fashioned research reports.

**Weather and landscape.** Inevitably, the huge natural variation of the UK's climate in terms of landscape, temperature, rainfall and wind was both fascinating and significant. I started from Land's End because there's a prevailing SW wind and in 25 days, I only remember two days when I had a headwind, which was a huge benefit.

September is usually a relatively dry period, and although there was quite a lot of drizzle, only twice was I completely soaked, the second giving me the low point of the whole ride when that day ended in a cold Scottish hotel in the middle of nowhere.

You might imagine that the hardest riding would be in the hilly Highlands, but not so. The highest point (457m) was between Perth and Aviemore, but most of the hills in Scotland were easy angled and pleasant to ride up. By comparison, SW England roads are often very steep switchbacks, which are really hard work through a long day, so I occasionally resorted to pushing!

But the most exhilarating geography was in the Highlands. Maybe this is because I have walked there so much that it brought back wonderful memories, but lack of traffic, openness, wildness, and the elevation of the countryside add to the appeal. One day, I rode from Lairg, in the centre of N Scotland, up to the Northern coast. After crossing a 400m pass, I came down to the desolate Loch Naver from where the river Naver flowed to the coast. This whole stretch of river valley was quite beautiful and empty, with typical highland muted colours, dense gorse, and the sound of the river rushing through narrow sections. In a stretch of 20 miles, I saw only 13 vehicles.

**Accommodation.** A different bed for the night for three weeks had the potential to be either novel and interesting, or a total disaster. Luckily, I didn't need to arrange this on the move as my partner Laura booked all the accommodation in advance. Even with advance booking in some places, there was little choice, resulting in some less-than-ideal nights. Bamford in Somerset is a quaint 18th century village with flower baskets on many of the houses and a charming river. But the Quarryman's Arms was hardly up to the standard of the location, being a notably scruffy pub, offering a breakfast of Alpen, white toast and coffee from a Cona machine – when did you last see one of those?

By comparison, the Town House in Perth was outstanding; a grand four-story Georgian terrace house overlooking the park, within 5 minutes of the town centre and run by a splendidly camp landlord. Our room was furnished and decorated top to toe with 1930's furniture, including a Clarice Cliff tea set – OK it was a reproduction, but so stylish!

What surprised me most was how often the rooms and food varied in quality. I never had an awful room, but I did have very variable meals ...

**Food.** Having usually cycled 50 miles, I never wanted to travel far to eat, so if food was provided where I was staying, I ate there. This was a mistake in Berwick where my hotel room was classy, but the restaurant appalling! Having been kept waiting for 5 minutes to be seated, a further 15 minutes to get a drink, to be served an over-cooked pizza and then to find they had no record of what I had eaten or drunk, I pointed out that the restaurant was totally disorganised. The two waiters happily agreed with me, but said it was all the fault of the management!

But in Kingussie, close to Aviemore, we struck lucky. I had loved eating in The Cross many years before, but despite ringing to book six weeks in advance, it was already full. But on the day when we arrived in the town, Laura had a call offering us a cancellation table. And what a delight it was! We walked there from our B & B; it



only had about 15-20 covers; the service was friendly rather than stuffy Michelin-style and the food was perfect. I can't remember it all now, but I my main course was a braised venison steak as soft as butter, with a glorious red wine reduction sauce.

The other issue with food was eating while riding. I normally just carry a fruit bar, but because of the length of the ride and the need to replace calories, I resolved to stop for coffee and cake in the morning, and for something at lunch. It occurred to me that Sundays might prove difficult and they did, as pubs aren't keen on selling a sandwich when they offer the full Sunday lunch – but I wasn't aware that the UK has slipped into the French custom of closing on Mondays. And in Scotland, it seems to be both Mondays and Tuesdays too. So, riding from Sheffield to York on a Monday, I had travelled over 40 miles before I could get a coffee or anything to eat, and was beginning to think I would collapse from hunger when I found a pub in Selby.

**Towns.** One of the pleasures of such a long trip is staying in places you have never visited before, so I usually walked around to get a feel for each location. Warwick was a surprise to me as I hadn't realised how old a city it was. I had a room in a pub overlooking the market square on a Friday night, with loads of outside seating so it wasn't a quiet early night for me... and nor was it a peaceful early morning as they started putting up the Saturday market at about 5.30! But nonetheless, I had very positive impressions of the city with its narrow hilly streets and many ancient buildings.

But the top find was Berwick-on-Tweed, close to the Scottish border. I arrived there early, and reading of its ancient city walls, had time to explore them. They date from Elizabethan times and are huge; about 10m thick bounded by stone at the base, and higher up by rising earth embankments, with a broad grass walkway on top. The walls extend right around the City with views over the hills to the North, the North Sea to the East and the Tweed estuary to the South; quite spectacular. I would recommend a trip to Berwick to anyone – but don't eat in the hotel where I stayed!

**People.** A benefit of travelling alone, which I did for some of the trip, is random encounters with other people, two of which gave pause for thought. On my first day, I stopped for a coffee and chatted to a man carrying a collapsible tent who was homeless and just walking around Cornwall. The previous night, he had been chased out of a wood where he had pitched his tent, by a gang of youths. He was an interesting guy and we talked for some time about his predicament, and so I was pleased when he accepted my offer of a few quid to help him on his way.

In Bonar Bridge north of Aviemore, Laura and I met at a café and chatted with the manager. He and his wife came from the area but had moved to Sussex and ran a successful limo service, taking execs to Gatwick. With Covid, their customers disappeared, so they folded the business, paid off the lease money owed on the cars, and ended up broke. They sold their house, moved back to Bonar Bridge, bought a cheaper house and were on Universal Credit for 6 months. Eventually the community café needed a finance person, and the wife got the job. Soon they needed a cook/manager, and the husband got the job despite having no experience. Amazingly, they weren't bitter at how fate had dealt them this blow, but saw the positives of their present position: living close to work, being part of a community and enjoying the role. They impressed us.



**Support.** On half the days, I carried my luggage with me in pannier bags, which added 35 lbs weight to the bike, and inevitably made it much harder going. But on other days, Laura, or one of my children, or friends, met up with me and carried the luggage to the end point by car, and on these days, I felt I was flying. And it wasn't just a physical benefit, but a mental one, looking forward to some company on arrival, and sharing a meal rather than eating in isolation.

One wonderful supportive action came from my daughter, who recognised that I might be glum at the end of days on my own. She arranged for one of my five grandchildren to send a good luck card to each of the first five places I was staying on my own, which came as a delightful surprise.

Without this support, the whole trip would have been a much harder task, but with it, I managed to complete the ride on 5th October 2021.

**Data.** 25 days riding, 3 rest days, no punctures, no weight loss at all, endless coffees (except on Mondays), at least 10 inconsiderate motorists sworn at per day.

	TOTAL TRIP	DAYS WITH PANNIERS	DAYS WITHOUT
Distance (miles)	1108	505	603
Ave. Speed (mph)	11.3	10.7	11.8
Ave. Heart rate (beats/min)	113	113	113
Height Gain (feet)	48,980	22,263	26,717

# KNITTING WORDS: COMPLETING HUGH'S BOOK

Jane Bain

Many of you reading this article will have known my husband Hugh Bain, but you may not have known about his unusual childhood.

Hugh was born and grew up in Malaya, where his father was a Forestry Officer. When the Japanese invaded Malaya in 1941, his father managed to get the family on to the Felix Roussel, one of the last boats to leave Singapore with evacuees (then he got off the boat and stayed behind to confront the Japanese). The boat ended up in Bombay and the family spent the next four years as refugees in India, before returning to Malaya and then coming to live in the UK in 1950.

Hugh used to tell many fascinating tales about this strange and extraordinary childhood and their time in India, and had always promised his daughter Becky that he would write it all down. He had made copious notes and decided the account would end with the family's arrival in England, but the actual writing had so far eluded him. When he was told that he might not have long to live, he became determined to get the story down on paper while he was still able to do so.



*The Bain children, 1938  
(Hugh top left)*

Hugh drew up a structure for his book and researched the background details which he wanted to include. As well as describing his own experiences, he wanted to set the story in the context of his own family history and the events of the time. Then he sat at his laptop and wrote... all the time... And when he wasn't writing, he talked about it. The book filled his head and all his waking hours.

Hugh completed much of the writing himself; then, when he became too frail to write, we switched to dictation, then to recording him speak. Some of these recordings were filling in specific events and descriptions which he had planned to include in the book. Others were simply conversations with family and friends about his experiences. I got into the habit of switching on the recorder on my phone whenever he started to talk about the book.

Many of the tales Hugh recounted were already very familiar, a few we had never heard before and some acquired new details which Hugh had not previously remembered. He had only recently learnt from his brother Colin exactly what had happened when the family were rushing to catch the boat in Singapore:

*It was late at night when we arrived at the docks. Nights can be extremely dark in the tropics, but the scene we were presented with was anything but. Singapore was being bombed pretty constantly and, as a result, there were many fires burning. Everywhere we looked there was evidence of bomb damage.*

*Leaving the cars at the entrance, we started out on foot for the Felix Roussel. There had been considerable spillage of diesel oil among the pools of now dirty water left by the firemen's hoses and the going was quite treacherous. As we hurried along towards the ship the older and fitter adults and children outstripped the younger children and those accompanying them. I remember being held tightly by the hand by my sister Marge and being hurried along to catch up with the others, while feeling very upset at having slipped and fallen into a pool of dirty water, so that my shoes and socks, shorts and quite a lot of the rest of me, was covered in nasty smelling diesel oil.*

*It was only recently that Colin casually told me that I had 'gone missing for a while'... When I asked him for more details, he said: 'Well, you were quite intelligent. I mean, you were interested in things and went off to have a look. Someone noticed you were missing so they sent Marge to look for you'.*



*Naini Tal in winter*

The family settled in *Naini Tal*, in the north of India, where Hugh's intelligence was also in evidence when he was asked to choose a present for their first Christmas there:

*In Malaya, we did not experience seasonal changes in the weather. This is clearly not the case in India, so it was a significant change for us.*

*As we approached colder weather, each of us was asked to list two choices of Christmas presents, of which one would be chosen by our refugee sponsors. I chose either a) an air gun, or b) a toboggan. I knew that I had no chance whatsoever of being given an air gun, but I knew about toboggans from American literature.*

*So, lo and behold, I got a toboggan. When I received the toboggan, it happened to be snowing and I and all my friends enjoyed the best present they had ever received, for a Christmas the like of which they had never experienced before.*

Hugh's favourite aunt Adelaide, his mother's sister, was also a refugee in India, having walked there from Burma to escape the Japanese. Hugh used to vividly recall how a monkey had tried to kill him while staying at her house:

*Aunt Adelaide lived in a flat-roofed house with a staircase going up the outside on to the roof. This flat roof was covered with monkeys...big, fierce, terrifying creatures. One morning, I went into the kitchen early and there was a monkey the size of me rummaging through all the bottles and other things in the kitchen. Foolishly, I got very brave and shouted at it and chased it.*

*I picked up a stick and chased it out of the back door, which it did do reluctantly. It ran up the staircase on to the flat roof and I ran after it, chasing it with my stick. When I got to the top it was standing there facing me with horrible teeth and holding something like a stone. It was waiting up there to kill me. So I turned and ran back down as quickly as I could, screaming.*

*After that we instituted a rule with the cook and everyone else in the household that the kitchen door would be kept closed at all times, or I would lose my life. And I gave up chasing the monkeys.*

However, learning that Hugh had become an expert forger at Sherwood College, one of the schools he attended in India, came as a surprise to me:

*It was a strange place, a bit like St Trinian's. The brighter of us would of course work out dodges. Indian men would come to the gates with trays of cakes and things which they would sell to us. And because of the shortage of change in India, postage stamps increasingly became used as currency.*

*We always checked the stamp on the letters we received to see how dark the frank mark was. Sometimes the person franking it would have missed most of the stamp, or only put on a very faint impression. So there would be very serious students, sitting at tables as though we were restoring a valuable painting, removing all the traces of ink to turn a penny 'Anna' Indian stamp into a 25 pice 'coin'. Then we would go to the cake vendor with a very straight face and buy cakes with one of these stamps.*

*If nothing else, we did at least learn something of the art of forgery.*



*Hugh and Colin,  
Sherwood College*

After four months of work on the book, we reached a point where there was typed text, or hand-written notes and recordings for everything on Hugh's list. He chose the pictures he wanted to include and I printed a copy of book for him to look at, with the bits which remained to be filled in marked in red.

The book was basically there and I promised him that I would complete it.

\* \* \* \* \*

When I eventually plucked up the courage to begin, I knew that the biggest challenge was going to be making sure that the parts which Hugh had typed and my additions were written in the same style, I didn't want the 'joins' to show.

Once I got started, I found it surprisingly easy to slip into Hugh's writing style, but I realised that to do so, I had to be able to concentrate on the book for long periods. It wasn't something that I could dip into, then put aside. The Covid-19 lockdown in Spring 2020 provided the time and opportunity to transcribe the recordings, type up all the notes and turn the whole thing into a coherent book.

I was conscious that the book did not include anything about what had happened to Hugh's father back in Malaya. The family had had no news of him throughout the war and though not Hugh's own experiences, this was an important part of his childhood. I felt there was a gap here. Hugh had also written very little about his family's return to Malaya when the war was over. The book seemed to jump from leaving India to arriving on a boat at Tilbury.

I found the material I needed in a rummage through a box of Hugh's notes. There were two letters from his father to his mother. The first was a short letter written after the Japanese surrendered, saying he was alive and safe and would be coming to join them in India. The other was a very long 'diary' letter describing his daily life during the Japanese occupation.

There were also other jottings and scraps of information, covering the family's time in Malaya after the war, and events which had occurred during the 'Malayan Emergency'. The most intriguing of these was a note which simply read: 'Ipoh: stray shot through the living room floor.'



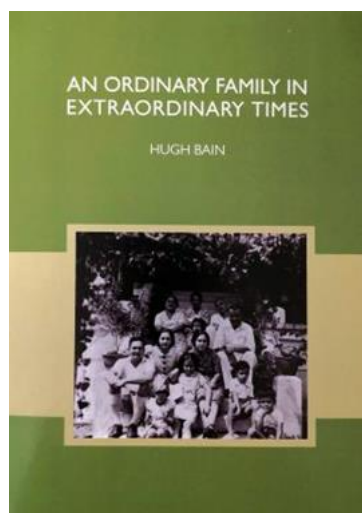
I decided that as Hugh had presumably planned to include this material in the book, I should do so.

Having added these new sections, the book hung together very much better. There were chapters and pictures, but there was no title. Calling it 'Hugh's Book' felt inadequate. In his introduction, Hugh had described the story as: 'what it was like to grow up as a member of an ordinary Malayan family living through extraordinary times'. So I took the title from there. 'Hugh's Book' became: An ordinary family in extraordinary times.

The next challenge was how to produce the book. I wanted it to look nice and preferably, like a proper book. I could have printed and bound it myself at home, but I didn't want it to look like a market research report. I have used the online publisher Blurb to make a photo book, but decided that this would be cumbersome and prohibitively expensive. I spoke to local print companies and even investigated printing it myself and getting it professionally bound, but both options were also very pricey.

Then an online search turned up a small book printing company called Print2Demand. Their prices were extremely reasonable and even better, it was run by two very helpful men who were happy to provide advice on the phone. All I had to do was use their templates to get the size and layout of the book and its cover right, and they would print the result. They could also have provided an ISBN number for a fee, but Hugh had never intended the book for publication.

The book template was a Word document and it was fairly straightforward to use this to get the page layout right and turn the book into a proper 'book' format. The cover template was a different kettle of fish altogether. After a couple of attempts, I realised that getting the size and layout right so the cover would wrap around and be a precise fit for the thickness of the printed book was beyond my tech skills.



I also desperately needed a good proof-reader and editor to make sure the whole book read well and seamlessly, and wasn't riddled with inconsistencies and typos. I had been staring at it for so long I could no longer see the wood for the trees.

At this stage I called on the help of friends and family, specifically the wonderful Nick Tanner and my grandson Leo, who is a graphic designer. Nick very kindly agreed to read the whole thing, proof-read and edit it. He did an amazing job and I am incredibly grateful to him. Leo had already been thinking about what the book should look like, so we pooled our ideas and he created the final design, using the printers' cover template.

I sent the book and cover PDFs off to Print2Demand, then held my breath while they produced a proof copy. All the pages were right, the cover fitted perfectly and Becky and Leo both liked it. I placed an order and soon we had a box of proper printed, bound books.

I like to think Hugh would have been happy with his book.

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## NETWORK MEMBER WINE RECOMMENDATIONS

**W**e are now continuing to share our collective interest in wine with our recommendation column, this time focusing on good value wines found in high street retailers. Jackie Dickens, Sheila Robinson and Graham Woodham set out their good wine experiences below.



### Jackie Dickens

**M&S Extra Dry Manzanilla Sherry, selected in partnership with Bodegas Williams & Humbert; £8.00 from Marks & Spencer**

My grandmother was a wonderful cook, and there would be 16 or so around the table on Christmas Day. Before the meal, a small glass of sweet sherry would be offered. (My father always brought a bottle of whisky as an alternative!)

I didn't discover dry sherry until we won the advertising account for La Ina – a leading brand of Fino in Spain. Since then, dry sherry has become a favourite aperitif, especially in winter. My daughter and I have favoured Hidalgo 'La Gitana', the leading Manzanilla. We call it 'the sherry with the lady on' because of the picture on the label. (Apparently it was named after his then gypsy mistress). You can get it at Waitrose.

However 'La Gitana' has a rival pictured here, namely an M&S Manzanilla which has won gold medals from Decanter and the International Wine Challenge – a rare event. It has the very dry,

nutty qualities of Manzanilla with the tangy finish, sometimes described as 'salty' from the sea air.

A superb bargain at £8 a bottle. Salted almonds or my home-made parmesan shortbreads are perfect with it.

## Sheila Robinson

**Marsanne 2020, Pays d'Oc IGP, 13% ABV**  
**£8 from the Co-op (Irresistible range)**

Marsanne is the traditional white grape of the Rhone valley; it's often blended with Roussanne and goes into white Hermitage (think delicious wines but prices of £25+ per bottle).

This Marsanne wine, however, is a single varietal from the Languedoc, made by Jean-Claude Mas. This negotiant/producer inherited 45 hectares of vineyards in the Pezenas area (between Montpellier and Beziers) and originally saw wine only as a hobby. After gaining experience in Bordeaux and then being taught blending by a famous Italian winemaker (Giorgio Grai, a fellow motor racing enthusiast!) he is now the largest purchaser of grapes in the Languedoc and is seen as a pioneer of new Languedoc, on a mission to regain Languedoc's former glory. All his vineyards are certified Terra Vitis (sustainable viticulture).

"Luxe Rural" or "everyday luxury" is the intent and in my view, this wine realises this. Certainly, a very useful mid-week wine.

It's a dry white; pale in colour and with a slightly pear/vanilla nose. On the palate, it's round and full with a long dry finish. It's very quaffable on its own, versatile with food and good value at £8 per bottle.



## Graham Woodham

**The Hedonist Shiraz – McLaren Vale, Australian Red, 14% ABV**  
**Walter Clappis Wine Co. [www.hedonistwines.com.au](http://www.hedonistwines.com.au)**  
**£14.49 from Waitrose**

This organic, richly coloured red wine is beautifully rounded and full-bodied, fruity and very smooth, with an integrated vibrant flavour of dark red berries. It has a long velvety finish, but no tannic aftertaste. It's impossible to dislike, as it's so well balanced, just fractionally peppery and compatible with so many different types of food. It has received very positive independent reviews by people far more expert than me.

This Christmas, The Hedonist was discounted to £10 a bottle by Waitrose and as we were lucky enough for negative Covid tests to allow a fun family get-together in a Hastings AirB&B by the sea in Sussex, we stocked up with a good few bottles to share. It was ideal to go with a Boxing Day Chilli evening meal after a walk along the beach and a trip up to the cliffs by a mini funicular railway. A great contrast from Christmas turkey and slightly more image-conscious French wines.

## JOHN DOWNHAM 1924-2022

**J**ohn Downham died at the age of 97 on Saturday 15th January 2022. The following has been drawn with thanks from Peter Mouncey's obituary in Research Live on the 21st January.

John was born in Guildford and attended the King Edward VI Royal Grammar School, where he was school captain. He joined the Home Guard at the start of the 2nd World War, moving to the RAF in 1943 as an officer cadet on a 6 month Modern History course at University College Oxford. He then trained as a pilot at St John's College Cambridge.

He returned to Oxford from the RAF in 1946 and gained a 1st in PPE in 1948. From here, he joined BMRB as its first research officer and became joint director with John Treasure by the late 1950's, rising to Managing Director in 1960 and being actively involved in international research in Kenya, Ceylon and South Africa.

John joined Unilever to set up its own in-house international research facility from which Eileen Cole set up Research Bureau Ltd in 1962. He was responsible for client-side operations with Unilever, including training, quality standards and special projects, a post he held until 1988.



The UK Market Research Society was founded in 1953 and John was secretary/treasurer in 1956 and chairman in 1959-60, serving on examination and education committees and developing the MRS training programmes and Summer School.

He launched the International Journal of Market Research and was on the MRS Awards and Professional Standards Committees from the early 1980's to the late 1990's. He was also a founder member of the Market Research Benevolent Association in 1977, being president from 1987 to 2001. He was elected as a fellow of the MRS in 2000, winning the MRS Gold Medal in 2001.

In parallel, John was closely involved with professional standards in ESOMAR from 1957 right through to 2004, drafting the first ICC/ESOMAR International Code of Practice.

He was also a prolific writer of papers and books, including 'The Communication of Ideas' (1953) and 'Readings in Market Research' (1956) along with co-authors John Treasure and Eric Shanklemann. 'BMRB International, The First Sixty Years' followed in 1993.

He was involved in the development of the market research Oral History Project and co-founded the Archive of Market and Social Research in 2014 with Liz Nelson and Geoffrey Roughton. AMSR was established as a charity in 2016 and he was chairman until 2018.

John was naturally widely known to be experienced in and highly knowledgeable about the market research industry. He was always charming, courteous, helpful and good company on social occasions. He married his wife June in 1949 and they had four children. June died in 2011 and he is survived by them, seven grandchildren and two great grandchildren.

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## **GORDON HEALD (1941–2021)**

*The following obituary from Johnny Heald first appeared in MRS Research Live:*

**G**ordon Heald was born in 1941 and passed away at home with his family at the age of 80. He was a leading social and political researcher who ran Gallup Poll in the UK from 1979 to 1994 and ORB International from 1994 to 2009.

Gordon's father was a waiter on Southampton to New York ocean liners, while his mother ran a two bed B&B in Bournemouth. Gordon graduated from Christ's College Cambridge.

He ran many studies on changing religious attitudes and politics while at Gallup in London during the 1980s when MORI and Gallup were the two leading polling companies. He worked on John Major's 'Back to Basics' campaign in parallel with his wife being Edwina Currie's personal assistant. He also worked with many overseas heads of state, including Ronald Reagan, the US President in 1988 while carrying out a project on perceptions of US foreign policy for the US Information Agency. He also studied attitudes to democracy across many countries in Eastern Europe.

Gordon's work as a director at Gallup International saw the company expand across Central and Eastern Europe, and between 1990 and 1994, he collaborated on the launch of the European Commission's Central and Eastern Eurobarometer.

In parallel with his ground-breaking research career, Gordon was widely known for his sense of adventure and humorous personality – not at all inhibited by his high level academic achievements.

His wife, three sons and eight grandchildren were a source of love and pleasure to him right to the end of his life.



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## **IVOR MCGLOUGHLIN (1929–2021)**

*Robert Kyba writes:*

**D**r. Ivor McGloughlin passed away peacefully aged 92 on 22<sup>nd</sup> September 2021 in his home town in the UK.

Ivor was highly respected for his knowledge and skills in the fields of market research statistics and consumer panels. In the UK, he was director of Attwood Statistics and Taylor Nelson, prior to moving to Canada. He continued with an international career and retained a wide circle of friends in the Canadian and American research communities.

In Canada, he worked during the early 1970s on the ISL Consumer Panel, and he





successfully improved the quality of this service as technical director. Then he worked at International Surveys Ltd (ISL) where he was a good friend and mentor to Ruth Lukaweski and Robert Kyba.

He then applied his mathematical and statistical capabilities as vice president at Manage Science Associates (MSA) in Pittsburgh, USA, a well-respected data management company. During this time, he developed his predictive Market Impact Model in the healthcare sector. At this company, he was well liked and respected by his colleagues, one of whom said: "He touched so many lives...a fantastic guy and the best mentor for young people." He was always 'the good doctor' wherever he worked.

After retirement, he travelled widely, teaching contract bridge on luxury cruise lines.

## **STEERING GROUP**

**T**he Research Network is directed by a Steering Group consisting at present of Adam Phillips (Chairman), Jane A'Court (Membership), Jane Bain (Website Editor and Events Co-organiser), Jane Gwilliam (Events Co-organiser), Linda Henshall (External Liaison), 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 Research Network Membership Directory. Please feel free to contact any member of the Steering Group on matters relevant to the areas they cover.