



# **The Archive of Market and Social Research**

Annual Report 2024-25

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## Chairman's Foreword

2024/25 was another excellent year for AMSR. Thanks to our wonderful volunteers, we added over 1,000 items to the Archive, relaunched the website portal, improved our internal processes and web analytics, and made further progress towards accreditation by The National Archives. Once achieved, accreditation will enable us to collaborate with universities in bidding for funding from grant-giving bodies like the ESRC and the National Lottery Heritage Fund.

We continued to build awareness through social media and by attending external events and directly contacting individual academics. Visits to the Archive increased six-fold over the year and we know about academic users in ten different universities, mostly historians but also in politics, cultural studies and public policy. There may well be others we don't know about.

Creating awareness and usage in schools has proved slower, but we are now building relationships with exam boards as a more efficient and scalable way to reach teachers and students than by trying to contact individual schools. To support this new strategy, we commissioned research into sixth form teachers' needs. Our messaging to schools will now be better linked to curricula and better timed through the school year.

Underpinning everything we do, our income grew by almost 10% this year, based on an increase of over 20% in our supporter base and the very generous continuing support of Ovation MR and our other major donors, Ipsos and Kantar Media. We run a tight ship and have built up our reserves to over £100,000, but AMSR would not be sustainable without this donor funding, for which we're hugely grateful.

After ten years leading the organisation, our founding chief executive Adam Phillips passed the reins to Richard Asquith in April 2025. Much of AMSR's success today is thanks to Adam's energy, skill and determination as chief executive over those ten long years. The handover to Richard was seamless and I'm delighted to say that Adam has agreed to continue as a non-executive trustee.

On a sadder note, our first Chairman, Liz Nelson, died on 27<sup>th</sup> March 2025. It is hard to overstate Liz's contribution both to the market research industry (as co-founder of Kantar forerunner Taylor Nelson and a strong supporter of MRS) and as a founder patron of AMSR.

Shortly before this Annual Report went to press, we received the further sad news of the death of Sir Robert Worcester on 5<sup>th</sup> September 2025. Bob was a giant of UK market research and opinion polling and another founder patron of AMSR.

**Professor Patrick Barwise**

20<sup>th</sup> November 2025

## Chief Executive's Introduction

I succeeded Adam Phillips as Chief Executive of AMSR in April 2025. Adam had been CEO for ten years and in that time the organisation has secured and processed a critical mass of material. Adam is to be thanked and congratulated for the energy and skill that he applied to steering AMSR so that it is now firmly established as a unique and valuable research resource.

We now have in excess of 10,000 documents in our collection and we have evidence of growing use of the Archive, especially amongst academics. We have 77 stories drawn from the Archive on the AMSR website, the AMSR hub has links to 80 other websites of relevance to Archive users and we remain immensely grateful to the 55 volunteers who give their time to make the Archive a success.

Prior to taking on this role with AMSR, I worked in market research agencies for nearly 40 years and it's an industry I feel immensely proud to have been a part of. When I became Managing Director of BMRB, the British Market Research Bureau, back in 2005, it felt very significant to be handed an original copy of a research report for Pears Soap from 1925 which is thought to be the first piece of commercial market research in the UK. It was conducted by the research department of the J Walter Thompson Company which later became BMRB. The industry has a rich history that absolutely should be preserved and it's such an elegant idea to take that history and, as AMSR has done, repurpose it for academics, educators, students and researchers.

If we look at the most popular items viewed in the Archive in 2024, we see that the subject matter covers research methodology, media audience research, the history of the research industry, work specifically for one client, British Airways, and trends in social media. I think that the breadth of topics reflects exactly what AMSR was set up to make more widely available.

Back in June 2023, the 3-year vision for AMSR was to become:

*...a recognised specialist online archive that is being used by schools, universities and the Research, Data Analytics and Insight sector, as well as journalists and the media, and it should be regarded, both within and outside the Research Sector, as an important specialist educational resource that should be supported.*

Considerable progress is being made to achieve this goal, progress that is reported in this annual report for 2024-5. Funding (largely from individuals and corporations connected with the research and insight sector), website and Archive online visitors, social media followers have all grown strongly in the past 12 months. We are especially encouraged by the value seen in the Archive amongst university academics, evidenced in the growing list of positive testimonials.

**Richard Asquith**

20<sup>th</sup> November 2025

# 1 Objectives and activities

## 1.1 Introduction

The Archive of Market and Social Research (AMSR) was established in 2015 and became a charity in 2016. It is a unique, open-access online Archive of historical UK and international market research documents, designed to preserve a wealth of historical information, celebrate the heritage of the UK Market Research and Insights sector, and make documents freely and easily available to academics, teachers, students, researchers and others around the world. The collection of research reports and other documents is significant and continues to grow, with most items not available from other sources and now accessible online at no cost to the user. The organisation operates with over 50 volunteers and is funded by individual and corporate donations and a small number of corporate sponsorships.

## 1.2 Purpose

The charitable object of AMSR is to advance education and research in the fields of recent British social history, sociology and political science, and the development of market, social and political research, including data analytics, insight and other relevant sectors. We do this by preserving and providing access to reports and other relevant material and by developing educational resources for teachers, academics, students, researchers and other communities.

AMSR aims to create an archive of national importance that will:

- be freely available online and/or in physical form to all in interested communities, including university academics, schoolteachers, media and business researchers, adult education, U3A, WEA, minority groups and interested members of the public;
- become a central hub for academics and others trying to find out what has been learned from market and social research and data analytics in the past and obtain information and evidence relevant to discussions about the future;
- collect and preserve all relevant reports, data, records, articles, videos, training material and other Archive material to ensure that that these unique records will be accessible in the future;
- build awareness of the contribution of the market and social research sector to society, business and human understanding in the past, present and future, thereby enhancing the reputation and status of this sector.

Where significant gaps exist in what is already being preserved, the AMSR is actively collecting material to fill them.

## 1.3 Activities

Our activities include:

1. Collecting, preserving, classifying and digitising important research reports and data that is at risk of being lost – our research has shown that most current commercial research is not retained for more than 10 years.

2. Making as much of this material as possible available and searchable via the internet at no cost to the user.
3. Developing links with universities and schools to encourage them to use the material in the Archive for teaching and research purposes.
4. Publicising the Archive and encouraging its use by academics, teachers, students, researchers, journalists and members of the public interested in social history and the information collected by market and social researchers in the course of their work.
5. Providing help for users searching the Archive to find information relating to their interests.
6. Establishing working links with other similar archives and databases at universities and elsewhere.
7. Publishing books based on material from the Archive to demonstrate the role and value of market and social research.
8. Seeking out and building a library of research books, papers and reports relating to the development and conduct of market and social research, including those held by clients.
9. Rescuing and cataloguing the historical records of the bodies involved in the development of the market and social research profession in the UK.
10. Assembling and recording key biographical information about market and social researchers, past and present.
11. Assembling a historical database of professional codes of conduct and practice of relevant bodies that have been involved in activities dealing in information collected from and about members of the public, and collecting important papers and articles concerned with the responsible collection, processing and use of such data.
12. Cataloguing and storing all records in a secure and accessible form.
13. Storing any other records, documents or other media that are relevant to its purpose.

Many of these activities require funding, so a great deal of thought and effort goes into developing sources of financial support for AMSR's work.

## 1.4 Users of the Archive

The principal users of the Archive are:

- **Primary Users** - Social historians, business historians, university teachers, school-teachers and their pupils, librarians, researchers and archivists.
- **Secondary Users** - Students in a wide range of subjects, research practitioners, business and marketing consultants, policy and think-tank researchers, advertising planners, news media journalists, media companies making social history programmes and members of the general public interested in social history.

## 2 Achievements and performance

### 2.1 Overview

During the year we have made steady progress on all fronts. Key achievements included:

- **Over 1,000 items were added** to the online Archive.
- The **catalogue was tidied up**, and significant progress was made improving operational management processes in preparation for our planned application to be accredited by The National Archives.
- The **total number of monthly visits to the Online Archive increased six-fold**, from 319 in March 2024 to 1,989 in March 2025 (Google Analytics).
- AMSR began **experimenting with a closed AI approach** for extracting useful information from the Archive.
- The **portal website was successfully relaunched** with a new, modern look designed to be highly responsive across different devices.
- The **awareness campaign on LinkedIn** targeting the Market Research, Data Analytics, and Insights community resulted in a **73% increase in AMSR account follower numbers** (from 754 in March 2024 to 1,301 in March 2025).
- **Greater effort invested in website analytics** began to yield more data on visitors to both the Portal Website and Online Archive, laying a foundation for future detailed analysis.
- **Attending live events proved highly effective** in increasing wider understanding of AMSR, attracting material contributors, volunteers and university users.
- **Income increased from £41,217 in 2023-24 to £45,072 in 2024-25**, excluding bank interest and Gift Aid, with corporate donors contributing 72% of donations.
- The **supporter database grew by 22%**, reaching 766 entries by March 2025, with a new category of 'personas' added to aid future targeted mailings.
- Our quarterly newsletter was circulated to the supporter database and made available via the AMSR website. We also published a twice-yearly AMSR Update report for our supporters in addition to our annual report.

### 2.2 2024-25 objectives

As last year, our objectives were:

1. To identify and collect as much heritage material as possible.
2. To stimulate the flow of more modern research into the Archive (ideally on an ongoing basis from agencies).
3. To develop greater usage of the Archive.

### 2.3 Building the Collection

AMSR continued to expand its collection during 2024-25. Over 1,000 items were added to the online Archive during the financial year, bringing the total number of reports to 10,144 items by 20<sup>th</sup> February 2025. Progress was made towards uploading the Big Green Door (BGD) collection and the latest Sir Robert Worcester collection.

The content management process was reorganised, ensuring coordination of both paper and digital contributions and systematic tracking of all content through the stages of reviewing, scanning, cataloguing, indexing, and uploading to the OCLC-hosted Archive. Digitisation of volumes increased as we trained more volunteer scanners and used external scanning facilities more extensively.

We have 38 Specialist Collections in the Archive, including unique reports not available elsewhere from the BBC and BBC World Service, MORI British Public Opinion, NOP reports, the Cooper Research and Marketing (CRAM) qualitative research and the Target Group index (TGI) covering more than 50 years of product and media consumption. Both heritage and more modern work continues to be donated as we continue to assemble significant works from the 21st Century.

Perhaps the most interesting donation in 2024/5 was a collection of research materials from 1975–1986 relating to the Greater London Council and particularly the abolition of the GLC. An interesting time for democracy, and our increasing number of Political Science users.

We also focus specifically on building to meet future needs. Media Studies is an important subject at A-Level and Degree level and we have added to our BBC collections with donations from Lawrence Bailey and Roger Gane (significant figures from the field of research in Media and Audience measurement) of various media research reports and technical papers from the 1970s to early 1990s, which tell the story of the great changes in media consumption which occurred over that period.

We have noted an increased interest from Modern British Historians in the growth of post-war consumerism and have added many studies on food and drink consumption including, for example, research on attitudes to drinking and driving commissioned by Guinness in the late 1970s, anticipating the changes in legislation.

An agreement was reached with TGI to use their interactive Choices software, providing data over four years old for stories and case studies to non-commercial users, with full attribution of the source.

## 2.4 Building usage

We can report that the usership of the Archive has continued to grow. The table below shows total monthly visits to AMSR's portal website and to the Archive itself.

<a href="https://amsr.org.uk">Portal (amsr.org.uk)</a>		March 2024	March 2025
Total Users (Total Visits)	Monthly	503	739
	3 Month Rolling Total	1506	2334
<a href="https://amsr.contentdm.oclc.org">Archive (amsr.contentdm.oclc.org)</a>		March 2024	March 2025
Total Users (Total Visits)	Monthly	319	1989
	3 Month Rolling Total	933	6652



### 2.4.1 Academics and universities

AMSR continued to expand its relationships and support for academics throughout 2024-25, contributing to the very substantial increase in online Archive visits. Academics widely praised the Archive as an invaluable resource:

- Professor Jane Hamlett of Royal Holloway University of London described it as an "outstanding resource for historians of modern Britain," highlighting its wealth of quantitative and qualitative data. Her research benefited from data on pet ownership and insights into cat food buyers.
- Dr. Ben Clements of Leicester University noted its value for scholars in humanities and social sciences, providing an "important hub for accessing public opinion".
- Dr. Marcus Collins of Loughborough University called it a "treasure trove for any contemporary British historian," drawing upon its survey and polling materials for research on topics from decolonisation to women's rights.
- Professor Bobby Duffy of King's College London stated it's an "incredibly valuable resource" for studying shifts in political and moral attitudes and behaviours over decades.
- Alice Naylor, a PhD student at Portsmouth University, found the material "excellent insight into the consumption practices of British households" for her thesis.
- Alex Langstaff, a PhD student in history at New York University, highlighted it as an "incredible resource" providing "unique vantage points of British social and cultural life," and has started incorporating it into undergraduate teaching.

Individual university academics were contacted and supported to stimulate usage, both through their direct research and through recommendations to undergraduate and post-graduate students. Efforts were also initiated to reach out to university librarians to ensure the Archive is added to available resources.

### 2.4.2 Schools

AMSR continued to develop its A-Level Schools Project during the period, building on previous pilot work. The Curation & Education Resources Team dedicated efforts to ongoing content curation specifically for A-Level curricula, with a focus on Politics, Sociology and Extended Project Qualifications (EPQs). Completed work included a review of the 2024 UK General Election, analysis of the effect of Opinion Polls over time, public attitudes to capital and corporal punishment, drugs, abortion, and a selection of proposed stories to support and inspire EPQ project work.

Positive feedback was received from some schools, but the response overall from schools was more muted than hoped. It was observed that the content produced might have been too detailed and/or too quantitative. Key learnings from the year indicated that relatively few schools (estimated at only 5%) cover post-war UK history at A-level due to syllabus construction and teachers required more detailed support with lesson planning than initially anticipated. Most pupils tend to rely solely on textbooks unless an original dissertation requiring external research is mandated.

To address these challenges, a qualitative research project with teachers was initiated in February 2025 to gain a deeper understanding of their actual needs and preferred methods of accessing educational resources.

AMSR is also working to develop relationships with examining boards (Cambridge OCR, AQA, Pearson Edexcel) to have the Archive included in recommended resources.

We anticipate that all of this activity will start to bear fruit in 2025-6.

## 2.5 Publicity and Marketing

The objectives for the year included growing AMSR's understanding among key target groups, generating website traffic, supporting fundraising efforts, and developing processes to measure performance.

### 2.5.1 Social media and publications

A social media awareness campaign on LinkedIn, targeting the Research and Insights sector, was a continuous effort throughout the year, leading to a 73% increase in Followers (from 754 in March 2024 to 1,301 in March 2025). This demonstrated success in raising informed awareness within the sector. The campaign style was adjusted after six months to be less impersonal and include a greater variety of posts, which was well-received by the target group.

Active content management on X (formerly Twitter) was largely scaled back due to changes in its image, though occasional posts were maintained for journalists and researchers.

Four issues of the quarterly Newsletter and two AMSR Update reports were published, demonstrating strong readership engagement. Readership of the Newsletter is good with more than half of those circulated opening the email and 15%-20% of those circulated reading at least one article.

Additionally, two articles were published in Research Live, and positive media coverage was secured in January 2025 for the appointment of the new Chief Executive who took up the post in April 2025.

### 2.5.2 Website

The Portal website underwent a successful relaunch, featuring a more modern look which was designed to work well on phones and tablets as well as PCs and Macs.

A change to the cookie statement when the website was relaunched impacted Google Analytics data collection for six months, but this issue was addressed and more detailed data on website performance will now establish a firmer foundation for in-depth analysis of visitors and users. However, obtaining detailed statistics on user types (beyond basic analytics) remained a challenge due to limitations of the ContentDM platform on which we store the Archive.

We relaunched the Hub at the same time as we updated the website. This contains links to 80 relevant sources of market and social research information presented in an easily-accessible way.

### 2.5.3 Events

Attending events has proven to be a highly effective method for increasing awareness and understanding of AMSR, and for attracting material contributors, volunteers and users.

During the year, AMSR participated in seven external events, an increase from five in the previous financial year. These included:

- MRS Annual Conference
- MRS Story Telling
- MRS B2B Research Conference
- MRS Agency Owners and Leaders Conference
- LSE Library Resources Roadshow
- History Day at London University

These engagements directly contributed to signing up 99 new supporters, a considerable increase from 49 in the prior financial year.

AMSR hosted its Summer Event at King's College London in June 2024, drawing over 80 attendees who participated in speeches and a panel session featuring senior executives from the Market Research and Insights industry and an academic user of the Archive. This event garnered positive feedback and significant publicity within the Insights sector, notably leading to a confirmed legacy donation.

## 2.6 Supporter development

The primary objective for 2024-25 was to increase income significantly to support AMSR's growth, with a target of increasing income by £8,000 from additional donations (by individuals and companies) and sponsorships of specific projects and events. Secondary objectives included laying the groundwork for less predictable sources like gifts in wills and grants and cultivating large potential donors in the Research and Insights sector.

Income from donors and sponsorships reached £45,072 (excluding bank interest and Gift Aid), representing an increase from £41,200 in 2023, with 72% of donations originating from corporate donors. The Summer Event successfully secured four sponsors who contributed £6,000, including two new supporters.

Existing corporate donors demonstrated continued support, with the two largest corporate donors maintaining or increasing their donations. A new Large Research Agency outreach programme, which involves targeted approaches to C-suite executives using a pitch document developed with input from an existing agency C-suite supporter, was started. This initiative successfully secured one new donor, with ongoing discussions with other agencies. Pitches were delivered to four agencies during the year.

The reasons why corporations donate to AMSR vary from agency to agency, but fundamentally, senior agency executives appreciate the role that AMSR performs supporting education and research by making empirical market and social research data freely available to academics, students and researchers. And in so doing, we are preserving the history of the MR industry and promoting the industry as a career to the next generation of researchers.

In an interview immediately prior to AMSR's June 2024 Summer Event, Kelly Beaver, CEO of Ipsos UK said "There's a huge amount of intrinsic value in the social and market research that has been conducted in this country over decades. AMSR holds a really important role in making sure that this value is realised."

James Endersby, Chief Executive of Opinium and Chairman of the UK Market Research Society said "I support the AMSR because, like museums where you go to see artefacts and like textbooks

where you read about history, this is a vault of what people thought, felt and did in previous years. I think it is incredibly important that we preserve that.”

Since AMSR’s inception, a total of 91 individuals have donated to support the Archive’s work. In 2024-5, donations from individuals exceeded the original budget by approximately £2,000, attributed to a lower-than-anticipated drop-off from existing donors and the successful recruitment of new ones, very largely down to the ongoing personal contact programme by volunteer and Trustee Peter Bartram.

The supporter database continued its growth, increasing by 22% to 766 entries by March 2025. A new classification of 'personas' was added to facilitate targeted mailings. One mailing was conducted to inform potential donors about the option of gifts in wills.

No grant applications were made during the year, although groundwork for future applications progressed. A consultant archivist was engaged to assess accreditation readiness, a step expected to improve future grant eligibility.

## 2.7 Financial position and reserves

We attracted donations of £47,632, which includes £2,560 of Gift Aid. In addition, we received £2,996 in bank interest taking our total income to £50,628. We made a surplus of £9,092.

Our total operating expenditure was £41,536.

Our reserves are £117,223. We are planning how best to use our reserves to maintain sustainable growth. At the start of the year, we introduced a reserves policy fixing the level of reserves at the equivalent of two years’ operating costs.

Significant items of expenditure are the cost of storage space at the History of Advertising Trust, to which a 24 month notice period applies, and for the website and online Archive. We would need 12 months’ notice to ensure the long-term preservation of the material we have collected if AMSR were to become insolvent.

## 2.8 Principal sources of funds

The funds in the financial year 2024-5 have been raised from eight companies and 48 individual donors. Gift Aid has been claimed where possible. In addition, we are encouraging supporters to consider leaving a legacy to AMSR.

We thank Ipsos UK for their generous financial support and for providing us with office space for collecting, sorting and scanning material contributed to the Archive, and we thank OvationMR for their very generous financial contribution towards our marketing and fundraising costs.

We are grateful for the logistical support that we receive from industry bodies and companies, notably the MRS, RONIN International and Savanta.

### 3 Structure, Governance and Management

AMSR is constituted as a charitable incorporated organisation (CIO) and is governed by a trust deed.

The organisation is led by the Executive Committee which consists of the Chairs and Deputy Chairs of the five Lead Committees that run the organisation. The Executive Committee meets monthly and reports to the Board of Trustees. The five committees are:

- Contents
- Marketing
- Governance
- Development
- Finance

Trustees are chosen for the skills and experience they bring to the organisation and are elected for a three-year term by a meeting of the Trustees. Many of our Trustees sit on the Committees. One new Trustee was appointed on 21<sup>st</sup> November 2024.

- Richard Asquith, independent consultant, former Global CEO Kantar Media Audiences, former Managing Director BMRB International

All Trustees have received training in the responsibilities of charity trustees and an induction pack that includes:

- The constitution of AMSR
- The essential trustee: what you need to know, what you need to do (CC3)
- Charity fundraising: a guide to trustee duties (CC20).
- The Advancement of Education for the Public Benefit (PB3).

AMSR is staffed by over 50 volunteers, together with one paid administrator and one paid website designer who are both employed in a freelance capacity.

## 4 Reference and administrative details

The Archive of Market and Social Research (also known as The AMSR), registered charity number 1166619.

Principal address: Old Malt House, 21 Watling Lane, Dorchester on Thames, Wallingford, OX10 7JG

### 4.1 Trustees

**Professor Patrick Barwise, Chairman of the AMSR Board** Patrick (Paddy) Barwise is Emeritus Professor of Management and Marketing at London Business School which he joined in 1976 after an early career at IBM. He has published widely on management, marketing and media. He is also a former Chairman of Which? He was appointed Vice-Chairman of AMSR in 2018 and became Chairman in February 2020.

Date of appointment as a Trustee 11/10/2018

#### **Adam Phillips**

Adam was Chief Executive of AMSR until 31<sup>st</sup> March 2025. In over 40 years in market research, he has been involved in media measurement, public opinion research, brand development as well as product and pricing research. An MRS Fellow, past Chairman of the MRS, a Council Member at ESOMAR and Chairman of its Professional Standards Committee, he began his career at Unilever and went on to hold senior positions at BMRB, Mass-Observation, Euroquest, Research International and Winona Research in the US. He has been Chair of the Financial Services Consumer Panel and a lay member of the Press Complaints Commission. In 2016 he received the ESOMAR award for Market Research Excellence.

Date of appointment as a Trustee 19/04/16

#### **Richard Asquith**

Richard Asquith is Chief Executive of AMSR, a role he has held since 1<sup>st</sup> April 2025. Prior to this, he held several senior leadership positions during a forty year career as a research supplier. He was Managing Director of BMRB International, CEO of Kantar Media's TGI & Custom division with responsibility for the Global TGI network of syndicated media and marketing studies and Global CEO of Kantar Media Audiences, leading Kantar's specialist division devoted to digital audience measurement across TV, Online and Radio, operating in more than 60 countries.

Richard has been a regular speaker at industry conferences and a member of the International Journal of Market Research editorial advisory board. He was a founder member of the MRS Company Partner Scheme.

Date of appointment as a Trustee 21/11/24

#### **Peter Bartram**

Peter Bartram has had a varied career in both research and marketing with NOP, Thomson Newspapers, and the Harris Poll firm in London, New York, and Los Angeles. Back in the UK in 1978, he was a Marketing Director at American Express Europe, MRS Chairman in 1989, and finally President of the City Research Group. With 41 others, he set up the Research Network in 2002, which is still going strong. He recently published a well-reviewed book containing 100 stories from 'The Life in Research,' the proceeds from which are all donated to the AMSR.

A talented artist, Peter has donated several of his works to raise money for the Market Research Benevolent Association as well as AMSR.

Date of appointment as a Trustee 19/04/16

#### **Ian Brace**

Ian Brace is the Secretary of AMSR. After more than 40 years as a market researcher, mostly within research agencies, Ian is now retired from full-time work. Originally trained as a statistician, he spent most of his career in project design, analysis and project management before ending up as Director of Research Methods at Kantar TNS UK. He is a Fellow of the MRS, author of many published papers and two books and was Chairman of the industry's charity, the Market Research Benevolent Association (MRBA) from 2004-2024. He was awarded the MRS Gold Medal in 2024.

Date of appointment as a Trustee 19/04/16

#### **Jane Frost CBE**

Jane Frost is Vice-Chair of the AMSR and Chief Executive of the Market Research Society (MRS). She has over 30 years of experience at board level in marketing and strategy positions at blue-chip organisations. Jane comes from the 'client' side. She is currently leading radical change at MRS and provides an important link between the industry's association and its Archive.

Date of appointment as a Trustee 20/07/16

#### **Raz Khan**

Raz Khan is Treasurer of the AMSR and has been a Trustee since its inception, originally acting as a liaison with the MRS Board on which he served at the time. Raz is Chairman of Cobalt Sky, an operations support company which he has been managing since 1989. He started in MR operations in 1977 and has worked at Pritchard Brown and Taylor, Quantime and AGB. He has served as treasurer to the Market Research Society and the Association for Survey Computing and is a Fellow of the MRS.

Date of appointment as a Trustee 19/04/16

#### **Professor Claire Langhamer**

Claire Langhamer is Director of the Institute of Historical Research and Professor of Modern History at the University of London. A social and cultural historian of modern Britain with particular research interests in feeling, experience and everyday life, she has published on children's writing, courtship, happiness, home, emotional politics and women's leisure. Recent publications include *Class of 37* with Hester Barron (2021); *Total War: an Emotional History* edited with Lucy Noakes and Claudia Siebrecht (2020); and *The English in Love. The Intimate Story of an Emotional Revolution* (2013). She is currently writing a book called *Feelings at Work in Modern Britain* for OUP and is also a Trustee of the Mass Observation Archive.

Date of appointment as a Trustee 14/10/23

#### **Phyllis Macfarlane**

Phyllis Macfarlane is a lifelong Market Researcher, former Managing Director of GfK NOP and Fellow and past Chair of the Market Research Society (MRS). She was previously Global Training Manager at GfK UK and has spent several years delivering, and expanding the offering of, market research education and training in Africa and Asia. She believes in bringing the global market research community and the non-profit sector together to learn from one another and achieve best results for all – mainly through her role as Treasurer of ESOMAR Foundation. She has won the

MRS Silver Medal in 2008, the MRS Gold Medal in 2021, and in 2018 the European Society for Opinion and Marketing Research Excellence Award.

Date of appointment as a Trustee 14/09/19

### **Colin McDonald**

Colin McDonald spent over 40 years in the research industry, first with Reckitt & Sons, then in agencies BMRB and Communication Research Ltd, finally running his own consultancy. He joined the Market Research Society in 1967, holds the Society's Gold Medal and was elected a Fellow of the Society in 1998. His many papers, articles and books include, with Stephen King, *Sampling the Universe*, commissioned for the Market Research Society's 50th anniversary in 1995. He co-edited the Media Research Group *Guide to Media Research* (1995) and the ESOMAR *Handbook of Market and Opinion Research*, 4th edition (1998), and has edited *Admap* and the *International Journal of Advertising*.

Date of appointment as a Trustee 14/10/23

### **Simon Patterson**

Simon is Founder and CEO of QRI Consulting. He is a Chartered Psychologist (CPsychol), Fellow of the MRS (FMRS) and Board member (former Chair) of the AQR (Association for Qualitative Research). Simon has been an international qualitative researcher for 40 years; He is a highly experienced Moderator, conducting ECG® Workshops, Focus Groups and IDIs in-person and online, and has managed and conducted research in, and travelled to, over 40 countries around the world. He set up QRI (Qualitative Research International) Consulting in 2010 following a successful career at CRAM (Cooper Research & Marketing) International where he was latterly Managing Director, and also a Director of online sister agency QiQ (QualiQuant®) International. He worked with CRAM's founder, the late Peter Cooper, for 30 years. Simon is passionate about Brands and understanding what makes Consumers tick helping to refine brand positioning, enhance customer loyalty, and make successful product launches and relaunches. He has contributed to many brand, marketing, and communication successes around the world during his long career in Market Research.

Simon was a visiting lecturer on Consumer Research & Branding at the Institute for Manufacturing (IfM) at Cambridge University 2010-2020. He has co-authored many papers and presented at ESOMAR, MRS, AQR and QRCA conferences on Consumer Psychology, the Psychology of Branding and Communication, and the History and Development of Qualitative Research. Simon is a Founding Trustee of AMSR and is deeply interested in the history and development of our industry.

Date of appointment as a Trustee 19/04/16

### **Sue Robson**

Sue read Psychology and Physiology (PPP) at Somerville College Oxford and then toyed with the idea of an academic career. Eventually deciding to get a 'proper job' Sue joined BMRB where she gained a solid grounding in all types of market research. Deciding to specialise in qualitative research she then then joined MBL and worked with John and Mary Goodyear. She worked at MBL for 10 years, ending up as Managing Director. In 1981 Sue started her own business, The Qualitative Consultancy, TQC, which became one of the foremost qualitative agencies of the 80s and 90s. Sue also ran training courses for the MRS including developing, in 1983, the very first course offering practical hands-on experience of moderating group discussions, which has



become a strong part of the regular offering of MRS courses to young researchers. This led to the book she wrote and co-edited with Angela Foster, a psychotherapist, *Qualitative Research in Action*, published in 1989. Sue was a member of MRS Council from the 1980s and a founder member of AQR, to give qualitative researchers their own strong voice. She was made a Fellow of the MRS in 1998.

After closing TQC in 2002 Sue worked as a consultant until retirement. She now does various volunteer roles; was an MRBA committee member for 10 years and then joined AMSR in 2019, chairing the Marketing Committee until 2023.

Date of appointment as a Trustee 14/09/19

### **Phyllis Vangelder**

Phyllis Vangelder was an Editor in the market research industry for many years, accumulating knowledge and contacts in all aspects of market and social research. She was in charge of publications at The Market Research Society for over 25 years including the *MRS Newsletter* (the forerunner of *Research*), the *Journal of the Market Research Society* (now the *International Journal of Market Research*), *Market Research Abstracts* and *Survey* magazine, as well as being heavily involved in many committees. She has been Editor of *ESOMAR Newsbrief*, *BMRA Bulletin* and *BMRA's MR Business*. Phyllis also co-edited *A Handbook of Market Research Techniques* with Robin Birn and Paul Hague. and with Colin McDonald, the *ESOMAR Handbook of Market and Opinion Research*.

Since 'retirement', she has been involved as a Volunteer with the Archive of Market and Social Research (AMSR) as Trustee and member of several Committees, as well as editing the *AMSR Newsletter*. She was heavily involved in the creation and production of AMSR's three books in the series 'Showcasing the Archive'. editing the first book, *Post-war developments in market research* and co-editing, with Judith Staig, the third book on *Researching the Public*.

She contributes to the Archive's initiatives in reaching out to academics to encourage them to use the Archive in their research.

Phyllis is an Honorary Fellow of The Market Research Society.

Date of appointment as a Trustee 19/04/16

## **4.2 President**

**Denise Lievesley** is an Honorary Fellow of Green Templeton College, University of Oxford, having been Principal from 2015 until September 2020. Prior to Oxford, she was Executive Dean of the Faculty of Science and Public Policy and Professor of Social Statistics at King's College London. She has been Chief Executive of the English Health and Social Care Information Centre, Director of Statistics at UNESCO, where she founded the Institute for Statistics, and Director (1991-1997) of the UK Data Archive. In March 2024 She published her review of the UK Statistics Authority commissioned by the Cabinet Office as part of the programme of public bodies reviews.

Denise served as President of the Royal Statistical Society (1999 - 2001), and as President of the International Statistical Institute (2007 - 2009) and the International Association for Official Statistics (1995 - 1997).

A Fellow of University College London (her alma mater), she has honorary doctorates from City University and the University of Essex and is a founding Fellow of the Academy of Social Sciences. Her research interests relate broadly to the quality and trust in official data, and the use of data

for research purposes. She was appointed Commander of the Order of the British Empire (CBE) in the Queen's Birthday Honours in June 2014 for services to social science.

## 5 Declarations

The company has taken advantage of the small companies' exemption in preparing the report above.

The Trustees declare that they have approved the trustees' report (including Directors' report) above.

Signed on behalf of the Charity's Trustees/Directors:

Chairman: Professor Patrick Barwise

20<sup>th</sup> November 2025

# The Archive of Market and Social Research

Year ended 31 March 2025

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## Independent Examiner's Report to the Trustees of The Archive of Market and Social Research

I report to the trustee on my examination of the financial statements of The Archive of Market and Social Research ('the charity') for the year ended 31 March 2025.

### Responsibilities and basis of report

As the trustees of the charity you are responsible for the preparation of the financial statements in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the charity's financial statements carried out under section 145 of the 2011 Act and in carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

### Independent examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept in respect of the charity as required by section 130 of the Act; or
2. the financial statements do not accord with those records; or
3. the financial statements do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

Alistair Henry Ellis Smith  
Independent Examiner  
20<sup>th</sup> November 2025

# The Archive of Market and Social Research

Year ended 31 March 2025

## Statement of Financial Activities

		2025		2024
		Unrestricted	Total funds	Total funds
	Note	funds	£	£
<b>Income and endowments</b>				
Donations and legacies	4	47,632	47,632	43,790
Investment income	5	2,996	2,996	2,343
<b>Total income</b>		<u>50,628</u>	<u>50,628</u>	<u>46,133</u>
<b>Expenditure</b>				
Expenditure on raising funds:				
Costs of raising donations and legacies	6	16,065	16,065	15,699
Expenditure on charitable activities	7,8	25,471	25,471	28,608
<b>Total expenditure</b>		<u>41,536</u>	<u>41,536</u>	<u>44,307</u>
<b>Net income and net movement in funds</b>		<u>9,092</u>	<u>9,092</u>	<u>1,826</u>
<b>Reconciliation of funds</b>				
Total funds brought forward		108,131	108,131	106,305
<b>Total funds carried forward</b>		<u>117,223</u>	<u>117,223</u>	<u>108,131</u>

The statement of financial activities includes all gains and losses recognised in the year. All income and expenditure derive from continuing activities.

The notes on pages 22 to 25 form part of these financial statements.

## Statement of Financial Position

	Note	2025 £	2024 £
<b>Current assets</b>			
Debtors	11	2,093	4,984
Cash at bank and in hand		118,350	106,484
		<u>120,443</u>	<u>111,468</u>
<b>Creditors: amounts falling due within one year</b>	12	3,220	3,337
<b>Net current assets</b>		<u>117,223</u>	<u>108,131</u>
<b>Total assets less current liabilities</b>		<u>117,223</u>	<u>108,131</u>
<b>Net assets</b>		<u>117,223</u>	<u>108,131</u>
<b>Funds of the charity</b>			
Unrestricted funds		117,223	108,131
<b>Total charity funds</b>	13	<u>117,223</u>	<u>108,131</u>

These financial statements were approved by the board of trustees and authorised for issue on 20th November 2025, and are signed on behalf of the board by:

Professor Patrick Barwise, Chairman

## Notes to the Financial Statements

### 1. General information

The charity is a public benefit entity and a registered charity in England and Wales and is unincorporated. The address of the principal office is The Old Malt House, 21 Watling Lane, Dorchester on Thames, Wallingford OX10 7JG.

### 2. Statement of compliance

These financial statements have been prepared in compliance with FRS 102, 'The Financial Reporting Standard applicable in the UK and the Republic of Ireland', the Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (Charities SORP (FRS 102)) and the Charities Act 2011.

### 3. Accounting policies

#### Basis of preparation

The financial statements have been prepared on the historical cost basis, as modified by the revaluation of certain financial assets and liabilities and investment properties measured at fair value through income or expenditure.

The financial statements are prepared in sterling, which is the functional currency of the entity.

#### Going concern

There are no material uncertainties about the charity's ability to continue.

#### Fund accounting

Unrestricted funds are available for use at the discretion of the trustees to further any of the charity's purposes.

Designated funds are unrestricted funds earmarked by the trustee for particular future project or commitment.

Restricted funds are subjected to restrictions on their expenditure declared by the donor or through the terms of an appeal, and fall into one of two sub-classes: restricted income funds or endowment funds.

# The Archive of Market and Social Research

## Notes to the Financial Statements *(continued)*

Year ended 31 March 2025

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### Incoming resources

All incoming resources are included in the statement of financial activities when entitlement has passed to the charity; it is probable that the economic benefits associated with the transaction will flow to the charity and the amount can be reliably measured. The following specific policies are applied to particular categories of income:

- ② income from donations or grants is recognised when there is evidence of entitlement to the gift, receipt is probable and its amount can be measured reliably.
- ② legacy income is recognised when receipt is probable and entitlement is established.
- ② income from donated goods is measured at the fair value of the goods unless this is impractical to measure reliably, in which case the value is derived from the cost to the donor or the estimated resale value. Donated facilities and services are recognised in the accounts when received if the value can be reliably measured. No amounts are included for the contribution of general volunteers.
- ② income from contracts for the supply of services is recognised with the delivery of the contracted service. This is classified as unrestricted funds unless there is a contractual requirement for it to be spent on a particular purpose and returned if unspent, in which case it may be regarded as restricted.

### Resources expended

Expenditure is recognised on an accruals basis as a liability is incurred. Expenditure includes any VAT which cannot be fully recovered, and is classified under headings of the statement of financial activities to which it relates:

- ② expenditure on raising funds includes the costs of all fundraising activities, events, non-charitable trading activities, and the sale of donated goods.
- ② expenditure on charitable activities includes all costs incurred by a charity in undertaking activities that further its charitable aims for the benefit of its beneficiaries, including those support costs and costs relating to the governance of the charity apportioned to charitable activities.
- ② other expenditure includes all expenditure that is neither related to raising funds for the charity nor part of its expenditure on charitable activities.

All costs are allocated to expenditure categories reflecting the use of the resource. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs are apportioned between the activities they contribute to on a reasonable, justifiable and consistent basis.

### Financial instruments

A financial asset or a financial liability is recognised only when the entity becomes a party to the contractual provisions of the instrument.

Basic financial instruments are initially recognised at the amount receivable or payable including any related transaction costs.

# The Archive of Market and Social Research

## Notes to the Financial Statements *(continued)*

Year ended 31 March 2025

### 4. Donations and legacies

	Unrestricted Funds £	Total Funds 2025 £	Unrestricted Funds £	Total Funds 2024 £
<b>Donations</b>				
Donations and gifts	45,072	45,072	41,217	41,217
Gift Aid	2,560	2,560	2,573	2,573
	<u>47,632</u>	<u>47,632</u>	<u>43,790</u>	<u>43,790</u>

### 5. Investment income

	Unrestricted Funds £	Total Funds 2025 £	Unrestricted Funds £	Total Funds 2024 £
Other interest receivable	<u>2,996</u>	<u>2,996</u>	<u>2,343</u>	<u>2,343</u>

### 6. Costs of raising donations and legacies

	Unrestricted Funds £	Total Funds 2025 £	Unrestricted Funds £	Total Funds 2024 £
Costs of raising donations and legacies - Donations	<u>16,065</u>	<u>16,065</u>	<u>15,699</u>	<u>15,699</u>

### 7. Expenditure on charitable activities by fund type

	Unrestricted Funds £	Total Funds 2025 £	Unrestricted Funds £	Total Funds 2024 £
Expenditure on charitable activities	19,255	19,255	23,216	23,216
Support costs	6,216	6,216	5,392	5,392
	<u>25,471</u>	<u>25,471</u>	<u>28,608</u>	<u>28,608</u>

### 8. Expenditure on charitable activities by activity type

	Activities undertaken directly £	Support costs £	Total funds 2025 £	Total fund 2024 £
Expenditure on charitable activities	19,255	–	19,255	23,216
Support costs	–	5,615	5,615	4,793
Governance costs	–	601	601	599
	<u>19,255</u>	<u>6,216</u>	<u>25,471</u>	<u>28,608</u>

### 9. Staff costs

The average head count of employees during the year was Nil (2024: Nil).



# The Archive of Market and Social Research

## Notes to the Financial Statements *(continued)*

Year ended 31 March 2025

### 9. Staff costs (continued)

No employee received employee benefits of more than £60,000 during the year (2024: Nil).

### 10. Trustee remuneration and expenses

No remuneration was paid to Trustees

### 11. Debtors

	<b>2025</b>	2024
	<b>£</b>	£
Other debtors	<u>2,093</u>	<u>4,984</u>

### 12. Creditors: amounts falling due within one year

	<b>2025</b>	2024
	<b>£</b>	£
Accruals and deferred income	<u>3,220</u>	<u>3,337</u>

### 13. Analysis of charitable funds

#### Unrestricted funds

	At 1 April 2024 £	Income £	Expenditure £	At 31 March <b>2025</b> £
Unrestricted funds	108,131	50,628	41,536	117,223
	<u>108,131</u>	<u>50,628</u>	<u>(41,536)</u>	<u>117,223</u>

  

	At 1 April 2023 £	Income £	Expenditure £	At 31 March 20 24 £
Unrestricted funds	106,305	46,133	(44,307)	108,131
	<u>106,305</u>	<u>46,133</u>	<u>(44,307)</u>	<u>108,131</u>